



Official Supplier to Men

AMERICAN CREW HAS BEEN A LEADER IN THE MEN'S GROOMING MARKET FOR ALMOST 20 YEARS
OUR OUTSTANDING EDUCATION PROGRAM COMPLEMENTS OUR IMPRESSIVE PRODUCT RANGE
TAKE A LOOK THROUGH THE FOLLOWING PAGES TO SEE WHAT COURSE WOULD SUIT YOUR NEEDS BEST

The American Crew Menswork Method is the infrastructure of our education system. It builds the skills and confidence of stylists through a series of demonstrations and hands-on cutting. We teach stylists how to approach a masculine haircut and construct a shape. The Menswork Method is the perfect blend of hairdressing, core barbering and advanced techniques that create contemporary men's looks and a passion for the craft. Read on to see what course would suit your needs best.

AMERICAN CREW FUNDAMENTALS

This one-day course focuses on three classic hairstyles with a modern twist. **The Rebel** is a style strongly influenced by the legacy of James Dean. In an age when combing one's hair was mandatory, his haircut - like this one - was bold, effortless and unarguably masculine. **The Icon** refines style to its core, as was the case with Cary Grant. This haircut is a study in classic grooming that has held its own for decades. Uncluttered, tidy and with a stately side part - this style has come full circle. **The Crop** claims its heritage from the likes of Steve McQueen and George Clooney. This style is the minimalist's approach to perfect grooming with its rugged design and refined outline. This modern classic will never go out of style. During the day you will work with the razor, clipper and scissors to create styles you can take back to the salon with confidence.

All day - £165 + VAT

DATE / LOCATION

AMERICAN CREW MATTEMATIC

At American Crew, we don't just define trends, we define the techniques that create them. Our Menswork Method has been the foundation of the hottest looks on the runway and in salons for almost 20 years. 2012 is no different. If you're ready to take your art and your men's business to the next level, then Mattematic is where you want to be. So, what is Mattematic? It's where classic looks gain a confident edge. Where standard tapers come with unexpected interior intrigue. And where the spirit of the 80s goes under cover in 21st century camouflage. This year, the hottest looks will be strong, structured and defined. And whether your clients want to stay true to their classic looks or are always pushing the boundaries, the Mattematic collection will provide you with the tools and inspiration to bring a whole new perspective to men's style.

All day - £175 + VAT

DATE / LOCATION

AMERICAN CREW STYLING STUDIO

Much of what we do at American Crew is centered on our products. This workshop is about meeting the demands of the next generation of men coming into the salons. We have evolved from introducing men to the concept of grooming to now influencing styling and finishing options that reflect their chosen look.

Style Studio is about expanding your men's hair styling skills and creativity, while being able to understand product performances and have the ability to make selections based on styling and finishing objectives.

Throughout this two and a half hour event we will demonstrate male specific cutting and styling in three categories: Classic, Sport and Contemporary. Combining product selection and styling techniques in multiple applications to achieve any result.

Our goal is provide stylists with a rich understanding of styling and finishing methods available using American Crew products.

2 1/2 hours - £50 + VAT
(includes 2 American Crew Products)

DATE / LOCATION

AMERICAN CREW MENSWORK METHOD 01

This three-day course is perfect for any hairstylist interested in improving their hair cutting and barbering skills.

Specifically designed for a male clientele, Method 01 focuses on our Menswork theory including; how to assess the male head shape and construct a masculine style, plus proper tool usage incorporating scissor and clipper techniques such as clipper-over-comb and freehand tapering.

Method 01 incorporates lecture, demonstration and hands-on cutting on mannequin heads as well as live models. Method 01 is a prerequisite to Method 02.

3 days - £495 + VAT

AMERICAN CREW MENSWORK METHOD 02

This continuation from Menswork Method 01, this three-day course is an exciting way to advance your skills further. We address advanced techniques with the clipper, scissor and razor, with the focus on secondary shape, i.e. texturizing techniques.

The combination of Method 01 and Method 02 opens up infinite possibilities for the stylist to create masculine shapes while maintaining integrity and quality. Method 02 incorporates lecture, demonstration and hands-on practice on mannequins as well as live models.

3 days - £495 + VAT

DATE / LOCATION (M 01) DATE / LOCATION (M 02)

AMERICAN CREW IN-SALON SESSION I

American Crew educators will demonstrate new cutting techniques while incorporating a consultation with a male client by discussing a variety of topics such as; scalp care, product options, new shapes and finishes. Stylists will experience the fundamentals of American Crew's cutting system, learn in-depth product information, how to interact with their male clientele and ways to increase it.

Stylists will observe techniques to broaden their cutting skills and/or get a taste for future hands-on workshops whilst gaining a comprehensive understanding of American Crew products and how they can benefit their career.

2 Hours - £195 + VAT

AMERICAN CREW IN-SALON SESSION II

Our American Crew educator will visit in-house for a full day of education. This workshop is an introduction to Menswork Method cutting system. This is an exciting way to become confident with any gentleman that sits in the stylist's chair, with two demonstrations in the morning incorporating both clipper and scissor work. Followed by hands-on workshop in the afternoon. During the day topics that will be discussed include men's trends, product awareness, consultations and growing their men's business as a stylist.

All day - £495 + VAT



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EDUCATION ICON

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