

MODERN

April 2016

SALON

royal treatment

Make her a queen
for the day

weft- brained

Hair extensions are driving
creativity and profits

april showers

Wedding season
is in full effect

SOMETHING OLD, SOMETHING NEW
SOMETHING
BRAIDED

Classic special-occasion styles meet contemporary
technique, detailing and placement.

Hair: The Salon by InStyle Design Team

MODERNSALON.COM



Destination Education

Through its Destination program, Matrix brought three days of education, inspiration and collaboration to thousands.

By MAGGIE MULHERN

1. Destination opening night. **2.** MODERN's Maggie Mulhern and Alison Alhamed surprise Artistic Educator Chrystofer Benson with the February cover. **3.** Artistic Director Nicholas French puts finishing touches on a model in From Dreams to Reality. **4.** Celebrity Hairstylist George Papanikolas and Tabatha Coffey discuss balayage in their Celebrity Color & Style Class.

The Event: Matrix Destination held in January in Orlando, Florida.

The Details: More than 2,000 salon professionals from around the world attended the three-day educational event held at the Grand Hyatt Hotel. All gathered to learn, grow, share and "imagine all they can be." Led by the team of Matrix educators and experts, guests were offered the tools and ideas to build their salon businesses, delight their clients and reignite their creativity. Matrix artists **Nick Stenson, Nicholas French, Chrystofer Benson, Dan Csicsai, Daniel Roldan, Leah Sterk, Danielle Keasling** and **Robert Santana** kicked off the event and held seminars throughout the conference. Each day began with a general session,

followed by break out hands-on classes, look-and-learn segments and business-building exercises with an agenda that included sessions on social media, long-range planning and leadership.

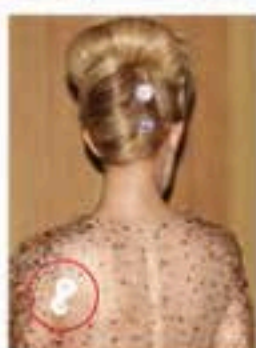
The Highlights: Actress Ashley Tisdale showed up on opening night to show her support for Matrix. **Tabatha Coffey** was there to meet and greet, demonstrate her latest styling skills and share business guidance to a standing-room-only crowd. Matrix celebrity stylist **George Papanikolas** taught his signature balayage technique to offer seamless highlights—the same he uses on A-Listers including Hannah Davis and Khloe Kardashian.

The Show Floor: The World of Matrix, a cluster of individual studios, offered an opportunity for guests to watch product demos up close, to explore Matrix business-building tools, including apps for social media, and tour the Matrix Inspiration Salon—a prototype of the salon of the future.

The Last Word: According to Matrix VP and General Manager **Paul Schiraldi**, "Matrix Destination exceeded all of our expectations. We're gratified that we produced a program that many guests characterized as truly life-changing. Destination provided the power and innovation that will propel our Matrix brand into the future and ensure the success of thousands of beauty professionals."



EVENTS **MATRIX DESTINATION**



5. French and Artistic Educator Michael Albor at From Dreams to Reality. **6.** Color Melt technique demonstrated in the Kaleidoscope class. **7** Technical Director Leah Sterk offers education in the round in Color Outside the Lines. **8.** Finished look for From Dreams to Reality. **9.** It's all hair! Finished look from French. **10.** Coffey's models in Celebrity Cut & Color. **11.** Destination opening show finale. **12.** The newly launched Oil Wonders Volume Rose.