



shu uemura
art of hair

education book
○ spring 2023



shu uemura

art of hair

DATE	TIME	SEMINAR	SEMINAR FORMAT / LOCATION	PRICE:
14.02.23	10.00-12.00	art of knowledge	digital webinar / access	free
22.02.23	19.00-19.45	digital nordic launch event izumi tonic	digital live launch / access	free
06.03.23	10.00-12.00	art of styling	digital webinar / access	free
04.04.23	10.00-12.00	art of storytelling	digital webinar / access	free
08.05.23	10.00-12.00	art of luxury	digital webinar / access	free
06+07.06.23	TBC	summer ambassador gathering	2 days physical meeting	TBC

○ webinars

discover our four webinars
from the “art of knowledge” for new salons all the
way up to “art of luxury” for experienced salons
seeking to further their luxury execution.

*all webinars and sign up on lorealaccess.com

1 ○ art of knowledge

brand introduction
knowledge about all retail products

duration: 2 hours

2 ○ art of styling

get to know each product
blending and layering, haigous,
tokyo inspiration

duration: 2 hours

3 ○ art of storytelling

learn to master the art of storytelling
about all precious ingredients and mr shu

duration: 2 hours

4 ○ art of luxury

strengthen the in salon
luxury experience
thorough morning briefings, gestures
and guest journey

duration: 2 hours



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1. art of knowledge

for new
salons

brand
introduction
concept &
pillars

product
knowledge

welcome to the world of
shu uemura art of hair
get an understanding of the
concept behind the brand

fall in love with the shu
uemura aoh products
through in depth product
knowledge

date: 14.02.23

time: 10.00 – 12.00

place: digital

value: 90 €

price: free



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2. art of styling

the art of
styling

blending and
layering

inspiration
kanso
wabi sabi
haigous

product
knowledge

welcome to a theoretical
styling webinar

master the shu uemura aoh
styling, through the art of
haigos, blending and
layering.

avant-garde styling
inspiration from tokyo

date: 06.03.23

time: 10.00 – 12.00

place: digital

value: 90 €

price: free





3. art of storytelling

learn how and
why storytelling
is a key to
success in
luxury retail

in depth
brand &
precious
ingredients
storytelling's

storytelling is a part of the dna of
luxury goods and is key in
delivering unique experiences for
your guests

embark on an imaginative
journey through all our precious
ingredients.

learn to master the art of
storytelling

date: 04.04.23

time: 10.00 – 12.00

place: digital

value: 90 €

price: free





4 o art of luxury

concept

selectivity

luxury

guest journey

morning
briefings

what is luxury today?

what do the guests expect

from a luxury experience?

how to introduce, recommend

and present products in the shu uemura way

with unique gestures

learn how to better share knowledge and

inspiration, increase the team spirit and

communication through the concept of

morning briefings

date: 08.05.23

time: 10.00 – 12.00

place: digital

value: : 90 €

price: free



o in salon menu

our three in salon education seminars ranges from “art of knowledge” for new salons to “art of gestures and ceremonies” for experienced salons. all sessions include a practical workshop to increase your learning experience. consult with your spb or educator to find the right seminar for your salon.

1 o art of knowledge

for new shu uemura aoh salons
full concept and product run-through
+ workshop

2 o art of haigous

styling knowledge and inspiration
learn to master the art of haigous and
blending and layering
+ styling workshop

3 o art of gestures & ceremonies

master the art of gestures,
shiatsu shampooing and ceremonies

1o in salon: art of knowledge



brand
introduction

brand vision

product
knowledge

workshop

art of knowledge is an in salon
training for new shu salons.

how to work with shu uemura
art of hair

brand introduction, vision and
concept.

full product run through and
practical workshop

date:

time: 3 hours

place: in salon

value: 120 €

price: free



2. in salon: art of styling

the art of
styling

haigous

inspiration

kanso

wabi sabi

haigous

workshop

theoretical & practical styling

knowledge and workshop

master the shu uemura aoh

styling, through the art of

haigos, blending and

layering.

avant-garde styling

inspiration from tokyo

date:

time: 3 hours

place: in salon

value: 120 €

price: free

3o in salon: art of ceremonies

gestures

shiatsu
inspired
shampooing

ceremony
training

workshop

master the art of ceremonies

learn to create truly sensorial
and relaxing experiences for
your guests through the art of
gestures,

the shu consultation, our
shiatsu inspired shampooing
and ceremonies

date:

time: 4 hours

place: in salon

value: 120 €

price: free



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○ events & happenings

join us for special events and happenings such as new product launches, hair shows and more to immerse yourself in the inspiring and creative world of shu uemura art of hair.

○ launch events

○ digital nordic launch event
22.02.23

○ ambassador

○ summer gathering
07+07.06.23



digital: launch event izumi tonic

izumi tonic:

what is it

how to use

benefits

the story
behind an
ancestral
japanese
beauty ritual

discover our latest
launch

learn the secrets and
innovations behind
the new products

learn of a precious
ingredient from japan
and uncover the key
to a healthy scalp and
beautifully cleansed
hair

date: 22.02.23

time: 19.00

place: digital

value: 50 €

price: free





ambassador days

ambassador
training

inspiration

news

sneak
peaks

guest
speakers

welcome to all our
ambassadors for our
summer gathering

enjoy ambassador
education in beautiful and
luxurious surroundings
for 2 days filled with luxury
inspiration

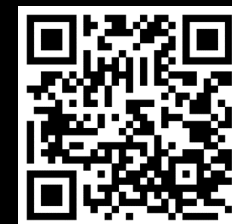
sign-up today to secure
your seat!
see lorealaccess.com
for prices and sign-up
packages

date: 06+07.06.23

time: TBA

place: TBA

price: 2 995 Nok ekskl mva





thank you
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SPRING-2023 INSPIRATION DAY ON TOUR

Bli med på Inspirasjonsdagen hvor alle de fem flotte merkene våre ønsker å inspirere deg med klipp, farge, styling og aktuelle produktnyheter!

Dagen er delt inn i ulike økter så hvert merke, L'Oréal Professionnel, Matrix, Redken, Kerastase og Shu Uemura har sin egen demonstrasjon med sitt eget team på scenen. .

I pausen serveres det noe enkelt å spise og noe godt å drikke.

Kvelden avsluttes med en inspirerende Look & Learn ved et av kveldens team.

Velkommen til en inspirerende og givende Inspirasjonsdag!

Dato: 25-apr
Sted: Bergen
Clarion Hotel
Bergen



27-apr
Kristiansand
Clarion Hotel
Ernst



Tid: 15.00-21:00
Pris: Kr 1 495,- ekskl mva

REDKEN
5TH AVENUE NYC

matrix

L'ORÉAL
PROFESSIONNEL
PARIS

KÉRASTASE
PARIS

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CHRISTMAS INSPIRATION PARTY 2023

SAVE THE DATE

OSLO 25 NOV 2023

MORE INFO TO COME...

REDKEN
5TH AVENUE NYC

matrix

L'ORÉAL
PROFESSIONNEL
PARIS

KÉRASTASE
PARIS

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