

YOUR JOURNEY TO MASTERY

Oribe's Session and Fashion Week Pros Show You How To Ace The Basics

By Lauren Rees


Before he was a highly-demanded editorial stylist, **James Pecis** pounded a guitar in a punk rock band, and one of his teachers taught him a lesson he never forgot.

"This guitar teacher would teach me scales, but not songs," the **Oribe Global Ambassador** shares. "That's because when it came time to jam with other musicians, if you knew scales—your foundation—you could jam right along. But if you only knew songs, you couldn't jam."

The same holds true for hairdressing. Oribe artists—veterans of countless runway shows and editorial assignments—all agree. Master the foundations, and you'll always be able to jam—at a show, on a set, at a shoot. You'll be able to create any style, any time. Foundational mastery has always been the underlying principle of Oribe's education, and now it's front and center in the new **Journey to Mastery** program.

The key word here is "journey," because even the foundations require endless time, practice and education. **Oribe Canales**, the brand's namesake, is a perfect example of this point. "Oribe himself would never say he's a master," **Oribe Co-President Daniel Kaner** says. "If you look at his career, there was no destination—he continued to learn all the way through." This may sound unbelievable, considering Oribe has styled hundreds of celebrities, from **J-Lo** and **Lady Gaga** to **Sophia Loren** and **Cher**. But it's true, and his humility, based in reality, is embraced by every member of the Oribe education team.

"It's not about the end, it's about the process," **Oribe Educator Kien Hoang** says. "And once you master a technique, you share it with others. With a hairdresser's journey, it's really important that we share our knowledge, especially with our clients. It's a creative process."



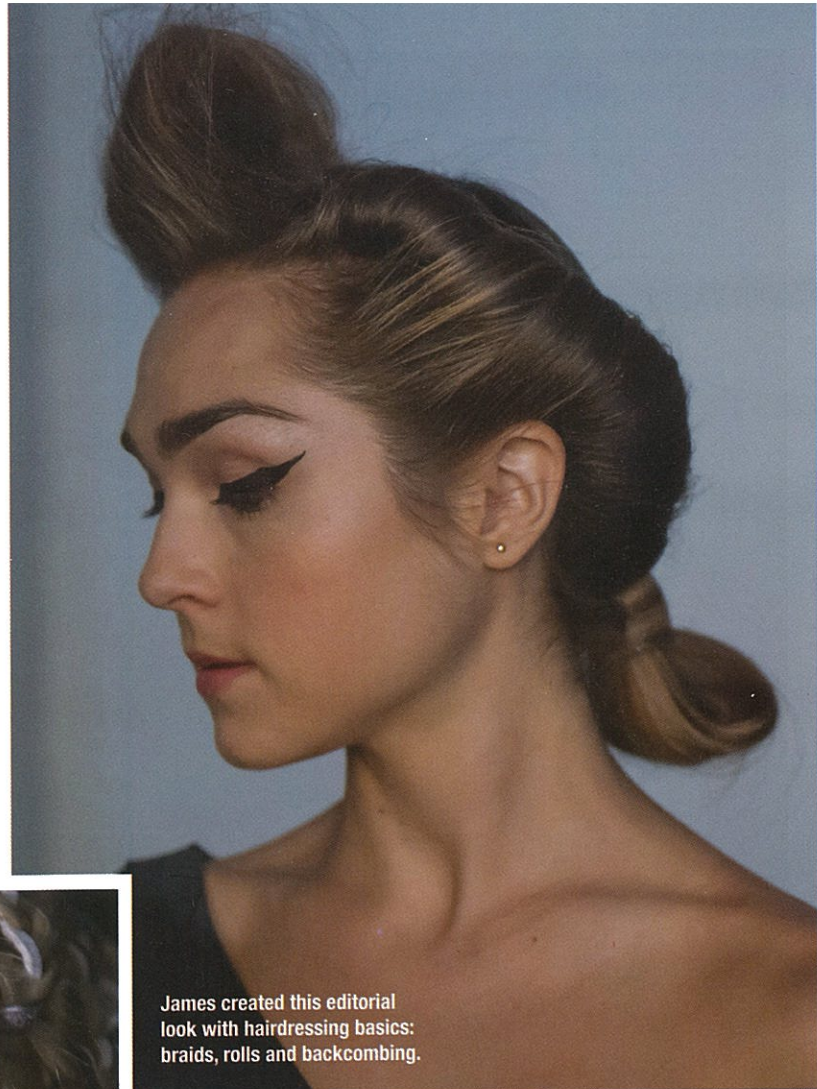
At the Oribe Atelier in Nashville, hairdressers get hands-on help creating high-end hair.



"The more you know, the more you realize what you don't know," says James Pecis, Oribe Global Ambassador. "People all over the country, who never had access to fashion-inspired trends, now have an immediate feed, and it pushes them further. And I think hairdressers want something to take them further, and that's what Journey to Mastery is about."

Photography by Kristine Condon.

Oribe recently hosted ateliers in Portland, Chicago, Las Vegas, Nashville and Los Angeles to give hairdressers a taste of the company's intensive styling courses. Here, Kien Hoang demonstrates a technique in Nashville.



James created this editorial look with hairdressing basics: braids, rolls and backcombing.



Über-editorial styling using braids, a fundamental hairdressing technique.



Oribe's classes focus on classic techniques refined by backstage artists. "We've worked out the kinks so it's the quickest, most efficient, most polished way to achieve certain looks," Coby Alcantar says.



Fashion's biggest trend right now? Individuality. Texture and curl should be embraced.



"Use products with intention," advises Christian Ceja-Compin.

THIS HAS CHANGED EVERYTHING

Much of this approach to education at Oribe is motivated by a powerful change in how people consume fashion. At one time, stylists working behind the chair felt they had little in common with Fashion Week stylists. News flash—those days are over.

"Last weekend I did an event, and the looks I did onstage were from the **Issey Miyake Spring/Summer 2017** show I had done a week before in Paris," James says. "Before, when I did a show, it took six months for the looks to make it to a magazine. Now, it's super fast. Last season, **Alexander Wang** showed short fringes, and kids immediately took those pictures to salons. Our clients are smarter than ever and they are seeing more than ever. It's a hairdresser's responsibility to know those trends."

Social media is responsible for this phenomenon of fashion at the speed of light. For the most part, it's a positive change for the industry. "Now it's not about how celebrities are influencing fashion—it's about how fashion is influencing celebrities," **Oribe Educator Coby Alcantar** says. "Social media is elevating people's taste levels."

WHAT YOU'LL LEARN

The Journey to Mastery series breaks down the essentials into small portions. That, they believe, is how you master anything. The next step is to modernize that technique for your clients.

"It doesn't matter if you've been doing hair for 30 years or two years," says **Oribe Educator Christian Ceja-Compin**. "You still may not have really mastered a certain technique." Adds Coby, "This is akin to a Harvard University curriculum. It's classic techniques that we've refined; we've worked out the kinks so each technique is the quickest, most efficient, most polished way to achieve certain looks."

If you take the Journey, you will be immersed in intensive braiding courses, setting workshops and more—all completely backstage-tested

at the hundreds of shows and editorial styling sessions where Oribe artists are found, and all designed with the elegance and simplicity that goes hand-in-hand with the Oribe brand. But don't expect step-by-steps. "It's not autopilot," Kien says. "In these classes, we analyze hair texture, we share experiences. We've identified what's editorial, but also what's usable, and we combine it all."

"It's also not instant," Daniel says. "This is something that marries with your life's ambition. Everyone who takes a course will get through it. Some will naturally nail it. Some won't, but with practice, they'll get better. With more practice, they'll get even closer. If you practice, it's amazing what you can do—and when you take that confidence back to your salon, your value will increase."

Expect intense focus on perfect finishing—something the hair education space is lacking, says **Oribe Educator Ramona Eschbach**, who was instrumental in creating Oribe's education program. "It's very hard to get educated beyond beauty school," she says. "Most people aren't going to work backstage at Fashion Week. But that's how I was educated, and it's so important to be able to finish a client beautifully and show the client how to finish their own hair well."

"The classes are super tough," James admits. "But they're meant to be. We want them to be tough, because people are more in-tune with trends and they know what they need. You have people all over the country who would never have access to fashion-inspired trends before, but now they have this immediate feed, and it pushes them further. And I think hairdressers want something to take them further."

START YOUR JOURNEY

Ready to jam? Begin the quest to master the foundations of hairdressing with Oribe. Email journey@oribe.com for information.