

AMERICAN SALON



APRIL 2016

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Garden
Party

NATURAL BEAUTY
FROM SIMPLY ORGANIC

MATRIX DESTINATION

More than 2,000 beauty professionals convened in Orlando, FL, in January for Matrix Destination, which asked attendees to “imagine all you can be.” Actress Ashley Tisdale, stylist and television personality Tabatha Coffey, celebrity stylist George Papanikolas and a team of talented Matrix artists walked the red carpet on opening night, which included a dazzling program that Matrix VP and General Manager Paul Schiraldi revealed was designed to “light up the world with our imagination.” The presentation included four segments featuring the work of Nicholas French, Chrystofer Benson, Dan Csicsai, Daniel Roldan, Leah Sterk, Danielle Keasling and Robert Santana. Over the next two days, attendees were able to attend general sessions, business-building classes and hands-on classes (razor and shear secrets, color, editorial and session hair and more). In her “Get Down to Business” program, Coffey also shared insights about branding, consultations, education, retail and first and final impressions. All in all, it was a jam-packed weekend that offered a wealth of education and inspiration. Can’t wait for the next one.—*Marianne Dougherty*



Actress Ashley Tisdale (center) walked the red carpet with members of the Matrix family, from left: Patrick O’Keefe, Nick Stenson, George Papanikolas and Paul Schiraldi.



The opening night presentation featured four segments designed to entice hairdressers to imagine all they can be.



In “Kaleidoscope,” Nick Stenson, Lenny Strand and Danielle Keasling took guests on a journey of three, foil-free color techniques—marbling, pixilation and color melting.



Matrix Artistic Directors Daniel Roldan and Nicholas French



Tabatha Coffey and Matrix celebrity stylist George Papanikolas kicked off the first day of classes with a general session.



Tabatha Coffey, who suggested letting your imagination run wild to get unstuck, offered this take on Hello Kitty.



Impeccable work from the incomparable Nicholas French