

ADAM CIACCIA

CREATING SHAPES FOR THE FUTURE

Adam Ciaccia is the Owner and Creative Director of Axis Hairdressing salon in Canberra and a Matrix Australia Artist. He dedicates everyday to being a better person whilst living for his family, his craft and haircutting. With a youtube channel ranking in the top 50 of the world, he is already well-respected as an educator and creative visionary.



Adam has recently joined the team of high profile stylists as part of the growing GlamPalm family having been first introduced to the brand 2 years ago while working with Kobi Bokshish at Hair Expo. Prepping back stage, Adam started using Kobi's GlamPalm kit, who had managed to convince him to do a show earlier that day. We caught up with Adam to chat about his youtube channel, partnerships and what's ahead for this exciting stylist.

TELL US A LITTLE ABOUT YOUR YOUTUBE CHANNEL.

I started my YouTube channel back in 2011, my vision was to create educational haircutting content to hairdressers who weren't getting regular education or unable to attend traditional educational seminars. I created my first video on an iPhone 3, today I have a channel with over 270 videos, it's the largest channel in the Southern Hemisphere for Hairdressing and ranks in the Top 50 in the world for hair content on YouTube.

I now employ professional videographers to film and create my content in Full HD; I've now upgraded my equipment and have just released my first series of 4K HD videos.

I never imagined it would have such an impact on Hairdressers all around the world, nor did I expect it to be such a powerful marketing tool for the Axis Hairdressing and the Adam Ciaccia brands. It's allowed me to build a brand in North America, with clients in Los Angeles and New York. International tourists even visit Canberra to have me cut their hair, it's been an amazing journey which has only just begun.

My channel will always be a 'FREE' source of education for hairdressers. We can't always do things for money, sometimes we have to do them for the soul; YouTube feeds my soul, I'm motivated by the comments and gratitude from

those who tune in.

My focus is moving away from Instagram so I can focus more on YouTube, it's time to raise the bar a little more, exciting times ahead

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

After a pretty tough 2017 personally and professionally, 2018 has been a defining year for my career. In February my wife Michelle and I were asked to create a Global colour trend for Matrix called 'Blushing Blondes' using the soon to be releases 'So Color Cult' range. We are the first Australian Matrix Artists to be given such an opportunity and it was launched throughout the entire Matrix network to some 150 countries around the world.

In April I was awarded the title of NSW/ACT Hairdresser of the Year 2018 at the Australian Hair Fashion Awards, and a week later named as a Finalist at the HairExpo Awards for NSW/ACT Hairdresser of the Year 2018. In May I was asked by Koen to join the GlamPalm Creative Team along side Kobi, Stevie, Brad and Geoffrey... so this year's been amazing!

YOU HAVE RECENTLY PARTNERED WITH GLAMPALM. WHAT DO YOU LOVE ABOUT THE BRAND?

It's functionality and the technology employed by the 'Clinic' styler. They have all bases covered with tools to create shape, and as a salon owner they sell and are profitable.

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

The people behind it, Koen is a gentleman and intelligent entrepreneur who understands what

hairdressers need to style hair and that salon owners want service and quality products that have fair margins.

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

They do what they say they will do. They have met my expectations as a stylist and salon owner., Their retail pricing is very competitive and the 'Clinic' iron sells itself.

WHAT'S ON THE AGENDA FOR YOU IN THE NEXT 12 MONTHS?

YouTube has generated a lot of interest from the USA for my haircutting and education, now that I have a VISA to work in the USA I'll be working 4-5 weeks a year in New York and LA, doing client cutting and education. Nationally I'm working on some amazing video content for Adam Ciaccia and Axis Hairdressing brands as well as GlamPalm which is really exciting. And last but not least growing my young talented Team at Axis Hairdressing and helping them achieve their goals, because after family the salon always comes first.

www.youtube.com/adamciaccia
www.glampalm.com.au