

# GLAMPALM WELCOMES LORNA EVANS

Born in Scotland and raised in Australia Lorna Evans is an established and well known Hair Styling Educator and Product Developer of unique styling tools. With a career spanning over 34 years and having been a multi salon owner for over 28 years Lorna is in her prime. Upon completing her apprenticeship in Australia and then heading back to Scotland to further her education at the iconic Rainbow Room with Alan & Linda Stewart in Glasgow, it was here that she discovered there was a whole world of excitement in the hairdressing industry.



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## HOW DO YOU DECIDE WHAT COMPANIES TO WORK WITH FROM AN AMBASSADOR OR PARTNERING ROLE?

This is easy, first you need to LOVE the product, then it's about relationship building from both sides. As we all know a good partnership is a two way thing. I need to know what the company wants to achieve from the partnership and vice versa.

## YOU HAVE RECENTLY PARTNERED WITH GLAMPALM. WHY DID YOU DECIDE TO WORK WITH THE BRAND?

I was introduced to the brand while working back stage at Brisbane Hair and Beauty Expo with the amazing Brad Ngata and used their Magic Wand and just loved how it glided through the hair and made the hair feel. The GlamPalm stand was across from ours and I really enjoyed the passion MD, Koen Verelst had for this beautiful brand. I have always been about creating beautiful hair that is not plastered with hairspray. Using heat tools that don't damage the hair to me is super important. It was a no brainer to be honest.

## WHAT WILL YOUR ROLE ENTAIL WITH GLAMPALM?

My role will be to help create awareness of the brand. I'm excited for my students to have an opportunity to get it in their hands and simply experience it for themselves. We are also just finalising some exciting education events for 2019 together so watch this space!

## IS THERE ANY ONE MAIN THING THAT FRUSTRATES YOU WITH THE INDUSTRY AND WHAT WOULD YOU DO IF YOU COULD TO CHANGE IT?

As an educator I find it amazing that only 10% of stylists will invest in any education after there apprenticeship. I think most salon owners, including myself, find it hard to accept that 99%



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the shopping centre needs a team of stylists that can be fast and flexible to take in the client who decides at the last minute that she wants a whole new colour change. And of course both salons must produce excellent work. By having the experience of running both salons It really has helped me to understand that my education students have different environments and time frames to achieve a great result.

## TELL US A LITTLE ABOUT YOUR EDUCATIONAL ROLE, WHAT DO YOU LOVE ABOUT WHAT YOU DO?

Education started for me over 17 years ago

when I was winning Hairdressing competitions. MATRIX who at that time were not owned by L'Oreal asked if I would conduct a workshop for there clients. It was so nerve wracking and what I noticed was that as much as I had the love of styling, the art of being able to deliver a class that my students could follow was a whole different skill. Then L'Oreal took over MATRIX and my goal to become an educator really began. L'Oreal's Education Manager was Ann Maree Mason and she helped me to structure my classes. I then moved over to REDKEN and my skills as an educator really expanded. It included spending time in NY and Vegas with legends Sam Villa and Chris Baron. The best thing about my role is that I truly just LOVE seeing students confidence grow over the time we have together. At the start of every class we write up everyone's expectation of what they would like to take away from the workshop and I can honestly say I have NEVER had a board that did not include I would like to feel more confident. At the end of the day to grow confidence in anything we do, we need to know our content and practice it as much as possible.

Having returned to Australia, Lorna partook regularly in live hair competitions where her creativity and sharp attention to detail won her many awards. It was from here that she was able to launch her education career representing and working with many major brands both in Australia and internationally.

Lorna has recently joined the GlamPalm family following in the footsteps of fellow advocates and ambassadors including Stevie English, Kobi Bokshish, Adam Ciacca, Geoffrey Herberg and Brad Ngata to name just a few.

We spoke to Lorna about her exciting career.

## DO YOU THINK OWNING THE SALONS HAS GIVEN YOU A GOOD FOUNDATION FOR WHAT YOU DO NOW?

Absolutely! Both my salons are very different, one is a boutique salon in Mornington and the other is located in a small shopping Centre in Carrum Downs with a large walk in clientele. Having 2 brands really has allowed me to understand the diversity in both clientele and the team. Our boutique salon team need to have the skills to build a very regular loyal client base that relies heavily on rebooking and

of salon training is now expected to be done in the salons time, and it's rare that stylists will invest their own time to further their education in their chosen career. Personally, I think its one of the main reasons why they get bored and decide to leave the industry, there is nothing boring about the Hairdressing Industry! I think the best answer is to include education as part of incentive programs for your team and make sure your team are aware that they need to attend a minimum of two education programs per year.

## YOU HAVE DEVELOPED MANY OF YOUR OWN PRODUCTS SUCH AS THE INCREDIBLE TIME SAVING BRUSH. CAN YOU TALK US THROUGH THE PROCESS OF HOW SOMETHING COMES TO LIFE FROM CONCEPT TO DESIGN TO ON SALE?

Developing NEW tools started purely from seeing the problems stylist had and trying to solve them by creating tools that make life easier, faster and more fun. The first thing I do is draw it up on paper, or I have even been known to get my tin snips out and make a mock up. We then find the right person to make the product THIS IS THE HARD BIT!!!!!! and worst of all is I had to learn to be patient mmm. I am not that great at that side of things. Getting the tools finished is soooooo exciting but then the real work starts with the marketing and sales, I work together with my husband Russell, who is a graphic artist, this has helped us a lot because we can turn an idea we have quickly into reality.

To become a stockist or for more information visit [www.glampalm.com.au](http://www.glampalm.com.au) - 1300 652 797

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ABSOLUTE STYLING EDUCATION

