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Wahl Professional Produces *Think Like an Artist* Video

Documentary-style video pays tribute to the history and culture of American barbering while appealing to professionals in emerging countries around the world

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Wahl Professional, the global leader that revolutionized the industry with the invention of the first electric hair clipper, thinks big things can happen for barbers and stylists who believe in their professional talents as artists.

Building on the overwhelmingly positive response they received from their Global Education Leadership Summit (GELS) earlier this year, Wahl Professional has produced a docu-style video, the title of which is exactly what is asked of professionals to do every day: *Think Like an Artist*.



Photo Courtesy of Wahl Professional

“A universal takeaway from the video is to empower barbers and stylists throughout the world to gain relevant insights from the culture of American barbering that they can apply to their craft,” says Lance Wahl, Global Vice President Professional Products, Wahl Clipper Corporation. “This video and other initiatives to be rolled out are part of Wahl’s mission to set the standard of products and education, both nationally and internationally.”

In a matter of 10 minutes, *Think Like an Artist* captivatingly covers the role of barbers in American culture today and how local barbershops can change the feel of communities for generations to come, while offering a retrospective on Wahl’s impact on the industry (including footage of the high school where Leo J. Wahl, the inventor of the electric clipper, went).

“Today, we have mixed cultures and mixed textures of hair that require professionals to use different types of tools and techniques,” says Laura VanderMoere, Director of Global Education Wahl Professional. “You have to be able to think like an artist; think, ‘what techniques am I going to use to get my vision accomplished, and what tools am I going to need according to the texture of the hair’”.

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Watch *Think Like an Artist* Trailer on YouTube

Those interested in the role Wahl has played in American barbering and how that will translate into thinking like an artist are encouraged to watch the trailer for the **video** to be released later this month.

While the video was filmed at Wahl's Headquarters in Sterling, Illinois, and four Midwest barbershops, the messages delivered are tangible to aspiring barbers, regardless of location, even barbers thousands of miles away in an emerging country.

Some messages focus on what's needed to be successful.

"Humility, integrity, focus and the ability to evolve are all important in your success (as a barber)," said Rance John, Owner of Rance John Styles & Barbering, whose shop was included in the video.

Others reinforce the impact a perfect haircut can make on someone's life.

"I love helping people feel like they are beautiful, even if it's just for a second, where they forget any negative energy they walked in with that day," said Michael Rockafellow of Boulevard Hair Company, which appears throughout the video.

And some focus on the inclusiveness required of the profession.

"Our roles as the community barbershop is to make sure that anyone and everyone feels comfortable coming in. That everyone is treated the same and provided with the best service possible," said Megan Stewart, owner of Union Barbershop, whose location was among those handpicked to be included.

With its release of *Think Like an Artist*, Wahl Professional draws upon the rich talent and the history prevalent in American barbering to tell the story of today's diverse barber culture. The hope is that viewers on a worldwide scale will feel inspired about their profession and confident in their ability, as the company continues its rapid growth on the international stage.

"It's about stepping outside our comfort zones, and not about what you don't know, but what you want to learn, that's education to me," says VanderMoere. "I think everyone on our Wahl Education and Artistic Team (W.E.A.T.) team has a passion to pay it forward. It's not about what we can get, but it's about what we can give."



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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.