

## REDKEN's GOT TALENT!



**LONDON** September 21 - It started with 'Like A Prayer' and ended with a prayer being answered for the three winners of the Urban Talent Competition. From 'Stafford's Got Talent', through live performances by Kym Mazelle and BRIT Award winners Blake, to exclusive shows from Staffords Artistic Team and Andrew Barton Salons; Redken's **TRIBE09** was the party of the season. Fashion focused and held to

coincide with London's Fashion Week, the biggest names in the hair industry were in Camden on Monday night. And, the upbeat event was all in the name of a good cause – raising money for the Elton John AIDS trust.

Taking place at the iconic music venue KOKO, the vibe was always going to be rock 'n' roll and as the doors opened, the queuing guests rushed the stage. Over champagne and canapés, the amassed crowd swelled to 1000. As the show opened with a live gospel choir singing Madonna's classic hit, the scene was set for a New York-style extravaganza.

For the third year, the Master of Ceremonies was Alex Zane who introduced the first show of the evening - a 'Britain's got Talent' send-up aptly called 'Stafford's Got Talent' created by Stafford's Artistic Team. Pulp Fiction dancers with edgy cuts battled it out against the magical abilities of Stacey Broughton who 'transformed' hair live on stage. A surprise performer clamouring from the audience turned out to be a competitor in the form of a Dizzee Rascal rapping hip-hop dancer. It was a close contest until the final entrant blew the competition out of the water and Kym Mazelle took to the stage with a live performance of her hit 'Young Hearts Run Free' supported by the onstage band and cheering audience. The 'Stafford's Got Talent' hair was inspired by the trends on the autumn/winter catwalks.

With the crowd in full swing, Alex enlisted the help of Redken Education Manager, Pauline Cairns, to introduce the education part of the evening – the Urban Talent Final. The esteemed judges hit the stage next accompanied by video footage of the day's competition. Held at the Redken Exchange, each of the finalists had presented live their on-trend look in one of three categories: Style Innovator, Male Expert and the big one... Color Genius.

The judges – industry legend Annie Humphreys; Redken Artist and Owner of The Chapel, Amanda Dicker; Editor of Hair Magazine, Louise White; Man About Town Editor, Lee Wallick and AJ Blackadder from Andrew Barton Salons.

Congratulations to all of the finalists who waited for the results nervously from one of KOKO's famous balconies.\*

But it was not time for the winner to be announced just yet, Redken Artist, Keith Owen from OHD salon, launched Redken's 50 year celebration. Key Redken Artists including Guido backstage at New York Fashion week sent their congratulations via a large screen.

Returning to the stage, Alex Zane introduced the second hair show of the evening by new Redken Artists and celebrity favourites - Andrew Barton Salons.

Two aerial acrobats climbed up silk at the front of the stage and performed to the crowd below. To the sounds of the NYC DJ, The Andrew Barton show began channelling a Studio 54 vibe. The models were head to toe in shimmering disco attire and extravagant wigs as they took to the revolving stage. Each of the eight models were dressed head-to-toe in a block hue, inspired by Redken's vibrant hair colour palettes. Following a choreographed dance and the venue being flooded with glittering confetti, the wigs came off to reveal gorgeous intricately styled, blonde locks epitomising the glamour and style of the era and utilising Redken's latest colour success – Blonde Glam.

Finally the winners of the Urban Talent Competition were announced to wild applause. Elen Rives, the boys from Blake and Big Brother celebrities cheered from the VIP balcony.

Congratulations to:

- 1) **STYLE INNOVATOR WINNER 2009**- Aesthetics Hair Team from Solihull
- 2) **MALE EXPERT WINNER 2009** – Baa Baa Hair Team from Northampton
- 3) **COLOR GENIUS WINNER 2009** – Lee Scolding Hairdressing from Solihull

Classical BRIT Award winners Blake were the next to the stage delighting with an a capella version of Hallelujah before the winners of the Charity raffle were announced. In support of the Elton John AIDS Trust Redken raffled prizes including, an Alberta Ferretti dress and a weekend at the Grove, to raise over £6,500.

Everyone returned to the stage for a New York-style finale with Kym Mazelle leading 'Ain't no stopping us now' before hitting the bar.

At 10.30pm packed coaches departed for Mayfair club Movida where **TRIBE09** guests partied until the small hours.

As part of the Hairdressers Against Aids initiative Redken and **TRIBE09** were proud to support the Elton John AIDS Trust, a charity set up to raise money for AIDS awareness.

\*Urban Talent Finalists

#### **STYLE INNOVATOR FINALISTS**

1. Ciente Salon Team from Berkhamsted (Southern Region)
2. Wilsons Hairdressing Salon Team from Macclesfield (Northern Region)
3. Zullo & Holland Salon Team from Nottingham (Northern Region)
4. Baa Baa Hair Salon Team from Northampton (Midland Region)
5. Aesthetics Salon Team from Solihull (Midland Region)

#### **MALE EXPERT FINALISTS**

1. The Chapel Salon Team from Tunbridge Wells (Southern Region)
2. Essentials Salon Team from Billericay (Southern Region)
3. The Cutting Room from Western Favell (Midland Region)
4. Baa Baa Hair Salon Team from Northampton (Midland Region)

#### **COLOR GENIUS FINALISTS:**

1. Creations Salon Team from Chichester (Southern Region)
2. Mova Hair & Beauty Salon Team from Virginia Water (Southern Region)
3. Exclusives Hair Salon Team from Hull (Northern Region)
4. Lee Scolding Hairdressing Salon Team from Solihull (Midland Region)
5. 5<sup>th</sup> Avenue Hair & Beauty Salon Team from Bedford (Midland Region)