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Networking conference

Fudge Professional has seen its popularity as a global hair brand grow significantly over recent years, particularly across its targeted European markets. In recognition of its achievements, Fudge Professional recently invited its Euopean distributors to attend its biggest and most comprehensive annual EU Conference to date. Held in London, the UK Sales, Marketing and Education Team welcomed representatives from no fewer than 19 different countries to an event that showcased every aspect of brand development, product launches, marketing, education and exciting new creative partnerships. Head of Fudge Professional, Stephanie Bruce, opened the EU Conference and was also on hand to introduce all the keynote presentations, beginning with a 2015 overview and progressing to 2016 announcements with an overview which included innovative hairdresser focused activities and highlighted by the launch of the Paintbox Mixology Master Global Competition.

Delegates from 19 countries unite in London to experience the creative and technical developments from the Fudge Professional brand.

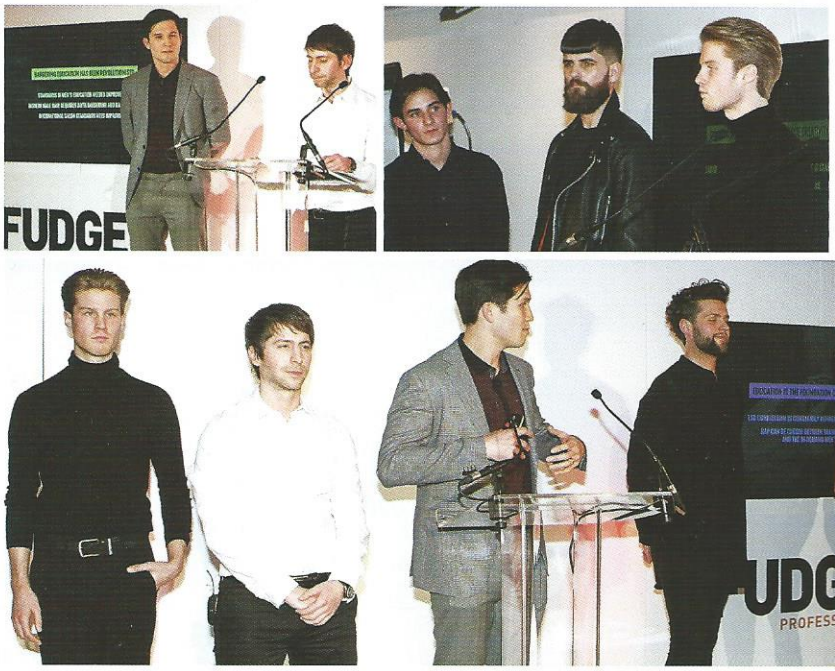
NEW 2016 PARTNERSHIP

Following the internal presentations, the Conference went on to introduce the new 2016 collaboration with London School of Barbering, whose co-founder, Justis McEvilly presented the academies philosophy and the educational collaborations that will be developed with Fudge Professional for Fudge salons within the UK and Europe. Reflecting on the brand collaboration, Justis commented: "Our collaboration with Fudge Professional is exciting since these two innovative companies have joined forces to offer the market top-class men's cutting and styling courses for professionals." Co-Founder and Artistic Director, Michael Kontos later took to the stage with the London School Barbering Artistic Team to present some of their own stunning, trend-driven barbering looks, to the delight of the audience.

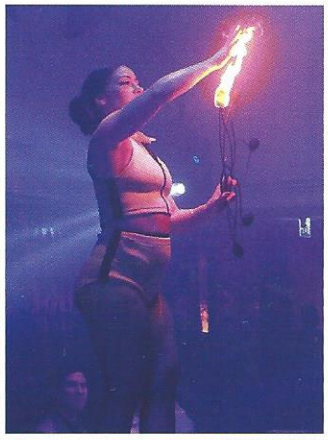
Stage presentations by London School of Barbering and Mazella & Palmer (right and above right) added to the event's technical and creative flair.

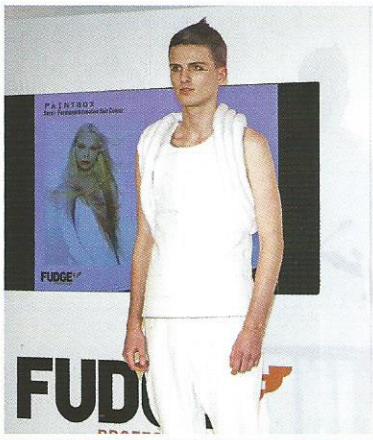
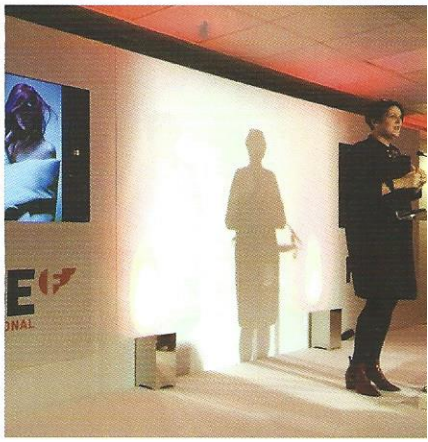
CONTINUING COLLABORATION

The presentations proceeded with Dove Palmer, co-founder of Mazella&Palmer, taking to the stage to give an insight into a brand ethos which, for over two decades, has provided education and salon experience while working alongside some of the leading hairdressers throughout the world. Dove Palmer elaborated on their own on-going creative collaborations with Fudge Professional and the educational projects that are available to all distributors, and how they add a technical and creative direction that excites stylists globally. "The conference was an opportunity to share our direction, collaborations and new products for 2016 with our European distributors," concluded Stephanie Bruce. "It was an afternoon of bringing together the key people from Fudge Professional, introducing our partnerships with London School of Barbering and Mazella&Palmer and being able to talk up close with the business owners and sales representatives of our distributors. It was a great day of networking, education and of course entertainment." Stephanie's mention of 'entertainment' was far from a passing comment, as guests concluded their day with an evening meal and entertainment at London's exclusive West End cabaret club, Circus.



Launching the Paintbox Mixology Competition is a global creative initiative for Fudge Professional





(above): Tracy Hayes, Fudge Professional's Global Head of Training, Colour, shares her technical colour expertise; (far right): Head of Fudge Professional, Stephanie Bruce, welocmes delegates to the EU Conference.