



'HOB Uncut/Plus' Show Pave The Trend In Hairdressing Education

Date: 7 - 8 October 2019

Venue: Dingwalls, Camden Market - United Kingdom, London

A brand new venue and new extended format proved hugely successful for this season's 'HOB Uncut/Plus' show and seminar in Camden. The move to a new venue at Dingwalls, in Camden Market, right opposite the HOB Academy reflects its growth in audience. Featuring live cutting demonstrations with commentary performed on six models by Akin Konizi; Head of Education, Jake Unger; and Senior Educator, Nestor Sanchez; the show was also the debut appearance of new Head of Technical, Warren Boodaghian on the HOB stage. Warren discussed colour inspirations, techniques and formulas of the six live models plus six presentation models that he had coloured that morning.

HOB Academy is an award-winning training academy, based in Camden in London, founded in 1997 as part of the HOB Salons group. Home to the HOB Creative Team and led by four-time British Hairdresser of the Year Akin Konizi, the academy caters for hairdressers of every level from across the world, and delivers first-class courses and seminars covering the full spectrum of hairdressing education from creative to business to fundamental, as well as bespoke and one-to-one tuition.

Running in its fourth year, the show has evolved from an annual, one-day event into a two-day, twice-yearly event due to the steady growth in popularity. The new two-day format, renamed from 'HOB Uncut' to 'HOB Uncut/Plus' ran for the first time in July, where attendees had the choice of purchasing a ticket to see the show on day one, or upgrading their ticket to include a practical workshop at the HOB Academy on day two.

HOB Academy's Director, Akin Konizi, sees the growth as pleasing evidence of the industry's hunger for creative education. "With the consumer leaning towards long, undressed hair, we need to keep the art of precision cutting high on the agenda," he says. "We should continue to push creative boundaries, and keep educating ourselves and those around us to inspire our clients to come back into salons."

On the second day, the HOB Creative Team played host to 25 international attendees who enjoyed practical workshops on live models at the HOB Academy.

HOB Academy looks forward to organising at least two HOB Uncut/Plus events in 2020 as well as their usual programme of courses and bespoke education.

