

BEST LOCAL SALON

George's
HAIRDRESSING

LOCAL HEROES



**LITTLE
PRINCESS
HAIR
SHARE**

**LEICESTER
MARKET
BROUGHT
TO LIFE**

**ELLESMERE
COLLEGE
EASTER EGG
DROP**

**STUDIO
79
INITIATIVE**

**LOROS 60
MINUTE
MAKE-OVER
ROOM**

RE-SHAKA
FEMINIST
LOOKS LIKE

BEST LOCAL SALON

FIGHTING THE CRIMES OF BAD PERMS AND OVERPRICED HAIR EXTENSIONS, THE SUPERHEROES AND HEROINES OF GEORGE'S SALONS BRING STYLE AND DELIGHT TO THE PEOPLE OF LEICESTER. AT THE HEART OF THE COMMUNITY, THE POWERS OF THESE SUPER-STYLISTS ARE NOT LIMITED TO THE LATEST CUTS AND COLOURS...

BUT THE WORK OF THESE SUPER-CUTTERS IS NEVER DONE! WITH ANOTHER CHALLENGE OR PERSON IN NEED JUST AROUND THE CORNER, FOLLOW THE TRIALS AND TRIBULATIONS OF OUR HEROES OVER THE PAGE...

BANG!

WHAM!



George's



PREVIOUSLY...

DARK! DANK!
DINGY!
WE CAN'T HAVE
THIS!

BANG

GEORGE'S SUPERHEROES HAVE BEEN SUPPORTING LOROS, A LEICESTERSHIRE & RUTLAND HOSPICE FOR THE LAST FEW YEARS. SUCH WAS THE DELIGHT OF THE PATIENTS, THAT LOROS ASKED OUR SUPERHEROES TO PROVIDE A PERMANENT PRESENCE IN-HOUSE ... THE ONLY SALON TO RECEIVE THIS ACCOLADE!

THE KIND-HEARTED STYLISTS ARE THERE TO GIVE THE PATIENTS AN AFTERNOON OF PAMPERING ... THEY NOW HAVE A ROOM OF THEIR OWN AT THE HOSPICE ... THERE WAS ONLY ONE PROBLEM ... THE DARK, AND DINGY SALON ROOM! THIS WON'T DO!

SO...

BAM!

THE LOROS HAIR ROOM WAS BORN

WOW!

"WITH THE HELP OF OUR DEDICATED SUPERHEROES, THE SPACE WAS TRANSFORMED! USING THEIR SUPERPOWER OF PERSUASION, NEW CHAIRS WERE ACQUIRED, MIRRORS WERE HUNG, COLOURFUL PICTURES DONATED FROM ARTISTS, SPECIALIZED PRODUCTS STOCKED, A MUSIC SYSTEM AND REFRESHMENTS PROVIDED, FRESH FLOWERS DELIVERED EVERY WEEK AND EVEN STYLISH HAIRPIECES FOR SPECIAL OCCASIONS SUPPLIED. NOW IT LOOKED AND FELT LIKE A LUXURY SALON!"

AWESOME!

WHAT ELSE CAN
WE DO TO HELP
LOROS?



PREVIOUSLY...

LAST YEAR OUR SUPERHEROES RAN STYLISTS WORKSHOPS EVERY MONTH IN THE SCHOOL INCLUDING HYGIENE AND HEALTHCARE, SALON VISITS AND FREE HAIRCUTS PLUS FUN DAYS WITH GOODY BAGS FOR THE KIDS.

THIS YEAR JUST GOT EVEN BETTER. GEORGE'S SUPERHEROES ARE CONSTANTLY AMAZED AT THE KINDNESS AND DEDICATION OF THE STAFF WHO WORK WITH THESE VERY SPECIAL CHILDREN. TO LET THEM KNOW HOW MUCH WE APPRECIATE THEM IN OUR COMMUNITY, WE ORGANISED "A GIFT FOR YOU" - A COMPLETELY FREE CUT & FINISH AVAILABLE TO ALL STAFF.

BANG



ELLESMERE COLLEGE

GEORGES DECIDED TO RAISE MONEY TO DONATE EASTER EGGS TO THE SCHOOL...

HOW MANY COULD WE GET???
WE ASKED CLIENTS TO BRING IN AN EXTRA EGG WHEN VISITING OR TO DONATE MONEY...
THE EGGS WERE KEPT IN THE EASTER EGG BATH...
WHAT HAPPENED NEXT AMAZED EVEN OUR SUPERHEROES...
WE ENDED UP WITH OVER 600 EGGS - ONE FOR EVERY SINGLE STUDENT AND STAFF MEMBER AT ELLESMERE COLLEGE AND WE STILL HAD EGGS LEFT OVER....



NEXT...

ELLESMERE COLLEGE RELEASED A PRESS RELEASE AND THE EASTER EGG BATH ENDED UP GOING ON A TOUR OF LEICESTER!!!!
WHAT MORE CAN WE DO WITH THE EASTER EGG BATH? WE ASKED THE COMMUNITY!

LRI INFIRMARY HAD HEARD ABOUT OUR INITIATIVE AND GOT IN TOUCH. THEY WERE HOLDING AN EVENT FOR CHILDREN AND FAMILIES TO RAISE MONEY, WE VISITED ON THE DAY TO HELP AND GAVE OUT THE EASTER EGGS!

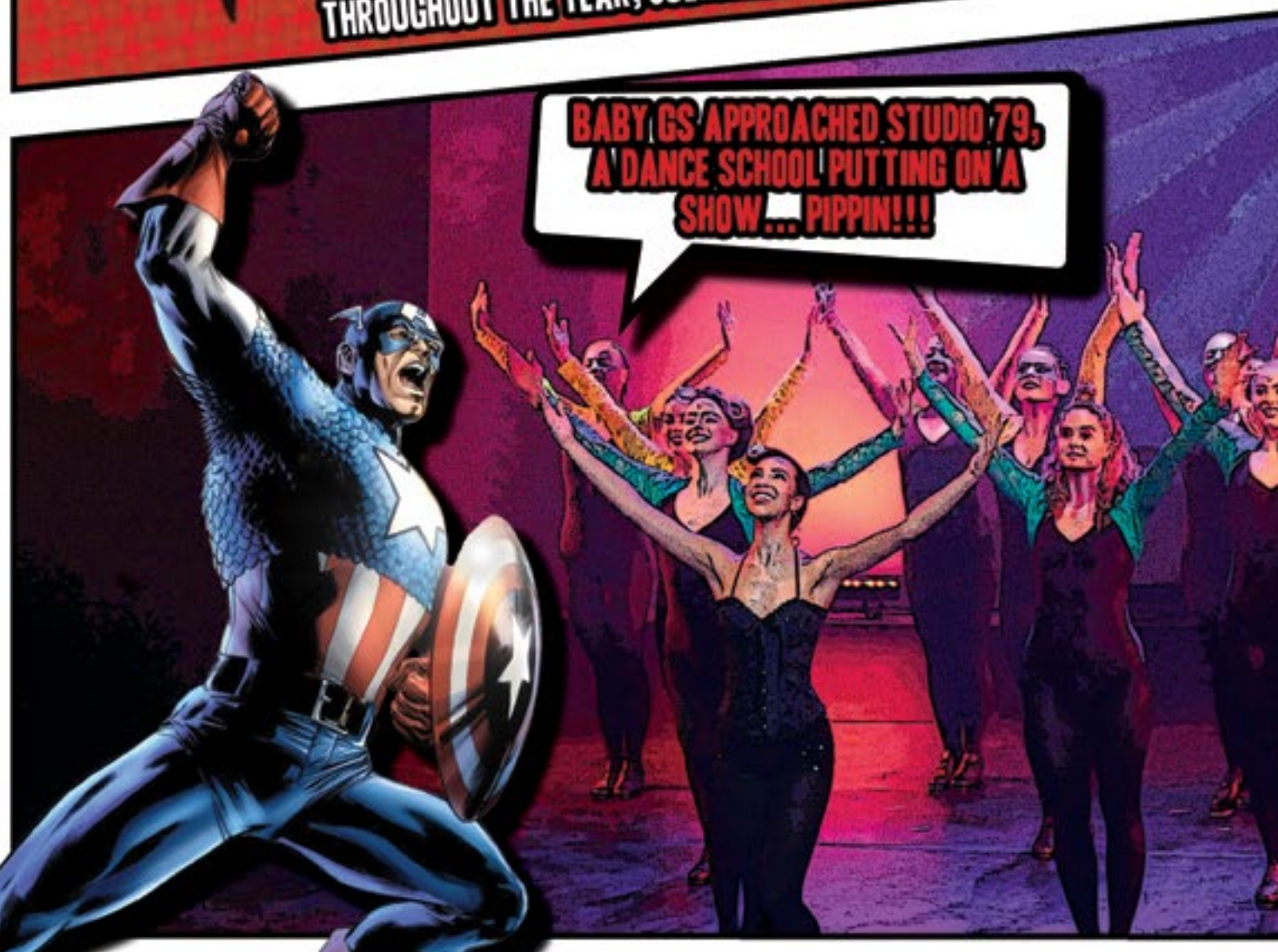


COLLABORATIONS **79** studio

WITH THE BABYG'S

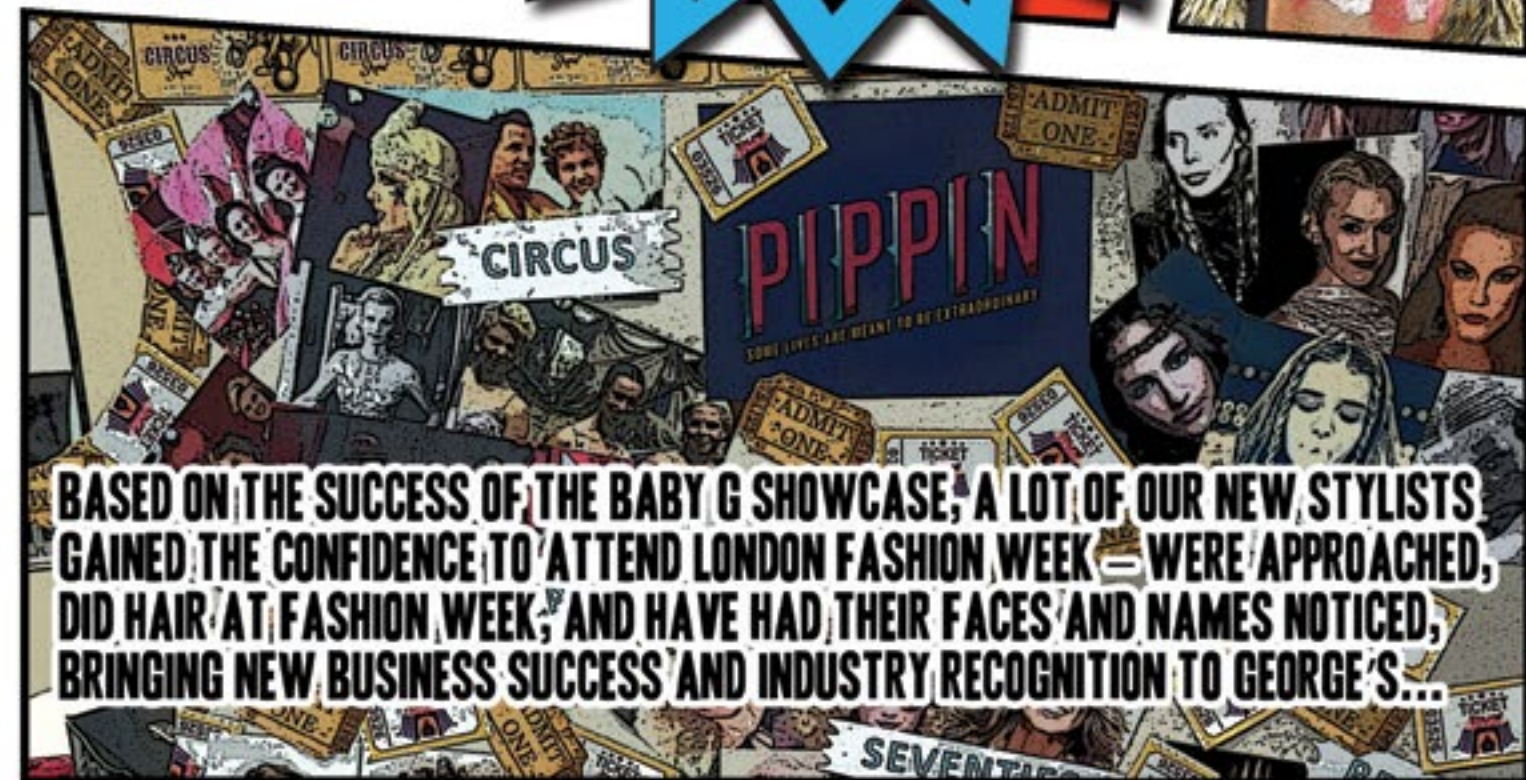


"INTRODUCING THE BABY GS" - THE NEXT GENERATION OF GEORGES' SUPERHEROES. THESE NEWLY QUALIFIED STYLISTS COMPLETE A CREATIVE PORTFOLIO & GEORGE'S BUILD UP THEIR CONFIDENCE THROUGHOUT THE YEAR, CULMINATING IN A SHOWCASE...



BABY GS OFFERED TO TAKE RESPONSIBILITY FOR THE CREATIVE STYLE DIRECTION OF THE SHOW, THE HAIR, MAKE UP, OUTFITS, SET DESIGN... THEY EVEN GOT INVOLVED IN THE DEVELOPMENT WITH MOOD BOARDS ETC.

SHOW WAS A SOLD OUT SUCCESS





ONGOING PROJECTS

WE DON'T FORGET TO WORK WITH OUR CHARITIES FROM PREVIOUS YEARS, AS WELL AS SUPPORTING OUR NEW INITIATIVES....

THE BOLD OVER CLUB!



4 TIMES A YEAR OUR SUPERHEROES ORGANISE FOR THESE OUTSTANDING HEROES SUFFERING WITH ALOPECIA TO MEET AND GROW IN CONFIDENCE. THIS YEAR WE WERE ABLE TO RAISE OVER £1400 THROUGH A DONATED AUCTION, DAYS OUT, PLUS TONS OF SPECIAL GUESTS SUCH AS ALOPECIA UK, MAKE UP ARTISTS AND WIG EXPERTS!

POW!

THE DAWN CENTRE IS OUR LOCAL HOMELESS SHELTER, AND OUR VIXENS ARE PROUD TO SAY THEY HAVE BEEN WORKING WITH THIS ORGANISATION NOW FOR 3 YEARS RUNNING, PROVIDING FOOD, HAIRCUTS, AND EACH YEAR GEORGE'S SUPER STAFF RUN A JUMBLE SALE! NOT ONLY DOES THIS JUMBLE SALE RAISE MONEY, BUT THE HOMELESS PEOPLE ARE ALL INVITED TO COME AND HAVE FIRST CHOICE OF ALL THE CLOTHING OUR STAFF AND CLIENTS DONATE.

THE DAWN CENTRE!



AWESOME!

CHARITY LINK FOODBANK!!!! ONGOING SUPPORT FOR LAST 2 YEARS INCLUDING FOOD DONATIONS, RAISING AWARENESS AND FUNDRAISING THROUGH THE SUPERHERO FUN RUN! THE SUPERHEROES ATTEND VARIOUS CHARITY LINK HOMELESS EACH CHRISTMAS DAY TO SERVE BREAKFAST.

CHARITY LINK FOODBANK!!!!



THE Y! THIS AMAZING ORGANISATION PROVIDE HOMES FOR YOUNG PEOPLE! OUR APPRENTICE SUCCESS FROM LAST YEAR'S INITIATIVE MEANS THAT WE NOW HAVE A RELATIONSHIP WITH THE ORGANISATION AND THEY REFER CANDIDATES TO US FOR APPRENTICESHIP CONSIDERATION ON AN ONGOING BASIS!

THE Y!!!!



PHENOMENAL COLLABORATIONS!



BRU COFFEE SHOP! MUTUALLY BENEFICIAL PROMOTIONS AND OFFERS, WE STILL OFFER A MENU TO CLIENTS FROM THIS LOCAL COFFEE SHOP WHICH SERVES FRESH PRODUCE



TURKEY CAFE! LOCAL QUIRKY BAR & CAFE; GEORGES STAFF GET 20% DISCOUNT HERE IN RETURN FOR HOLDING OUR SALON EVENTS HERE



GRIFFIN FIT! LOCAL PERSONAL TRAINING & GYM BUSINESS! STAFF ARE ENTITLED TO DISCOUNTED PROGRAMMES, IN RETURN WE PROMOTE THE BUSINESS IN STORE! IF WE RECOMMEND A CLIENT WHO COMPLETES THE FITNESS PROGRAMME, GEORGE'S STAFF RECEIVE £100 CASHBACK.

UPCOMING...

Sands



Stillbirth & neonatal death charity

SANDS IS A NATIONAL CHARITY SUPPORTING BEREAVED PARENTS WHO EXPERIENCE STILLBIRTH AND NEONATAL DEATHS. GEORGE'S WANTED TO SUPPORT THIS CHARITY AND RAISE AWARENESS IN OUR COMMUNITY FOR THE BRILLIANT SUPPORT THEY OFFER. FROM MAY-JUNE WE WILL BE RAISING MONEY IN THE SALON! CLIENTS WILL DONATE MATERIAL AND STAFF WILL GIVE UP SOME TIME FROM LUNCH HOURS TO SEW A PATCHWORK QUILT IN THE SALON! WE WILL HAVE A MONEY POT FOR DONATION TO SANDS.



George's
HAIRDRESSING