

SUMMER NEWS

08

Stylist: Joey Sranchozo

rokk ebony

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## Hats off to Graduates

When not aiding the smooth service and immaculate surrounds of Rokk Ebony's six salons, the company's little guys are busy honing their skills with direction from an award-winning brood of educators. In celebration of the steps made toward assuming position as an industry leader, the annual Rokk Ebony Graduation was recently held at South Yarra's academy where the following star students waved goodbye to their apprenticeship with a catwalk show displaying three-years of acquired skill -congratulations to: Tamara Saunders, Nadene Tzortzatos, Vicy Jarrett, Zoe Pickles, Helena Demetrios, Jessica English, Gerard Geer and Charlene Fernandez. The latter staff members showcased two total looks within a general theme (a cut and colour model, and dressed hair model) before delivering an aligning brief for the entertainment of proud friends, family and Rokk Ebony peers. All enjoyed champagne and canapés as each graduate accepted their long awaited Certificate of Completion and bonus bunch of flowers. The event is designed to arm the company's newest senior members with presentation skills and confidence to assist their role as a growing Rokk Ebony ambassador.

## Vinnies Victorious

Antony David of South Melbourne and Charlene Fernandez of Glen Waverly, trotted to the Nova Oaks Day function at Flemington's Doutta Gala as part of a radio competition devised to make the most from days gone by. Contenders of Hughsey and Kate's contest were asked to head into Vinnie's with aim of walking out with a Spring carnival savvy outfit for under \$50 – the ten finalists received a personalised hair design from Antony and Charlene as part of their victory.

## High on Hair

Joey Scandizzo has been selected as ambassador for Wella's High Hair range and its new partnership with Price Attack. Joey, who often gets a high from his trade, has set about the nation touring his talent via a series of live demonstrations. The affiliation will no doubt boost High Hair's profile in the eyes of consumers and industry players alike.

## School's Out

The cast from American movie sequel High School Musical ignited teenage frenzy down under mid November with a visit to promote the third instalment of their dancing, singing train to fame. The movie premiere began on the Jam Factory's red carpet and was the epitome of glamour thanks to the styling and finishing touches of Joey Scandizzo, who was on hand throughout the day to ensure the cast's hair was camera ready for all press events. The movie starring screen-stud Zac Efron will flood Aussie theatres December 4th.

## Crafty Cuts

Rachel De Zylva of Toorak, Dani Biles of Mentone and Aaron Chan of South Yarra have been awarded for their sharp, square (and handsome) cutting skills as part of Australia's most prestigious competition for men – the American Crew Face Off awards. The trio are few of 20 contenders from about the nation eagerly anticipating the 2009 finalists evening where three winners will be unveiled. As one of this year's victorious, Joey Scandizzo has continued to work closely with the brand for modern men – a relationship that will see the AFL's hair stylist of choice collaborate with leading industry magazine Culture in the cultivation of a photo-shoot set to define masculine trends for Autumn/Winter 2009.

## Apt for the Arias

Marie Uva and Joey Scandizzo were two of many lucky hair conductors rocking backstage at this year's Arias with some of Australia's best vocal chords and instrumentalists. The pair manifested show-stopping hair design on multiple event organisers and celebrity heads, including MTV's Ruby Rose, before slipping to the Ivy after party in celebration of our finest musos.

## TODAY Touch-ups

Set amid the tram bells and decorated windows of Collins Street, Joey Scandizzo manifested seasonal style for benefit of the TODAY show's Spring Carnival special - broadcasted live from David Jones. Thanks to Scandizzo's skill, several race-ready models flicked and flirted with perfect carnival hair for viewers across the country.

## Rokk Star Profile: Wendy Haden, South Melbourne

Forever witty and queen of classic styling, UK born Wendy has brought smiles and all important education to the Rokk Ebony team for the past four years. The dog-loving Pisces, who now operates as Style Director and Educator for the company, knew hairdressing was her destined career path from the early age of 14 when a desire for bright-blue hair overcame her. Wendy has progressed a long way from such eighties driven trends - her ideal look for Summer 2009 bows to the natural beauty of hair.

"Colour will be low maintenance this Summer - teased foils that make way for natural regrowth as part of a long, shaggy style will be a popular request, while short and cute pixie cuts borrowing sixties inspiration will also be hot; think Mia Farrow in Rosemary's Baby," Wendy says.

## Salon Locations

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