

STEVIE ENGLISH IS READY TO GLAM UP!



Award-winning Stevie English has joined the GlamPalm Team and he's ready to glam up 2018!

Stevie English Hair opened in November 2007, born of an idea to build a cool, unique hair salon with an environmental conscience. With a strong reputation for creating beautiful hair colour both on clients and in photographic fashion shoots and known for his humour and love of Tequila!, choosing the companies to partner with is something Stevie takes very seriously.

Stevie has joined the GlamPalm family and follows in the footsteps of well-known and current ambassadors of GlamPalm, Kobi Bokshish and Geoffrey Herberg.

The rare and patented Healing Stone Technology™ of GlamPalm promotes overall health and eliminates damage often associated with heat styling. Sitting well within the ethos of Stevie English hair, all GlamPalm products are non-toxic, with parts carefully chosen with consumer health in mind, even done to the Healing Stone™ which is sourced using green, sustainable methods.

We spoke to Stevie about this new collaboration:

HOW DID YOU FIRST GET TO LEARN ABOUT GLAMPALM?

Actually it was with my great friend Kobi Bokshish. He was raving about these irons. He's a mouth piece, the Zohan lol, but then I witnessed the results... And I was like... hang on a minute!

WHAT DO YOU LOVE ABOUT GLAMPALM?

To be honest not being a stylist, irons were the furthest thing from my mind, but once I saw the GlamPalm Clinic in action, saw the vibration, but then what I could do with colour and treatments, I couldn't wait. They out-perform every iron any of us have used. And we now sell irons again!

WHAT DO YOU TAKE INTO CONSIDERATION WHEN YOU PARTNER WITH A BRAND?

When I'm thinking what's right for Stevie English Hair, I think does the brand fit, is it good and what are the people like who run it? I wanted the iron because of what it did, but I loved meeting and dealing with Koen, Managing Director, who told me the story...told me his vision. Then when I asked for a contract he said "Koreans shake hands". The company is Korean and honest...that means more to me than anything...SOLD!

HOW HAVE YOU FOUND THE IRONS WORK FOR YOU IN SALON, PLATFORM AND AS A RETAIL PRODUCT?

We are selling irons like when irons where first



introduced to salons in the early 2000's. My staff love and believe in them because of the results and clients love them too. Clients are used to paying premium so don't even blink, it's so nice to get that part of our retail working again, because it is hard selling electrical nowadays.

WHAT HAS BEEN A HIGHLIGHT FOR YOU IN 2018 SO FAR?

Winning Hair Expo Colour Tech has to be up there, but honestly, so many highlights for me. My life is amazing. I work for amazing brands that support me who give me the platform to do what I love. I travel around the world. I stand on stage talking about my passion of hair in all sorts of countries. I have worked on global campaigns and that imagery is in over 30 countries. I feel like I'm re-writing my Hair Expo submission answer but it's true! I love our industry and what it has given me and you know I also love HairBiz!

WHAT'S ON THE AGENDA FOR THE 2ND PART OF 2018 FOR YOU?

Well I'm heading to LA next month for a shoot. I have another trip to Europe doing a show and education as well as my crazy schedule around Oz. Playground is coming around too and we have also got some really cool stuff in the pipeline for GlamPalm... so to be honest business as usual ;-)

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