



## JOSHUA ALTBACK TAKES HAIRDRESSING TO THE NEXT LEVEL

Dror Vakrat of Joshua Alback in **St John's Wood London** has been awarded a place in the hairdressing industry's most fashion-led live hairdressing competition the **L'Oréal Colour Trophy 2013**. The acclaimed event will be happening on **Thursday 4<sup>th</sup> April** at the Park Plaza, Westminster Bridge, London.

To gain a prestigious place in the Regional final the salon submitted a photograph demonstrating their technical expertise and their fashion awareness on a male or female model. **Joshua Alback** were quickly noticed for their ability to produce a modern and inspirational hair colour with a stunning editorially inspired finish and shook off stiff competition of over 1000 entries from across the UK.

**Joshua Alback** will now require a stunning, catwalk confident model to put both their knowledge of catwalk trends and technical skill to the test on as they complete their model look live in just 45 minutes. The goal is to create a look that encapsulates the brief of a 'well executed, inspirational, modern colour with a beautiful editorially inspired style and finish on a female model, complementing an Autumn / Winter 2013/14 fashion trend to create a show-stopping total look'.

**Dror Vakrat** is part of a very excited salon team who are all overjoyed with having broken through to the next level of the competition. The team will now join 65 other salons from across the London region in a bid to secure the L'Oréal Colour Trophy.

**The JA Salon Say:** It's an honour to make it this far in the prestigious L'Oreal Colour Trophy. Dror is an outstanding hair colourist, always one step ahead of trend and with an excellent eye for what works. He is able to capture personality and style through his incredible colour creations.

The fashion fuelled, high energy event will be one of seven highly anticipated regional finals happening across the country and will be hosted by TV's new it girl **Zoe Hardman** co-host of **Take Me Out: The Gossip** alongside **Mark Wright** for **ITV2**. Each salon team will only have 45 tense minutes to bring their model look to life and demonstrate that they are the region's most talented and creative hairdressers to a panel of judges consisting of acclaimed hairdressers. Award winning hairdresser and judge Trevor Sorbie MBE comments:

*It's an amazing achievement to make it to this stage, the Regional finals have an amazing atmosphere and it's great to bring talented hairdressers from all over the region under roof. What turns my head and captures my attention is when all the elements come together, great model with styling and makeup that work flawlessly with the cut and colour – an overall look that looks effortless.*

**Joshua Alback** could be one of just six salons to walk away with a place in the industry's longest running, glamorous awards event the 58<sup>th</sup> annual L'Oréal Colour Trophy Grand Final on **June 3<sup>rd</sup> 2013** inside the elegant **Grosvenor House, Park Lane, London**. This stage leaves them just one step away from scooping the unparalleled grand final prize of **A Year of Dreams'** An exciting mix of educational courses, creative overseas events, national media exposure and glamorous fashion shoots.

*L'Oréal*  
**colour**  
*trophy* 2013

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