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Wahl Global Educators Traveled to Russia and China to Bring the Latest in American Barbering Education

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Wahl Education and Artistic Team (W.E.A.T.) members Christina Goree, Rick Morin and Jose Barba have extended global education by sharing their knowledge in classrooms and events around the world. Last fall, these members traveled to Russia and China to lead educational classes on American Barbering and represent Wahl Professional. Wahl Clipper Corporation is the global leader in the professional beauty and grooming industry.

"Our global education team strives to not only uphold the high standards established by Wahl as a global leader, but to maintain best practices for clipper education," says Laura VanderMoere, Director of Education, Wahl Professional.

Christina Goree, barber and Emmy Award-winning artist, attended Russia's biggest beauty show in Moscow: InterCHARM, held last October, to meet with educators, barbers and stylists and present a Master Class. Goree served as the guest artist from the United States, proudly representing Wahl Professional with her three decades of experience as a master barber and stylist.

"I demonstrated fading, blending and advanced texturizing and bulk removal, utilizing the All-in-One blade," says Goree.

Stylists and barbers were focused and eager to learn from Goree. Attendees reveled in a variety of techniques, resulting in amazing "before and after" transformations, from long to shaved sides.



Christina Goree



Rick Morin



Jose Barba

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Recognized as one of the top 50 barbers in the U.S., Rick Morin brought his talents worldwide to China to demonstrate basic fading and blending techniques, with a heavy focus on his Wahl clippers.

“They were amazed at how I was able to complete entire haircuts using only Wahl clippers. Most of them use shears for ALL their haircuts,” says Morin.

Industry barber Jose Barba led effective hands-on demonstrations using his favorite Wahl tools.

“I brought a range of my favorite clippers, and after the attendees examined them, they loved them,” says Barba. “The most popular ones include the Detailer and Magic Clip, but I predict the Icon clipper will soon surge in popularity.”

The tools were all well-received and routinely sold out. All three educators saw major appeal from the attendees to explore more tools Wahl has to offer.

“We are proud to spread our message of American barbering to all corners of the world,” says Lance Wahl, Global Vice President Professional Products, Wahl Clipper Corporation. “We are finding that many international professionals appreciate what Wahl has to offer from both a product and education standpoint.”

Language barriers were shattered—all spoke the universal language: hair. The fusion of international and local trends and techniques unified the educators and attendees.

Goree recognized fresh trends during her visit to Moscow. “One trend I’d like to see evolve in the United States is a cool twist on conservative cuts.”

Global industry professionals were excited to incorporate and adapt American elements to their styles. “There’s huge interest in American culture such as barbering, skateboarding, coffee shops and fashion. They’re hungry for what they call hip hop style barbershops,” says Barba.

As educators and professionals, the team thrived during demonstrations and seminars, bringing Wahl education worldwide. The Wahl tools gained substantial popularity, reinventing global hair executions.

“With the inaugural Global Education Leadership Summit hosted at our Global Headquarters in Sterling, IL., March 2017, along with our continually growing Global Artistic Teams, Wahl Professional is staying true to their reputation as the leader and go-to resource for clippers and education in the professional industry,” says Laura VanderMoere.



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About Wahl Clipper Corporation

Since 1919, with the invention of the first practical electric hair clipper, Wahl Clipper Corporation has been the leader in the professional and home grooming category. Today, with over 2500 employees worldwide, Wahl is proud to carry forward the tradition of innovation and superior customer service that was created by Leo J. Wahl. Headquartered in Sterling, Illinois, Wahl distributes to 176 countries and has eight global manufacturing facilities as well as 25 sales offices. At Wahl, we are proud of our heritage of excellence as well as our remarkable list of groundbreaking innovations for the present and future for the global market. Visit www.wahlpro.com for more details.