

# **CAREERS IN HAIRDRESSING**



**Lee Stafford**  
**EDUCATION**



# CAREERS IN HAIRDRESSING

**Y**ou're enticed by a career in hairdressing – brilliant choice, even if we do say so ourselves.

It's super creative, very communal and can't be done by a computer! Yet parents and teachers often look down their noses at hairdressing, and only see two options – work in a local salon or tend to the blue rinse brigade on a cruise ship. SIGH.

We're here to prove that there is so much more to a life in hair... and most of the avenues are so flexible, that you can often have a few fingers in different hair pies at the same time.

Intrigued? Of course you are! Come closer and let us tell you more...





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## IN THE SALON

**Y**es, this is the hairdressing path most recognise, and it's a brilliant one. From a boutique studio to a super salon, this avenue will see you build a loyal clientele that come to visit you. Some salons will expect their staff to do a bit of everything, others might ask you to specialise in colour or cutting.

Being employed in a salon means you have a team around you to have fun with and bounce ideas off, a boss who is planning your future growth, and different challenges sat in your chair every single day, alongside regulars who love the bones of you because of your skills – you'll develop so many lovely friendships.

And even if you're based in a salon, that doesn't rule out other kinds of work, as you'll see...



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# BE AN INDEPENDENT



THERE'S A PLETHORA OF WAYS INDEPENDENCE CAN WORK; YOU CAN OPT TO GO QUITE TRADITIONAL AND BE A MOBILE HAIRDRESSER, WITH YOUR KIT PILED INTO THE BOOT OF YOUR CAR.

YOU MIGHT BE A CHAIR RENTER, BASED IN SOMEONE'S SALON AND PAYING A FEE TO USE THEIR FACILITIES TO SEE YOUR OWN CLIENT LIST.

**Y**ou'll also know this as being a freelancer, but what you might not know is that the majority of hairdressers are now independent – a whopping 60%!

Hairdressers often choose to go freelance to build their own brand and be in control – thanks to the wonders of Instagram, you have a free way to market what you can do straight to people's phones!

There's a plethora of ways independence can work; you can opt to go quite traditional and be a mobile hairdresser, with your kit piled into the boot of your car and travelling around to your clients' homes.

You might be a chair renter, based in someone's salon and paying a fee to use their facilities to see your own client list. Increasingly post-pandemic, home studios are popping up, allowing stylists to work from a transformed room in their own homes (or even gardens!).



However, a growing route is the collective, a communal hub where hairdressers hire a seat in a knock-out space and work in a more collaborative way.

Curious? Take a look at The Hunter Collective, The Social and Electric Space to get a feel. This is growing in popularity with stylists who juggle different hair roles – the collective gives them a base to see clients, but also often a studio for shooting hair collections or education videos, and a hub to network with other creatives such as make-up artists, photographers and influencers.



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**BE AN  
INDEPENDENT**





# FOCUS ON MEN'S HAIR

**Y**ou can't have missed just how cool and creative barbering and men's grooming has become over the last few years, and barbershops have been one of the most popular new businesses on the high street.

You can specialise in traditional classic barbering, or fuse those techniques with a more modern take on men's grooming, where you're also working with longer hair too.



But with the success of very stylised images of grooming – from the popularity of those Peaky Blinders to the consistent feed of footballers visiting their barbers – there's never been a better time to get involved with guys.

And of course, that can involve all the other paths we're talking about – styling on shoots and fashion shows, education, running your own business... the world's your oyster!



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# FOCUS ON MEN'S HAIR

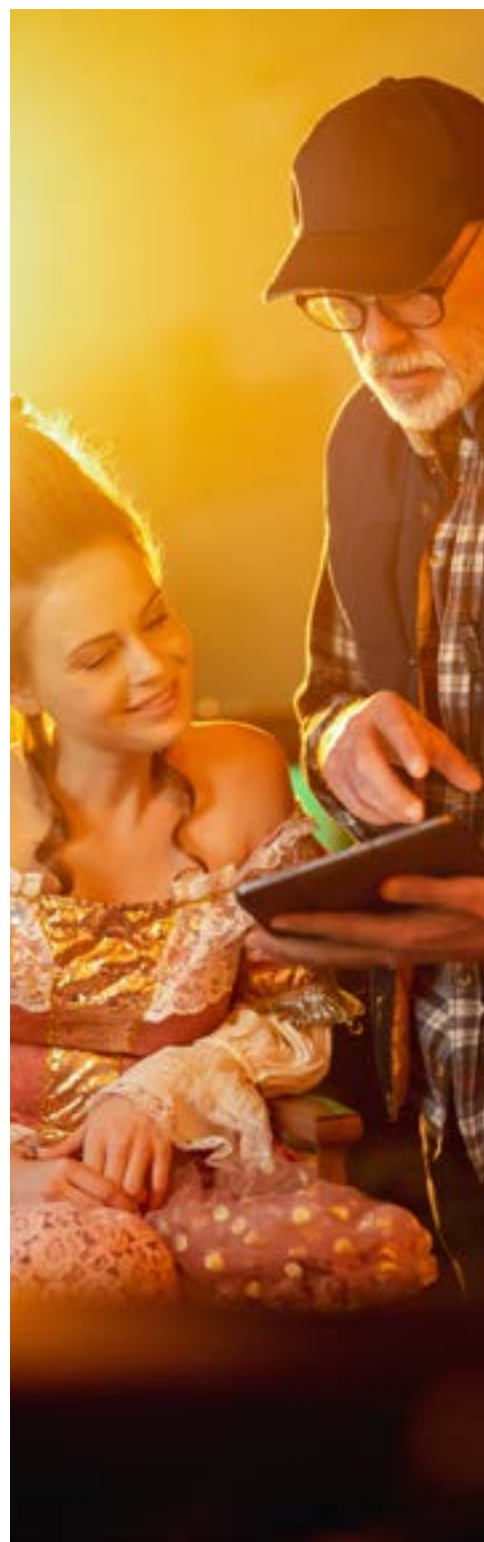




# SPOTLIGHT ON TV, FILM AND THEATRE HAIR

**R**eady for your close-up? Productions of TV, film and theatre need hair specialists on set or behind the scenes for obvious reasons, but this path can offer a real opportunity to specialise in areas such as vintage styling (victory rolls! Beehives!).

With film and TV work, they have been crying out for specialists in hair colour, desperate for experts who can understand how different lighting set-ups can have an impact on tone and shade, and ensure the colour is spot on for the job at hand. Could a Bafta be in your future...?



**FILM + TV HAVE BEEN CRYING  
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COLOUR!**





COULD A BAFTA BE IN  
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# SPOTLIGHT ON TV, FILM AND THEATRE HAIR





# BE A SESSION HAIRDRESSER



EVEN AS A YOUNG STYLIST BASED IN A LOCAL SALON, THERE MIGHT BE OPPORTUNITIES TO DO THIS KIND OF WORK, THANKS TO BIG HAIR BRAND PROJECTS SUCH AS L'ORÉAL ID ARTISTS, WELLA GEN NOW AND THE YAT TEAM FROM SCHWARZKOPF PROFESSIONAL.

**H**ave you just raised a quizzical eyebrow? Let us clarify. A session hairdresser is booked for a number of different projects – fashion shows, photographic shoots, music videos – and is either part of a wider team under a lead stylist (think Sam McKnight or Guido) or is THE stylist, perhaps with an assistant.

Now, this is another role where flexibility rules, because some stylists do this as well as being based in a salon or renting a chair, while others grow this side of their career, get enough work behind them to attract an agent, and then go full time.



Even as a young stylist based in a local salon, there might be opportunities to do this kind of work, thanks to big hair brand projects such as L'Oréal ID Artists, Wella Gen Now and the YAT Team from Schwarzkopf Professional. It gives you loads to chat about with your clients. "Pat, did I tell you I worked London Fashion Week while you were in Marbella...?"



A SESSION HAIRDRESSER IS BOOKED FOR A NUMBER OF DIFFERENT PROJECTS – FASHION SHOWS, PHOTOGRAPHIC SHOTS, MUSIC VIDEOS – AND IS EITHER PART OF A WIDER TEAM UNDER A LEAD STYLIST (THINK SAM MCKNIGHT OR GUIDO) OR IS THE STYLIST, PERHAPS WITH AN ASSISTANT.

**BE A SESSION  
HAIRDRESSER**





# BE AN EDUCATOR

**S**ome stylists just love sharing what they know, passing on skills and tricks to help others be better hairdressers, and so education is a big part of the hairdressing world. From visiting salons to teach teams where they're based, to filming education videos to share online, to heading up a class in a college or academy, you could be a teacher helping to boost the brilliance of hairdressers and barbers across the land (or even the globe!).

Again, this could be a role you flex with another in a salon (lots of salon groups have teaching academies as part of their businesses) or as a freelancer, or it could be a full-time role in-house with a big hair brand. Whichever way you choose to teach, this could also see you on stage at events, doing hair live in front of hundreds of people, too!



**THIS COULD ALSO SEE YOU ON STAGE AT EVENTS, DOING HAIR LIVE IN FRONT OF HUNDREDS OF PEOPLE, TOO!**



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# BE AN ENTREPRENEUR



YOU MIGHT WANT TO OWN YOUR OWN SALON OR BARBERSHOP, OR RUN A FRANCHISE AS PART OF ANOTHER SALON GROUP?

**F**rom beautiful balayage to banging buns, fabulous fades and marvellous mohawks, hairdressers and barbers get to let rip creatively. But you can also boss it in the business department too, and from a pretty young age if you fancy it.

You might want to own your own salon or barbershop, or run a franchise as part of another salon group? If you enjoy team management, interior design, marketing and communications AS WELL AS hair, then think about life as a boss – you could also work on the floor doing hair as much or as little as you fancy once you're established.



And it could lead to other opportunities – maybe launching your own product brand, or collective space? Ooooh, we can hear those brain cogs whirring now...

... or there's always that cruise ship  
Yup, cruise ships need hairdressers too. You could see the world while styling at sea. We would recommend you don't eat the seafood though, just in case...



BEING AN ENTRAPRENEUR COULD LEAD TO  
OTHER OPPORTUNITIES – MAYBE LAUNCHING  
YOUR OWN PRODUCT BRAND, OR  
COLLECTIVE SPACE?



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# BE AN ENTREPRENEUR



So, there you have it, a wealth of choice and possibilities.

And wherever your scissors might take you, get ready for it all with the perfect start at your nearest Lee Stafford Education Academy.

Visit Chichester College's website to find out how you can apply to be a part of the hair revolution.

Chichester  
College

HIT THIS  
BUTTON!



Lee Stafford  
EDUCATION