
George's
HAIRDRESSING



EDITOR'S LETTER

Never mind the chill in the air, the leaves covering the pavements, and the increased need to keep turning the heating up!! This, our stonking 16 page magazine, signifies the official start of a brand new season! Inside we deliver more fashion fabulous looks; from the heavenly Hair Blow Delight Bar, to the serious über-cool Damaged Collection, and the increasingly popular ktGumdrop Glitter, Hair Dazzle and Colour Pops. Looks for all-from Freshers to Fabulous Darling... every girl or boy needs one at least once a week - A visit to Georges Hairdressing!

Our city centre salon has been HEAVING with activity since the amazing accolade "Leicester's Best Local Salon", voted for by our loyal clients. As a thank you, we have upgraded Granby Street (or 'the hidden gem' as we like to call it!):

___We have introduced a bespoke consultation which you can do on an iPad. With your stylist you are able to create your own mood board, pointing out your dream hairstyles.

___You can even take advantage of our 'on the spot' strand test, where we can show you by the end of your appointment a possible new colour; this is so exciting, you can see the colour on your own hair without the commitment!

___We have also introduced the Hot Choccy Bar... perfect timing for those cold winter days... We have developed a skinny one too!!

After the success of the Most Wanted Awards, we didn't want to waste any time, so it's straight back into the community offering our services once again.

Finally we want to introduce our 9 new graduates. George's Hairdressing has always been Leicester's favourite choice of hairdressing academy; we are so proud that we are able to keep these apprentices on and that they can continue their hairdressing dreams with us.

ENJOY THE ISSUE.

Bianka would like to give Special Thanks to...

George's Hairdressing Art Team - Kia Natalia Maxwell, Frankie Inverarity, Melissa North, Cara Natasha Mercer, Farrah Chloe Mae King.

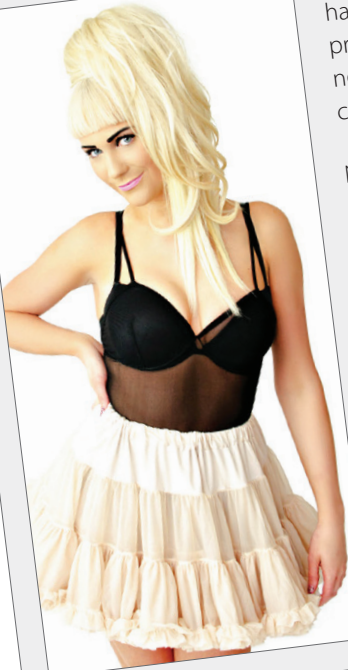
Models - Rachel Bowler, Celine Watts, Katie Moore, Lucy Holt, Katherine Ralston, Emily O'Hallaran, Katie Hill.

Including - Adrian Sanderson and www.seedcreativity.co.uk.

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LATEST NEWS



Sophie-Evie Kearney has made this prestigious team and is now Leicester's leading colourist.

New for 2015 we would like to introduce EDIT – The Education IT List. This group of talented individuals make up an amazing team who all have the same passion – to share their knowledge through inspirational education. EDIT really is the team to watch.



Farrah Chloe Mae King wins Leicester College 2014 Apprentice Awards. We are so proud of her to catch up on the full story log on to our you tube account www.georgeshairdressing.com

Leicester Mercury

VOTED

George's
HAIRDRESSING

BEST SALON

By the clients

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ALLANDALE ROAD GRANBY STREET OADBY THE PARADE

Blow Delight Bar

The Wave



The wave is a great way to give body and life to long hair, and was a big hit on the Mary Katrantzou catwalk. Use wavers to create a glamorous evening do, or even a texturised beach look.

1. Tecni.ART - Wild Stylers, Beach Waves

From tousled beach waves to large barrel curls. Wild Stylers Beach Waves Salt Spray gives a sexy, texturised matt finish to any hairstyle.



2. Tecni.ART - Texture Dust

The clue is in the name, Tecni.ART Texture Dust gives hair that extra oomph, for root to tip texture.

As seen in the JW Anderson show, the side parting is back - and this time it's extreme! Flattering for all face shapes.



1. Tecni.ART - Volume Architect

The key to achieving any beautiful style is adding body and hold before you start. Thicken and texturise the look with Tecni.ART Volume Architect.

2. Tecni.ART - Wild Stylers, Depolish

Depolish your look and rebel against flat lifeless hair. Re-work and re-style hair without limits with Tecni.ART Wild Stylers Depolish.

Extreme Parting



The Pony



This is perhaps the most convenient way to achieve instant chic - as demonstrated by the models on the catwalk at Peter Pilotto. As opposed to the messy pony we've seen previously the key to this look is sleek smart finish.

1. Tecni.ART - Fix Design

A sleek elegant look, without a glimpse of frizz or flyaways with Tecni.ART Fix Design. Strong hold fixing spray for that ultra-smooth, polished finish.



2. Tecni.ART - Liss Control +

Create a two-tone pony with Liss Control+ and tame those thick, frizzy ends into sleek, shiny tresses.

Ballerina Bun

For a gentle, girly feel, low ballerina buns are back. Erdem couldn't get enough of the look this season.



1. Tecni.ART - Wild Stylers, Scruff Me

Give hair movement with Wild Stylers Scruff Me dishevelling gelée. Keeping your tousled, messy bun in place for up to 24 hours.

2. Tecni.ART - Wild Stylers, Next Day Hair

With limitless layering, Wild Stylers Next Day Hair is perfect for that ballerina-gone-bad look. It offers a light texturising boost with a chic matt effect.



Feather Texture



This look is great for giving eye-catching body to shorter hair, while lending it a fairytale, feminine touch. Seen on the Ashish catwalk, it's a sure-fire A/W winner.

1. Tecni.ART - Pli

The key styling must-have, Tecni.ART Pli, works with heat and offers memory, grip and hold, for even the most daring of styles.

2. Tecni.ART - Wild Stylers, Crépage De Chignon

Create wilder XXI looks with Tecni.ART Wild Stylers Crépage De Chignon, adding masses of volume at the roots and scrunched up feather texture at the ends.



Wet Look

This is a super-sexy look to rock this season, and it has already been a massive red-carpet hit, as well as featuring in shows such as Jonathan Saunders.



1. Tecni.ART - Glue

Defy gravity and explore this season's wet-look with Tecni.ART glue. This structuring fibre gel gives extreme hold and offers super shine.

2. Tecni.ART - Metallic Gloss

Bringing a softer finishing touch to your style, Tecni.ART Metallic Gloss gives high shine, with low hold feel - for the perfect finishing touch.





Calling *All* Men!

Catwalks, Clubs and offices were once homes to the close-shaved style, facial fluff or fuzz marked a man out as lacking in any style credentials. But the rise of facial hair continues at a pace. These days men from all walks of life sport beards that would shame even Dumbledore.

For those whose facial sprouts is more teenage fluff than action star stubble, you have a problem!! Or do you as 67% of us girls prefer the clean shaven man and cant wait for this trend to pass.

TOP TIPS FOR MEN'S HAIR & BEARDS

Grey Blending For Men

Refresh your look with a colour designed to blend white hair, not mask it, for a natural result that is neither too warm, nor too ash-blonde.

Sides

As with your head hair, trimming certain areas makes others seem fuller. Create sharp edges to give an impression of fullness.

Size Matters

Keep an eye on the strays, that make your beard look tramp-like. Use KERASTASE Elixir Ultime; versatile beautifying oil, £35 to stop it becoming a wiry mess, and food catcher!

See Your Hairdresser

To keep your style, visit your hairdresser regularly so they can shape your beard.

L'Oreal Professionnel Homme Styling - Poker Paste

All Hair Types - The most powerful hold yet, great texturisation & re-workable formula- discover Poker Paste for a matte finish and long lasting look with extreme hold. £11.49

All Hair Types

The most powerful hold yet! Great texturisation & re-workable formula- discover Poker Paste for a matte finish and long lasting look with extreme hold. £11.49

ghd v gold

Glimmering gold accents and plates and an enhanced design give the ghd V Gold Classic Gtylers a luxe feel. Smoother gold plates glide effortlessly through the hair to make straightening on all hair types and lengths even quicker and easier! Universal voltage ensures you'll get the same styling performance wherever you are in the world. £125

L'Oreal Professionnel SERIOXYL

Denser Hair is an everyday scalp solution for denser looking hair. Stemoxydine 5%, a molecule born of ten years research, to improve the density of thinning hair, in just three months. £15

TANGLE TEEZER Cares For The Hair You Wear

A professional detangling hairbrush, great for mens hair and beards. Leave in the shower, or take to the gym: a perfect men's Brush. £12.50



George's World

L'OREAL PROFESSIONNEL DUAL STYLERS!

The Intra Cylane TM gel will ensure a long lasting 72 hour blow dry. The cream part smooths de-tangles and provides anti frizz, they come in 3 hair types **£14.99**



ghd CURVE TOOLS! An innovative range of four, rounded curling tools to give you show-stopping curls that last and stay locked in. From beachy waves to consistent curls. **£110** each!



POW WOW! COMPLETELY DIFFERENT! Consultation & Gift Pack for all our NEW CLIENTS.

Heavenly Hair at our BLOW DELIGHT BAR! A perfect way to spend your lunch hour, or a 30 minute relax after work, choose your favourite look & have hot new hair that lasts!

BALMAIN HAIR SYSTEME VOLUME! The revolutionary lasting volume service... Price with consultation!



ghd AIR HAIRDRYER!

Get gorgeous hair in half the time with ghd AIR Professional Hair dryer. The ionic technology reduces frizz and flyaways to give that ultimate salon style. **£99**



TACKLING MEDICAL HAIR LOSS HEAD-ON George's are taking on the sheer suffering and diminished self-esteem brought about by medical hair loss. Visit our NEW HAIR ROOM or join the BOC Club support group ask in salon for details.



KERASTASE COFFRETS!

Discover the ultimate Kerastase Coffrets, featuring best selling ranges, complimentary must-haves inside! Beautifully Packaged!



KERASTASE fix fabulous Our 1st non-aerosol fixing spray with a targeted diffusion that captures and highlights long-lasting movement and accentuates shine. Extra strong hold!



HOT 'CHOC'Y' BAR Why not take-the-hair-way to heaven with George's fantastic new range of heavenly hot chocolates! Quite frankly, we think our range is unbeweavable!



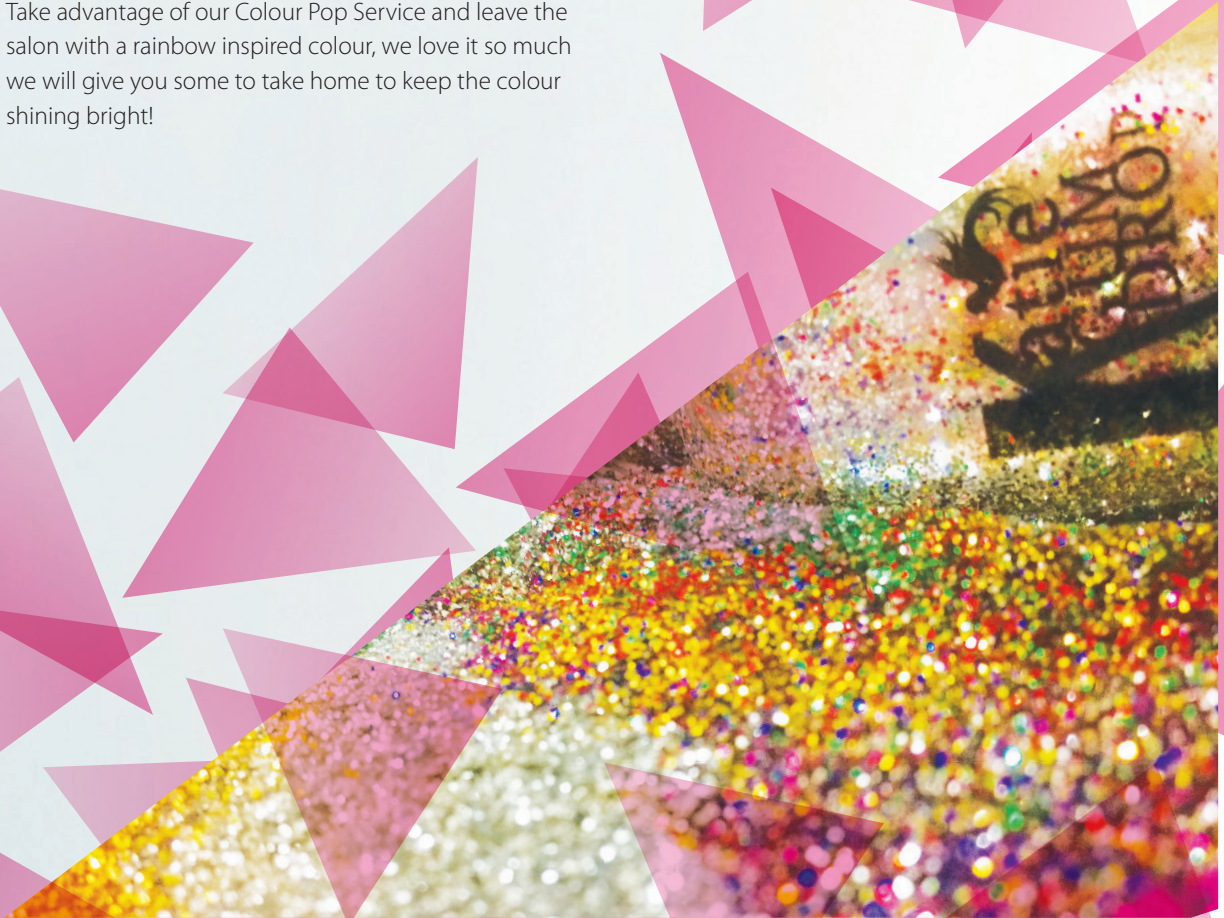
KERASTASE curl fever Radiant curl shaping gel! For clients looking to create or accentuate curls with definition or bounce for 24 hours. Ideal for those with straight to wavy hair. Medium hold!

Razzmatazz Rules

Super - Spritz Glitz, Multi Coloured Hair Dazzle extensions that simply tie into hair, no tools required, lasts up to 3 weeks. You can wash, blow dry, straighten and style.

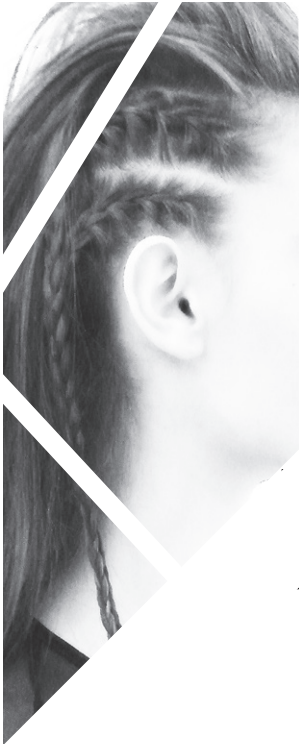
Dramatic metallics and multi coloured glitter - if it doesn't sparkle, forget it! Get these looks using the highly fashionable Ktgumdrop Glitter; easy to use, keeps your style in place and washes out easily.

Take advantage of our Colour Pop Service and leave the salon with a rainbow inspired colour, we love it so much we will give you some to take home to keep the colour shining bright!









DAMAGE

This season's hits

1. THE BRAID

Loose and feminine or corn row- esqu.

2. THE PARTING

Worn to the side for the season or a sneaky blast from the past and straight down the middle.

3. THE WAVES

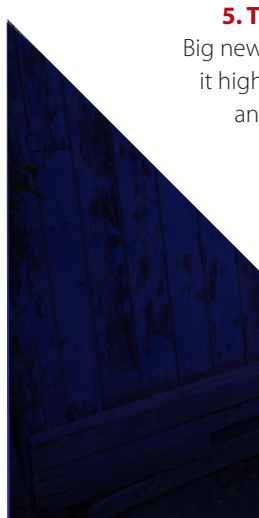
Defined, glamorous or with more looser tousled texture.

4. DOUBLE TEXTURE

Smooth, wet look roots, contrasted with heavy textured lengths and ends.

5. THE PONYTAIL

Big news this season, wear it high and sleek or low and dishevelled.





Twists And Turns & All things Girls!

Winter hair is going back to front with styles that pose beautiful simplicity around the face with intricate, sculptural details at the back and on the top. All eyes will zone in on this season's new nape focus. Pretzel twists, as seen at the Jean Paul Gaultier catwalk. Twisting and turning the hair gives it a texture that captures this season's love of styles like they have been worn-in by the elements.



The Graduates

Introducing the Graduates

We are proud to announce the graduation of George's Hairdressing's top new stylists, who have qualified with distinction after having pushed their cutting, colouring and hair skills to the highest level.

Underpinned by George's senior mentoring programme and at least 2 years salon experience, our graduate qualification recognises the very best in cutting-edge talent that makes the grade to work alongside one of the industry's most prolific award-winning teams.



Give Good Hair! *With George's Hairdressing!*



Why not send a personalised gift voucher that can be used exclusively at George's Hairdressing, Just decide how much you want to spoil someone with.

You can phone our appointment line on: **0116 2858282**, for an instant email gift, you will need a credit or debit card to hand when booking.

Or visit one of our 3 salons to pick up your personalised gift voucher.



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