

SPRIN NEWS

08

Styljst: Pina Mercuri

rokk ebony

SPRING NEWS

08

rokk ebony

Power in Numbers

Rock stars of the hairdressing stage, the Rokk Ebony crew once again orchestrated visual harmony via illustrations defining the seasons' most directional looks with a hint of personalisation that reigned supreme at July's International Hair Society (I.H.S) competitions. Most notable of the countless trophies loaded into the Rokk Ebony bandwagon was Group Salon of the Year – solid education, training and motivational schemes have seen the company win this award an unprecedented eight consecutive years.

Congratulations to the following award winners who contributed to this grand prize:

1st place

Daniella Barca, Mentone – Junior Men's Cutting
Daniella Barca, Mentone – Junior Ladies Cutting
Scott Condon, South Yarra – Junior Free Expression
Aaron Chan, South Yarra – Junior Catwalk

2nd place

Jessica English, South Yarra – Men's High Fashion Colour
Joseph Semaan, South Yarra – Open Haircut pre-done

3rd place

Robert Ferlaino, South Melbourne – Junior Catwalk,
Robert Ferlaino, South Melbourne – Open Men's Catwalk
Robert Ferlaino, South Melbourne – Men's High Fashion Colour
Dani Biles, Mentone – Open Formal Occasion
Tilly J Ross, South Yarra – Junior Free Expression
John Scandizzo, South Yarra – Senior Men's Cutting

Runners Up

Nadene Tzortzatos, Rowville – Junior Ladies Cutting
Aaron Chan, South Yarra – Junior Ladies Cutting

Daniella Barca additionally took out the coveted Junior Champion award followed on hot heels by Aaron Chan who was awarded the Junior Champion Encouragement award.

Thank-you to everyone who participated both on stage and behind the scenes.

Boasting in Brisbane

Joey was recently invited to present his skills at Brisbane's Hair Expo in July. Referred to by some as the 'best cutter in Australia', Joey's magnetic ability with scissors impressed Brisbanites beyond means – no doubt fuelling an already brimming fan club.

Rokk Star Profile: Daniella Barca, Mentone

With just three months under her belt as part of the Rokk Ebony family, recent I.H.S Junior Champion, Daniella, is quickly earning her stars and stripes -

"Winning this award was amazing! Without the help of an amazing team at Rokk Ebony, this award would have been out of my reach." The fervent stylist has been practicing the hairdressing game for four years and will compete on I.H.S' national competition stage late August. The Rokk Ebony crew look forward to watching this competitive talent soar in 2009.

Pretty in Perth

A creative Rokk Ebony team led by Perth Fashion Week Director, Joey Scandizzo, will kick-start the heart of Spring by shape-shifting the hair of our nations best-kept models before they strut the latest in fashion, hair and make-up design to the whose who of the material world.

Adelaide Expo

Relentlessly scattering their infectious talents about the nation, Marie and Joey took to Australia's south in aid of an exciting launch in Wella haircare at Adelaide's Hair Expo in June. The pair glistened as representatives of the new Tailor Made Shine range – an advanced system capable of creating superior reflective effects on all tones, whilst preparing hair for the desired shine and finish.

Rising with the Sun

Joey was up with the birds late July as he took to the Channel 7 studio for a pre-recorded stint on popular morning show, Sunrise. Hosted by Mel and Kochi, Rokk Ebony's ever-succeeding larrikin enlightened the program's viewers on hot hair trends for Spring/Summer 2008-2009.

Blokes do Bikinis

Three beaming South Yarra stylists jumped at the chance to dress the tresses of a parade of babes sporting itsy bitsy Tigerlily bikinis. Designed by Australia's Next Top Model host, Jodhi Meares, the swimwear range appeared even hotter with aid of South Yarra lads - Joey Scandizzo, Joseph Semaan and Aaron Chan. The warehouse fashion parade was one of the first marking many more to come in light of Spring.

ColourCascading

Queen of blending bright colour seamlessly, Marie Uva has been handpicked for ambassador of Wella Professional's innovative ColourCascading technique. Formulated to play muse to this seasons' fashion movements, Wella's new application method takes from the tie-dye patterns and floaty dresses currently sweeping retail shelves.

"ColourCascading offers hairdressers a new approach to colour - the perfect answer for technicians and clients seeking an uplifting change for Spring. The beauty of this technique is its versatility - adapt as you like for a subtle or high fashion effect. Think bright copper simmering into warm gold with a hint of pale rose," advises Marie.

Getting Marie on board for the company's next step in colour was a no-brainer for Wella's Australian and New Zealand Technical Manager, Andrew Tetley,

"I've enjoyed watching Marie grow over the last few years - her independence in the eyes of colourists is something that always sets her apart and we at Wella Professionals greatly admire. Marie is definitely an industry figure to watch!"

Rokk Star Profile: Aaron Chan, South Yarra

Turning his hand from the kitchen to the basin, Aaron left a budding chef career to begin a hairdressing apprenticeship with Rokk Ebony in 2005. The young gun has since won numerous awards and assisted abroad at multiple fashion weeks and editorial shoots. Most recently, Aaron was awarded the title of Headmasters' Apprentice of the Year - of which he comments, "I feel humbled to have won this award. Finding a good balance between hard work and good times allows me to maintain the motivation and inspiration required to earn such a title." The forever excelling Aaron is looking forward to shooting his first collection late September with hope of winning AHFA's Apprentice of the Year award.

Matter of Fashion

The Australian Hair Fashion Awards (AHFA) is one of the nation's most respected photographic competition platforms. Rokk Ebony will once again step-up with top echelon submissions - Steve Salemm and Jess Cellante from Glen Waverly alongside Joey Scandizzo and Marie Uva from South Yarra are currently working on their glossy collections that, fingers crossed, will bring home the trophies.

Rokk Star Profile: Robert Ferlaino, South Melbourne

Joker and car fanatic Robbie Ferlaino brings fun and food for thought to the Rokk Ebony table every day. The high-spirited, multi award winning fourth year apprentice recently acclaimed the coveted Headmasters' Champion of the year award – a title he puts down to time-management.

"To earn this award truly feels as though I have taken a step forward in the industry – an accomplishment that has generated great in-salon recognition, both from my team and clientele," says Robbie. With Hair Expo Apprentice of the Year set as Robbie's next ambition, this guy has his eyes set on industry stardom and is well on the way to achieving it.

One for the Boys

The handsome American Crew Face Off competition is a hot date on Australian hairdressers' calendar and will, once again, be met with outstanding imagery from the Rokk Ebony crew - budding photographer Amber Tomms will again fly from Perth to cultivate what could be one of three winning shots from thousands of entries.

iTune into Rokk

Curious about the thought process involved with some of Rokk Ebony's beautiful imagery? Interested in the sources of inspiration that shape your next haircut or colour? Rokk Ebony's podcast 'The Hair Salon' has found its place among other sources of must have entertainment on iTunes – you can find this by simply typing rokk ebony into the search field. Enjoy.

Salon Locations

Toorak	446 Toorak Road	9824 0788
South Yarra	168 toorak Road	9827 7503
South Melbourne	328 Clarendon Street	9645 8010
Glen Waverley	64 Kingsway	9560 0011
Mentone	36 Como Parade	9584 3153
Rowville	Wellington Village	9755 7822