

Hair-Obsessed

The team carrying on the tradition of Oribe excellence takes high-fashion, editorial inspiration and translates it into salon-friendly techniques.

By ANNE MORATTO

SINCE THE 1980s, influential editorial hairdresser **Oribe Canales** has worked on nearly every major supermodel and celebrity, and with top fashion photographers to create iconic looks for magazine covers, editorial spreads and advertising campaigns.

Fast-forward through three decades of experience, salon ownership and editorial work to the 2009 launch of the eponymous retail line carried in salons across the globe, and the network of stylists and clients is growing at a rapid rate.

Teaching around the aesthetics established by Canales is an expansive

team of educators, all well-versed in his style and standards.

“We have 10 active educators and six that are training with us now,” says **Talia Thomas**, director of education for **Oribe**. “They all demonstrate a deep understanding of the brand, have been in the industry for a long time and each contribute something different.”

The core team of educators is responsible for collaborating with Thomas on developing the educational offerings for salons and stylists who use the line, including intimate, in-salon classes, new educator trainings and larger regional events such as Oribe on the Road, a full day of demonstrations and hands-on experience.

“What hairdressers learn in our education events is methods they don’t typically use in the salon,” says **Louis Orozco**, a member of the Oribe education team. “So often people go to hair shows and then go back to their salons and wonder how they’ll ever use what they just learned; at our educational events, everyone is having fun learning, growing and getting inspiration, but they can also bring this education back to their salon and actually use it on clients.”

In five years, the brand has attracted many editorial stylists who have become fans of the brand and use the products on set, on the red carpet and on their celebrity clients.

“Oribe has really passed the baton to this team,” Thomas says. “They dig down into what is important to salons. Oribe entrusts them with delivering his message.”



Kien Hoang (far left), Louis Orozco (front) and Ronnie Stam (right, back) on stage



The Oribe team On the Road.

In classic Oribe tradition, fashion remains a huge focus for the team of educators. In February, Oribe sponsored 29 shows at New York Fashion Week, 15 of which were led by Oribe educators and the rest by editorial stylists who love to be connected to the brand.

Although the brand hosts a menu of cutting and styling offerings for salons to choose from, prior to each in-salon class, the education team works with the field team to assess the salon’s needs and customizes each session. And because all of the educators are still working hairdressers—many actually own their own salons—they’re in a position to deliver the most on-trend education.

“Right now, we see hairdressing coming back with a vengeance,” Thomas says. “We want to be inspirational, editorial and exciting but also give hairdressers things they can use in the salon.”

The Oribe Education Team

- **Ronnie Stam**, stylist, Muze Salon, NYC
- **Coby Alcantar**, owner/stylist, Little Axe Salon, Brooklyn, NY
- **Kien Hoang**, owner/stylist/colorist, Umbrella Salon, San Jose, CA
- **Christian Ceja-Compin**, stylist/colorist, Umbrella Salon, San Jose, CA
- **Adam Livermore**, stylist/colorist, Muze Salon, NYC
- **Dan Nguyen**, owner, Lure Salon, Vancouver, Canada
- **Louis Orozco**, owner, Madison Salon, Newport Beach, CA
- **Jami Symons**, owner, Jami Symons’ Salon, Calgary, Canada
- **Tony Caldwell**, stylist, Parlour 3 Salon, Nashville, TN
- **Ashley Brecken**, Creative Director, Marc Harris Salon, Boston