



WESTROW

AUTUMN/WINTER 2010/11

# SALON NEWS

## COMMENT

*With the A/W10 season upon us, we thought we would use this Westrow magazine to reflect on what's been happening over the past few months, while looking forward to the next exciting year ahead. It's been a busy time for the new-look Westrow, which is thanks to our loyal clientele, who keep us inspired and hopefully, inspiring! Alongside this, our constant commitment to education and career development is the perfect vehicle to ensure we can develop the Westrow brand further. So who knows, a Westrow salon could be coming to a town near you – soon!*



Steve Rowbottom and Marc Westerman  
DIRECTORS, WESTROW

COVER: Hair by Steve Rowbottom  
for L'Oréal Professionnel H<sup>3</sup>

EDITOR: Emma Rowbottom



22515.01 Products and/or treatments featured in this magazine have not been endorsed by any of the celebrities or models pictured.

## WE'VE COME A LONG WAY, BABY!

2011 is a biggie for Westrow – as it's 25 years since the salons inception. The brainchild of Directors Steve Rowbottom and Marc Westerman, the salon has gone from strength to strength in recent years, and will be marking its marvellous milestone in style in 2011. Watch this space.



## AMAZING SPACE

We're super excited about the new look Westrow Harrogate salon. With franchisee Simone Dyson opting for an opulent, space-age feel with a twist (think marvellous mirrors, cool Corian and lots of gorgeous glass), it's a stunning showcase of style. The salon was transformed within an incredible two-week period – with stylists working from Westrow Wetherby during this time. Why not book in and see the new-look salon for yourself? You won't be disappointed.

## SITE FOR SORE EYES

If you're online, you must check out Westrow's new look website at [www.westrow-hair.co.uk](http://www.westrow-hair.co.uk) – where you'll find everything you need to know about what's hot, where to go and who to know at Westrow. The new-look site will feature all of Westrow's latest promotions, cool collections as well as a profile of a *Who's Who* of the company. So what are you waiting for – get clicking now!



## THINKING OUTSIDE THE CUBE

Westrow Director Steve Rowbottom has been a busy boy recently, jetting over to Amsterdam for the global launch of the L'Oréal Professionnel H<sup>3</sup> initiative. After months of preparation in Paris – where Steve was instrumental in fine-tuning the forthcoming trends – the educational programme kicked off in spectacular style, with a three-day extravaganza of shows, education to H<sup>3</sup> ambassadors from 60 countries, as well as a big old party to mark the occasion!



## WE HEART LEEDS!

Westrow took part in Leeds shopping Week recently – putting on a dazzling showcase of style to trend-savvy shoppers in the area. With models sporting the latest Westrow looks, style advisors from its Leeds salons were on hand to primp, preen and offer top tips to those looking to update their styles this season.



## SUNDAY BEST

It's official: Sunday is the new funday at Westrow Leeds, as both of its salons housed in the Thornton's Arcade are now open to tend to your tresses! Open every Sunday from 11am-5pm, it's the perfect opportunity to relax and unwind until you're groomed to perfection. Westrow has also joined forces with Patisserie Valerie on Albion Street, so that you can enjoy a discounted breakfast there afterwards. Now that's what we call divine inspiration! Ask in salon for details.

# INIT TO WIN IT!

It's been another great year for Westrow – first a super stylish re-brand to take it into the next decade in style, and then not just one, but two terrific industry accolades to add to its powerful portfolio! The first – and very fabulous – trophy to add to its collection was the award for Best Marketing Campaign at the Salon Business Sapphire Awards. Held at the Dorchester Hotel on London's prestigious Park Lane, the industry franchising awards recognise the very best salons in the UK franchising sector – and acknowledged Westrow for its smart, sassy Love Your Hair marketing campaign – which marked the launch of the salons re-brand back in February. A hugely prestigious award, directors Marc Westerman and Steve Rowbottom accepted the award on the night, with Marc saying: "This award is a celebration of our commitment to both the hairdressing industry and to our staff and clients, who have all supported us throughout our incredible journey."

**RIGHT:** THE DORCHESTER HOTEL

**BELOW:** MARC AND STEVE COLLECT THEIR PRESTIGIOUS AWARD FOR BEST MARKETING CAMPAIGN



## THE SAPPHIRES



WWW.EDMAGPHOTO.CO.UK

WESTROW HAS BEEN ON A WONDERFUL WINNING STREAK SINCE LAST SEASON - WITH TWO FANTASTIC INDUSTRY ACCOLADES UNDER ITS NEW SEASON BELT!



**ABOVE:** THE WINNING LOOK

**RIGHT:** THE SCENE IS SET



**LEFT:** WESTROW WETHERBY COLLECT THEIR AWARD

## COLOUR TROPHY

But never one to rest on its laurels, Westrow was celebrating again, after its success at the 2010 L'Oréal Professionnel Colour Trophy. After a staggering six of its successful super stylists and colourists went through to the regional finals (the most ever since the competition started more than 50 years ago!) the Westrow Wetherby salon also went on to scoop the North Eastern Regional Title at the event! One of the hairdressing industry's most acclaimed awards, some of the industry's brightest stars battled it out to create fashion forward looks and locks that showcased their colour creativity to the max, with Nicola Hulatt and Jenny Pelter from Westrow Wetherby crowned number one in the region. Held at the Grosvenor House Hotel in London and hosted by the delectable George Lamb, the duo's artistic ability was recognized by top industry judges – who acknowledged them for their illustrious achievement. The stunning look that captured the judges eyes incorporated rich burnt coppers and warm browns with a soft rounded cut that was not only fashion forward, but wonderfully wearable – so very Westrow! "It felt amazing to be chosen for our colour skills and technical excellence for our region," said Nicola. "We worked really hard during the three months of the competition, and to be recognised at one of the most prestigious awards within our industry and on a national scale is great for Westrow, and great for Wetherby!"



**ABOVE:** THE DELECTABLE GEORGE LAMB

IMAGERY SUPPLIED BY L'ORÉAL PROFESSIONNEL COLOUR TROPHY 2010



**RUTH THOMPSON,** 24, is a Graduate Stylist at Westrow Harrogate, where she has worked for the past year.

“Retailing is so important because the products we offer at Westrow help to maintain both the style and condition of our clients’ hair. I have an in-depth knowledge of everything stocked on our shelves, and can advise on the professional products that will be effective and beneficial for their hair.”

**RUTH’S HOT STOCK FOR THIS SEASON**

**L’Oréal Professionnel tecni art full volume extra mousse:** This is a good strong hold mousse – perfect for big bouncy blow-dries.  
**L’Oréal Professionnel tecni art crystal gloss:** A long lasting shine spray that makes hair super shiny after a blow-dry or set with rollers.



**HAYLEY RAE,** 22, is a Stylist at Westrow Ilkley, where she has worked for the past two years.

“At Westrow, retailing is very important as it ensures all clients receive personalised, professional advice. I love learning about new products, and with specialist knowledge in the L’Oréal Professionnel haircare range, I am well placed to advise clients on the best for their hair type.”

**HAYLEY’S HOT STOCK FOR THIS SEASON:**

**L’Oréal Professionnel série expert delicate color shampoo:** This is a brilliant sulphate-free shampoo that enriches reds and copper to protect from fading.  
**L’Oréal Professionnel tecni art gloss control shine spray:** A great finishing product for long-lasting shine that’s non greasy and great for parties.



# HOT STOCK!

WHILE THE TEMPERATURE MIGHT BE DROPPING OUTSIDE, INSIDE AT WESTROW IT’S HOT, HOT, HOT, WITH A SCORCHING TEAM OF RETAIL EXPERTS ON HAND TO HELP YOU WITH ALL YOUR HAIRCARE DILEMMAS



**ZOE HAIGH,** 21, has been a Stylist at Westrow Leeds (4-6 Thorntons Arcade) for the past six years.

“The way that we retail at Westrow is so important as it helps our clients really understand just what they need to solve all of their haircare dilemmas. We are perfectly placed to recommend key prescriptive products that clients can use as their at-home regime – we can also ensure their hair is more manageable, and their colour longer lasting in-between salon visits.”

**ZOE’S HOT STOCK FOR THIS SEASON:**

**L’Oréal Professionnel série expert vitamino color shampoo and conditioner:** This is great for keeping colour locked into the hair to make it long lasting.  
**L’Oréal Professionnel série expert absolute repair:** A nourishing masque that will add moisture and strength to damaged hair.



**ANN-MARIE ATKINSON,** 24, is a Senior Stylist at Westrow Leeds (18 Thornton’s Arcade).

“Retailing ensures that clients can get the very best from their hair, and the products we stock can be tailored to an individual clients needs. I encourage clients to come to me with their haircare dilemmas as I love being in the know (and the first to know) about the latest products on our shelves!”

**ANN-MARIE’S HOT STOCK FOR THIS SEASON:**

**L’Oréal Professionnel tecni art volume architect:** Because it thickens and texturises and is fab for clients with fine hair who want bouncy blow-dries. It also has heat protection in it.  
**L’Oréal Professionnel tecni art volume lift spray mousse:** This gives great root boost and works perfectly alongside volume architect.



**RACHEL MORRIS,** 20, is a Graduate Stylist at Westrow West Park, where she’s worked for the past three years.

“I always use the L’Oréal Professionnel consultation process at Westrow, which means any client coming to me for expert advice will benefit from the prescription of the right products for their hair type and style. After all, I know their hair better than anyone – so it makes total styling sense!”

**RACHEL’S HOT STOCK FOR THIS SEASON:**

**L’Oréal Professionnel tecni art volume riche:** This is my favourite – it’s a mousse that’s perfect for lightweight lift and for looser, voluminous waves.  
**L’Oréal Professionnel tecni art natural liss:** This is a lightweight styling cream that doesn’t weigh the hair down, and is great for smoothing.



**DAISY LATHAM,** 23, is a Stylist at Westrow Wetherby, where she has been working for the past year.

“I have a passion for hair and a strong belief in professional products. As a hairdresser it’s my duty to advise and recommend these to clients; it’s essential they can maintain the health and beauty of their hair at home.”

**DAISY’S HOT STOCK FOR THIS SEASON**

**L’Oréal Professionnel tecni art fix move gel:** I’m using this on lots of gents at the moment – it’s perfect for deconstructed looks with movement and hold.  
**L’Oréal Professionnel série expert lumino contrast taming gloss serum:** This is perfection in a bottle! You can use this on wet hair to detangle before blow-drying, to reveal beautifully defined highlights.



**HANNAH MASON,** 21, is a Stylist at Westrow York, where she has worked since 2008.

“Retail is fundamental, as it completes the whole salon experience; it complements a Stylist’s work and keeps hair looking beautiful until their next appointment. I recommend only the very best prescriptive products that will deliver, time after time.”

**HANNAH’S HOT STOCK FOR THIS SEASON:**

**L’Oréal Professionnel série nature source re-naitre shampoo:** This is a new shampoo for extremely sensitised hair – so perfect for locks suffering from the colder weather.  
**L’Oréal Professionnel tecni art fix anti-frizz spray:** This is a 24-hour anti-humidity protection spray that’s perfect for keeping styles looking good in blustery weather.





FASHION THIS SEASON WAS DELICIOUSLY DARING AND DEVILISHLY DECADENT. GET SET FOR THE WESTROW WINTER'S TALE....

**THE JEONG ONES**

*We fell head over heels in love at the Eun Jeong A/W10 show. Models worked the runway in bold colours, and hair was shaped, wrapped and rolled for the ultimate in seasonal chic!*

**THE WESTROW WAY**

To achieve a smooth finish, as seen as Eun Jeong, add a touch of **L'Oréal Professionnel tecni art gloss control**.

# STAR GAZING



Roksanda Ilincic

### DISCO INFERNO

Girls were kept seriously in the frizz frame at Roksanda Ilincic, with hair that was pinned and set before being brushed out for maximum volume, and serious wow factor.

### THE WESTROW WAY

Big up your style with the **L'Oréal Professionnel techni art full volume extra blow-dry mousse** - extra strong hold for big, boudoir hair!

Topshop Unique



## WILD THING

While we're not advocating donning your antlers for the festive season - we couldn't help but smile when we saw the Topshop Unique A/W10 show. Adorned with fur and all things fabulous, it was a winter wonderland - with bells on!

### THE WESTROW WAY

To achieve maximum texture - as seen at Topshop Unique, add some **L'Oréal Professionnel Texture Expert Expansion Mousse**.



Richard Nicoll

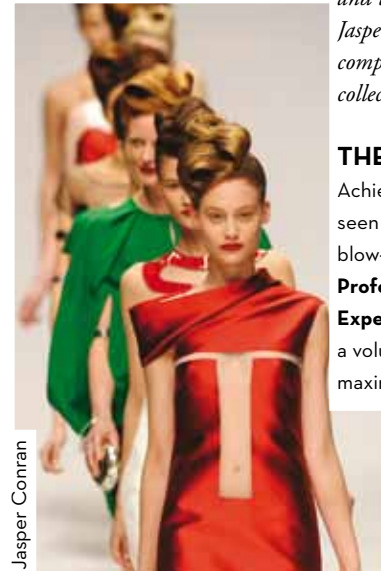
### NET WORTH

At Richard Nicoll things were a bit of a mesh - apart from the hair that is, which was kept super sleek and seriously shiny, secured in neat buns at the back of the head.

### THE WESTROW WAY

Smooth things out this season with a drop of **L'Oréal Professionnel techni art liss control+ intense control smoothing serum**. It's perfect for frizz-free locks!

## ROLLER GIRLS



Jasper Conran

Hair was wonderfully waved and whipped into style at Jasper Conran - the perfect complement to his luxurious collection of satins and silks.

### THE WESTROW WAY

Achieve maximum hold - as seen at Jasper Conran - by blow-drying with **L'Oréal Professionnel Texture Expert Expansion Mousse** - a volumising cream that adds maximum texture and body.



## TOUCH OF LUXE



Aquascutum

PPQ how we love you! Super slick and with a pretty Parisian vibe, we're channelling long luxurious waves this winter.

### THE WESTROW WAY

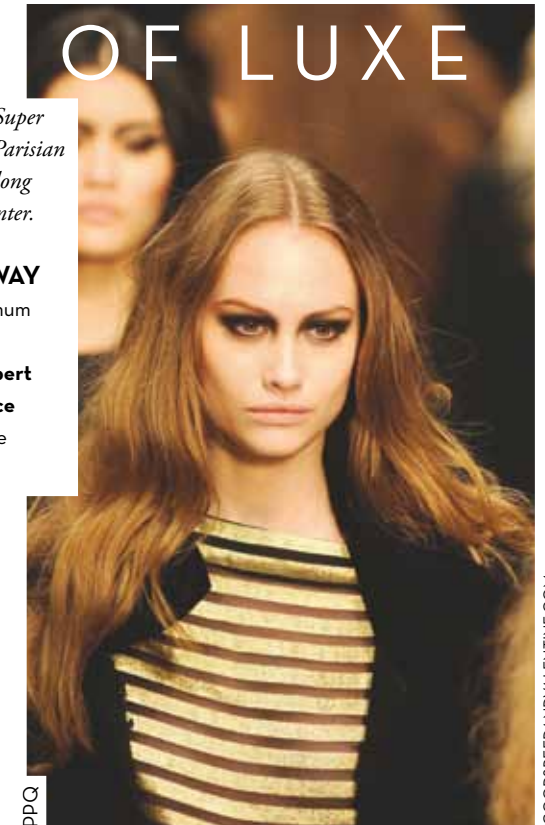
To give brunettes maximum shine use **L'Oréal Professionnel série expert lumino contrast radiance shampoo** - a super shine enhancing shampoo.

### GOT TO BE REAL

At Aquascutum, models sported elegant and super slick clothing, with hair left long and loose to contrast with style. We're loving it!

### THE WESTROW WAY

We suggest **L'Oréal Professionnel techni art liss control smoothing gel-cream** - a 24-hour frizz tamer that offers smoothness and shine.



PPQ

GOODSPEEDANDVALENTINE.COM



### A BIT ON THE SIDE

*Things got totally twisted at Falguni & Shane Peacock, where bright and beautiful clothing gave way to some super chic plaits.*

### THE WESTROW WAY

To keep styles like this in place, or to tame flyaways, try **L'Oréal Professionnel Texture Expert Smooth Essence Weightless Smoother** – a featherweight cream to transform fine hair.

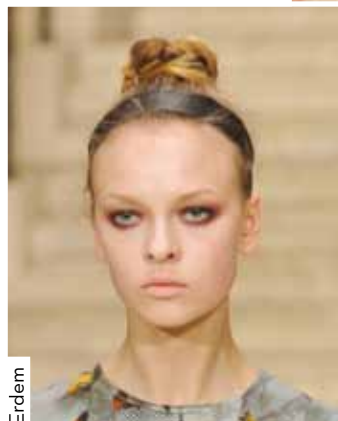
Falguni & Shane Peacock

### BUNNY GIRLS

*Texture was key at Erdem, where flower power in the clothing was perfectly complemented by messy buns and stylish hairbands.*

### THE WESTROW WAY

If it's texture you're after, grab yourself some pretty and playful **L'Oréal professionnel play ball texture tonic**. Not only will it add texture to hair, but its fruity fragrance is sure to be a hit!



Erdem



## KEEP A PART

*At Basso & Brooke it was well-groomed and super slick hair that won the day – with defined side parts that really looked the part!*

### THE WESTROW WAY

Keep things sleek and chic this season with **L'Oréal Professionnel tecni art hairmix supreme smooth smoothing cream** – does what it says on the tin!



Basso & Brooke

GOODSPEDANDVALENTINE.COM

Julien MacDonald



### CAPE IT REAL

*It was all about the capes at Julien MacDonald*

### LITTLE BOOTS

*Bejewelled boots dazzled at Osman*



Osman



Osman

Roksanda Ilincic



Matthew Williamson



### FUR REAL

*Love it or loathe it – we spotted fabulous furs at Matthew Williamson, Antonio Berardi, Osman and Roksanda Ilincic*

# EYE SPY!

**A WESTROW STYLE-SPY WAS AT ALL THE BEST SHOWS TO BRING YOU BACK THE TRENDS YOU'LL BE LUSTING AFTER THIS SEASON!**

Jasper Conran



### OFF THE CUFF

Jenny Packham



*We were crazy in love with the oversized cuffs, as seen at Jasper Conran and Jenny Packham*

Aquascutum



### A GLOVE SUPREME

*We loved the gloves at Aquascutum!*

Burberry



### IN THE TRENCHES

*The trench coat never goes out of style, as seen at Burberry*

Aquascutum



### TIED AND TESTED

*It was all about skinny tied belts – as seen at Aquascutum*

Issa



Aquascutum



Osman



### IT'S IN THE BAG

*From hand held to oversized – we lusted after the bags at Issa, Aquascutum and Osman*

# VENUS

A BEAUTIFUL SILHOUETTE  
OF GLOSSY COPPER-AUBURN  
BROWNS

THE LEADING TREND  
FROM  
LONDON FASHION WEEK  
AUTUMN-WINTER 2010/11  
AND  
L'ORÉAL PROFESSIONNEL

EXPERIENCE...

# EVOLUTION

This season, the worlds of technology and nature have been a major inspiration for the fashion industry. Taking a progressive approach to clothing, many leading names demonstrated how technical and natural worlds have collided, representing the dynamic and ever-changing times in which we live.

With computer technologies shaping how our future will look, designers are incorporating this into their designs.

From stark modernism through to an industrial approach, we saw graphic clothing was in abundance, whilst modern fabrics played a dominant role.

To complement this trend, L'Oréal Professionnel, using their revolutionary INOA colour, has created a visionary collection called Evolution that demonstrates the merging of fashion and nature into one...

## VENUS

TO RECREATE  
THE LOOK USE...

L'Oréal Professionnel  
texture expert mousse  
volupté and smooth  
velours to create body  
and sleekness with  
heat protection into  
the blow-dry. Shine  
perfection gives a  
lustrous shine finish.



## FUTURISTIC FABRICS

MATERIALS, SUCH AS  
NEOPRENE DIVING FABRIC,  
OFFER A PURIST APPROACH  
TO THIS FUTURISTIC TREND



Hakaan

GOODSPEEDANDVALENTINE.COM



TopShop Unique



Hakaan



Peter Pilotto

EXPERIENCE...

EVOLUTION

HEMERA

EMBRACES WARM AND  
COOL BLONDES FOR A TRULY  
RADIANT COLOUR RESULT

L'ORÉAL  
PROFESSIONNEL

# HEMERA

TO RECREATE THE LOOK USE...

L'Oréal Professionnel play ball density material and texture tonic to give the style body and volume while extrême honey enables radical styling with instant fixing.



Hakaan



Hakaan



TopShop Unique



**SPACE MILITARY**  
FUTURISTIC, SCULPTURAL CLOTHING FEATURED STIFF TUNICS, A-LINE SKIRTS AND PADDED 3-D GEOMETRIC SURFACES

Matthew Williamson



# WHAT

I've been at Westrow Leeds for four-and-a-half years now, and work as an Elite Stylist. I always wanted to work in hairdressing – ever since I got a brush stuck in my sister's hair when I was six! Ten years later I started in the industry after my stepmum – who is a hairdresser – inspired me to take it further.

I love hairdressing as it's such an evolving trade and never stands still. Whether it's the creative or business side, or even PR and marketing, it's perfect from a career point of view as there are so many opportunities. It's also great as 99% of the population love going to the hairdressers for that feel-good factor.

The best thing about working at Westrow is the clear-cut career path – it's there in black and white, and helps crystallise where you want to be and which direction is right for you.

Creatively there are so many opportunities, all great for my career. I started out by joining the Westrow Art Team – which meant I could work closely with the Creative Team, learn how they work, and adapt their skills to enhance my own. We also did a huge show in Barcelona as part of the L'Oréal Professionnel Exposure Tour – which was a great experience as we had to work fast and effectively as part of a team; an invaluable learning curve.

Since then I have been working with the whole Westrow team on developing the Westrow way. I am also a member of the L'Oréal Professionnel iD Artist Team. This is a two-year programme, which sees me work with L'Oréal Professionnel and the other iD Artists to interpret trends and make catwalk fashion accessible to clients. This is a great

# A GUY!

WESTROW MAGAZINE  
CAUGHT UP WITH  
27-YEAR-OLD GUY  
SUTCLIFFE - ELITE  
STYLIST AT WESTROW'S  
18 THORNTON'S ARCADE  
SALON IN LEEDS - TO FIND  
OUT WHAT ROCKS  
HIS WESTROW  
WORLD...



**ABOVE:** GUY GETS BUSY BACKSTAGE, AND HIS FINAL LOOK IN THE NHF GRAPHIQUE NOIR COLLECTION

skill to bring back to both Westrow and our clientele.

I am also a part of the National Hairdressers' Federation (NHF) Art Team, working with key industry names on shoots and shows to help strengthen and showcase our creative skills. We have collaborated on two shoots so far – Graphique Noir (Guy's image – pictured above) and Sports Chic, which have both been so inspiring.

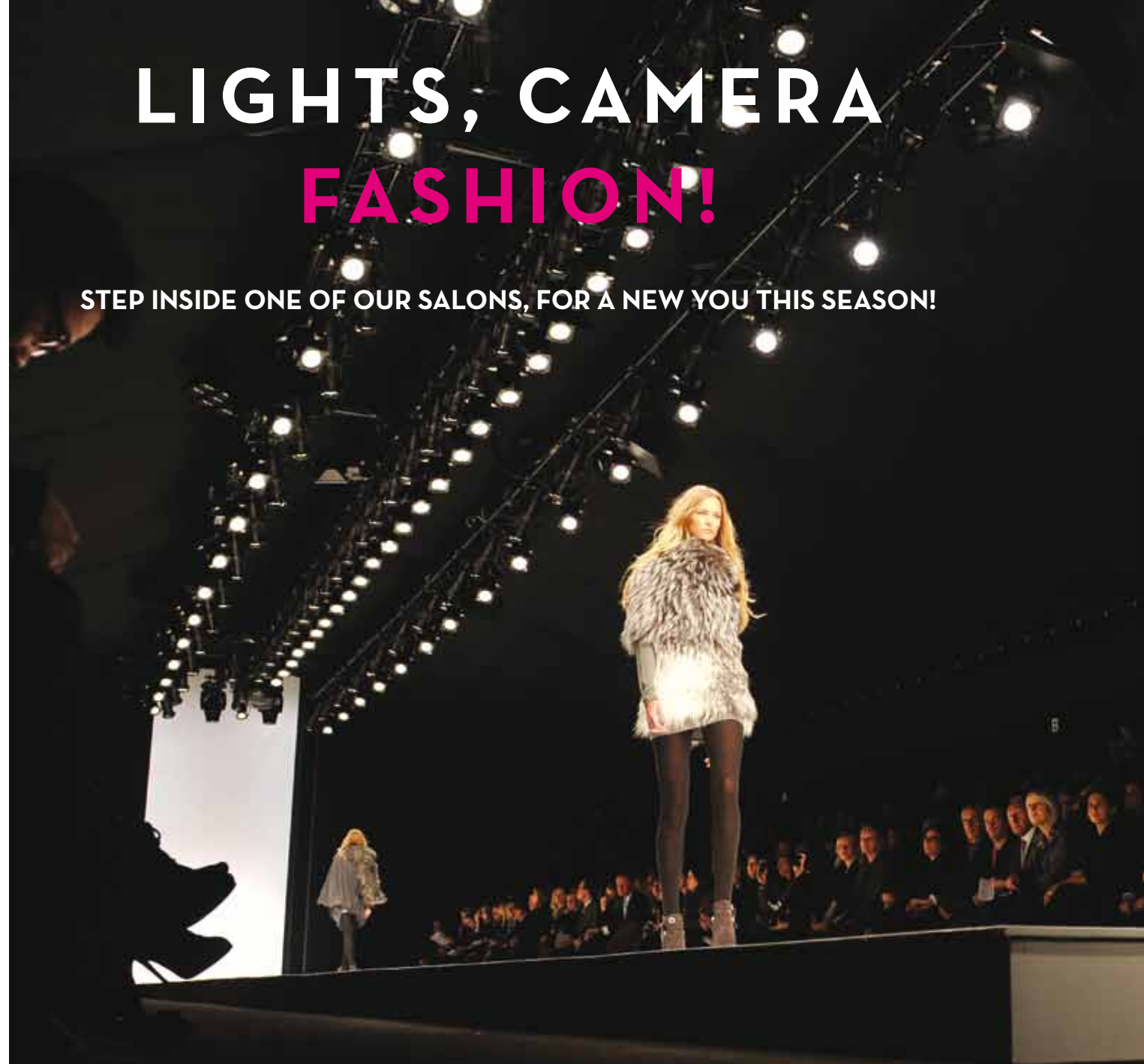
Steve (Rowbottom) is my mentor – we seem to have very similar personalities – and he helps me

creatively. I am loyal to the brand and want to help develop both the company and my role within it. It's exciting times for us all.

I take inspiration from so many things – music, fashion and interpreting trends all inspire me to create looks that our clients will love. From a business point of view it's so important for us to know what's happening in the world of fashion so we can relate it back to the salon and clients. When you know your trade you can be confident about what you do – and nothing is better for our clients than that.

# LIGHTS, CAMERA FASHION!

STEP INSIDE ONE OF OUR SALONS, FOR A NEW YOU THIS SEASON!



**HARROGATE** 81 Station Parade, Harrogate, HG1 1ST **01423 522 666**

**ILKLEY** 3 Station Road, Ilkley, LS29 8HA **01943 600 091**

**LEEDS** 4-6 Thorntons Arcade, Leeds, LS1 6LQ **0113 245 6948**

**LEEDS** 18 Thorntons Arcade, Leeds, LS1 6LQ **0113 245 6220**

**WEST PARK** 253 Otley Road, West Park, Leeds, LS16 5LQ **0113 274 0999**

**WETHERBY** 28 Market Place, Wetherby, LS22 6NE **01937 588 777**

**YORK** 31 Petergate, York, YO1 7HP **01904 629 991**

FOR DETAILS ON INDIVIDUAL WESTROW SALONS, VISIT [WWW.WESTROW-HAIR.COM](http://WWW.WESTROW-HAIR.COM)

LOVE  
YOUR  
HAIR



WESTROW



WESTROW

MAKE YOUR WINTER  
TWICE AS NICE WITH  
WESTROW...

LOVE YOUR HAIR



PURCHASE ANY SHAMPOO FROM  
THE L'ORÉAL PROFESSIONNEL  
RANGE AND RECIEVE A  
COMPLIMENTARY CONDITIONER  
OR MASQUE

*Please complete all the details below prior to your purchase:*

YOUR NAME \_\_\_\_\_

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YOUR EMAIL \_\_\_\_\_

*Simply fill in this voucher and present at the time of purchase to reception to receive a free L'Oréal Professionnel Conditioner or Masque with any purchase of a L'Oréal Professionnel Shampoo.*

TERMS AND CONDITIONS:

Offer expires 31st March 2011 or while stocks last.

Only valid with production of this voucher.

Details must be completed.

Only one voucher per person.

Not to be used in conjunction with any other offer.