A large, white, stylized logo consisting of the letters 'A' and 'K' in a bold, geometric font. The 'A' is formed by a vertical bar on the right and a diagonal bar on the left, with a horizontal bar connecting them. The 'K' is formed by a vertical bar on the left and a diagonal bar on the right, with a horizontal bar connecting them. The background is dark gray with a repeating pattern of lighter gray geometric shapes, including triangles and parallelograms, arranged in a grid-like fashion.

AK

ALAN KEVILLE FOR EDUCATION

ALFAPARF  
MILANO

# FOREWORD



It is the supreme art of the teacher to awaken joy in creative expression and knowledge.

Albert Einstein

At **Alan Keville for Education**, we believe in a dedicated approach to professional training. Running two successful award-winning salons of our own, we understand the needs of today's stylist, and their wish to better themselves both technically and creatively, in order to be able to compete in a very competitive industry.

Alan Keville is an International Guest Artist for ALFAPARF Milano and has worked all over the world to audience of 50-1000. In 2003 he won Irish Hairdresser of the Year, and in 2008 he won the colour trophy. His salon team has won multi awards in every category. Now they look forward to bringing their skills and knowledge to you.

We look forward to seeing you soon for a fun day of training at our academy.

# CLASSIC CUTTING



This course lies at the heart of **Alan Keville for Education**.

Open to all levels of hairdresser, the course will give you the fundamental techniques to perfect lines, graduation, layering and also cover consultations and face shapes. This course will provide you with the best foundations for a successful career in hairdressing.

### **Suitability**

Newly qualified stylists or stylists looking to refresh their core skills.

### **Price**

€150

### **Duration**

9.30 - 5.00pm

### **Required**

Full Tool Roll

# SALON CREATIVES



This course is created to inspire and motivate hairdressers to use classic techniques with creative cutting, to push the confines of everyday salon looks.

### **Suitability**

Hairdressers looking to push on from classic looks and to refresh their skills to strengthen their clientele.

### **Price**

€150

### **Duration**

9.30 - 5.00pm

### **Required**

Full Tool Roll

# ADVANCED CUTTING

This course will help you push the boundaries of your work using advanced techniques. The aim of this course is to give inspiration and confidence to approach these situations in a salon environment.

## **Suitability**

Stylists with at least 3 to 5 years experience and with good knowledge of classic techniques.

## **Price**

€200

## **Duration**

9.30 - 5.00pm

## **Required**

Full Tool Roll



# COLLECTION DAY

This is a three day course to give you as a stylist an in-depth look into the **Alan Keville for Hair Collection**. This course will cover everything from choosing the correct model to working with a fashion stylist, make-up artist and photographer allowing you to achieve a professional look.

## **Suitability**

Stylists with at least 5 to 6 years experience who want to push their career that bit further.

## **Price**

€600

## **Duration**

3 Days - 9.30 - 5.00pm

## **Required**

Full Tool Roll





# BESPOKE

This is a one to one course with Alan Keville. The course will be tailored to the stylists needs. It will cover all cutting techniques, photo shoots and preparing for competitions and shows. Alan will share his wealth of experience over these personalised days.

## **Suitability**

As appropriate to your needs, salon owners and managers with at least 6 to 8 years experience.

## **Price**

From €500

## **Duration**

1-4 Days

## **Required**

Full Tool Roll

# MEET THE MASTER

Meet the Master is an introduction to the creative world of Richard Thompson; Richard is one of the most influential hair stylists the world has ever seen. Creative director at Vidal Sassoon, owner of Mahogany Salons and Academy, British hairdresser of the year and for 25 years has showcased his work at the alternative hair show in London. He has now been appointed creative director for ALFAPARF Europe, and he says this is just the beginning. Now **Alan Keville for Hair** is proud to bring this master of hairstyling to you.

## **Suitability**

Experienced Stylists Salon Owners with at least 6 years cutting experience.

## **Price**

€3,000

## **Duration**

3 Days - 9.30 - 5.00pm

## **Required**

Full Tool Roll



# CREATIVE COLOUR

At **Alan Keville for Education**, explore a whole new world of commercial colouring with this one day detailed technical demonstration. This course covers application techniques and creativity from our latest collection, Inspiring confidence in every colourist.

An excellent course for building a motivated colour team and increasing salon profits.

## **Suitability**

Colourists with between 3-4 years experience who want to be more creative and skilful in the art of colouring.

## **Price**

€200

## **Duration**

9.30 - 5.00pm

## **Required**

Full Tool Roll



# CREATIVE UPSTYLE

This course is designed to offer students a solid introduction to long hair creativity. A detailed demonstration is followed by a practical workshop which allows everyday wearable upstyles and bridal effects to flow straight onto the salon floor.

## **Suitability**

Upstyling requires 3 years salon experience.

## **Price**

€150

## **Duration**

9.30 - 5.00pm

## **Required**

Full Tool Roll



# BOOKING FORM

COMPLETION OF ALL DETAILS IS REQUIRED. USE BLOCK CAPITALS.

## PERSONAL DETAILS

First Name \_\_\_\_\_

Surname \_\_\_\_\_

Date of Birth (dd/mm/yyyy) \_\_\_\_\_

Occupation \_\_\_\_\_

Phone Number \_\_\_\_\_

Mobile Phone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## MEDICAL

Medical conditions, allergies,  
or significant disabilities \_\_\_\_\_

Name and Phone Number of  
Emergency Contact \_\_\_\_\_

## COURSE DETAILS

Preferred Course \_\_\_\_\_

Preferred Date (dd/mm/yyyy) \_\_\_\_\_

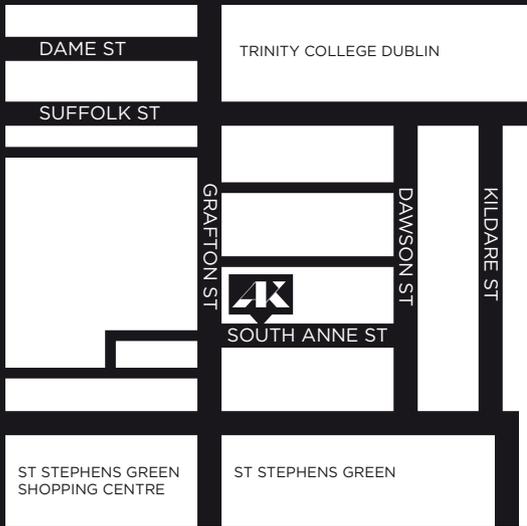
## TERMS & CONDITIONS FOR ALAN KEVILLE FOR EDUCATION

### 1 Fees and enrolment

- 1.1 A student is accepted for enrolment on and subject to the conditions that the student will attend on the commencement date and at the time specified in the confirmation letter which will be sent to the student on receipt of the completed application and correct fee.
- 1.2 Registration fees are non-refundable but may be credited against a future course, depending on circumstances.
- 1.3 The full course fee should be paid to Keville Hairdressing no less than 28 days prior to the commencement date. Students will be turned away if they arrive for a course and the fee is not paid for by 100%.
- 1.4 All fees quoted are inclusive of VAT at the current rate. The school must receive all fees without deductions; therefore any overseas bank charges will automatically be added to the final balance payable.
- 1.5 In the event of a student failing to attend the confirmed course or complete the course for any reason, no refunds will be made and no entitlement to a later date course will be gained.

### 2 Requirements

- 2.1 It is required that all students have a basic knowledge of how to cut and colour hair.
- 2.2 Students are expected to bring their own tools ie scissors, combs, brushes and section clips.
- 2.3 The educators will make no allowance for lateness or absenteeism without prior consent. The right is also reserved to dismiss any student giving justifiable cause for such action. The educators decision in all such matters is deemed final.
- 2.4 All courses and fees are subject to change without prior notice.
- 2.5 The Keville Academy will provide non-professional models wherever possible but students are advised that in the event of model shortages, alternative programmes may be introduced into the published curriculum without prior notice. Students should be aware that at such times, it might be suggested to practice on one another, or to use a quality Mannequin
- 2.6 These conditions shall form the entire basis of the contract between Keville Academy and the student. Only the Director shall be authorised to alter or waive any of the conditions.
- 2.7 In the event that a student is dissatisfied with the instruction which is provided to them, students will agree to submit in writing any such complaint concerning the instruction during the course that has been selected within 24 hours of the time that such complaint arises. The student hereby agrees that damages are limited exclusively to a refund of the course fee for the course selected, and that they are entitled to no other consequential, incidental or punitive damages.



## ALAN KEVILLE FOR HAIR

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