

TONI&GUY

TONI&GUY PHILOSOPHY

“Sharing our ideas and techniques has always been important at TONI&GUY, and through our Academies and Artistic Teams, we can motivate and inspire both the beginner and highly qualified stylist. This strategy goes back to the family way of sharing; sharing the methods which we use with our own staff, and which have made the business successful.”

Toni Mascolo
Global CEO of TONI&GUY

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The culture of our company is one of **education** and providing **quality customer service** while offering a win-win opportunity for all colleagues. TONI&GUY's educational methodology is legendary in the hairdressing industry. It provides hairdressers worldwide with proven techniques to expand their creativity and job satisfaction. There is never any compromise of the quality for the sake of money.

“Our philosophy is that each client would be treated as an individual. Their hairstyle should go beyond simply adapting a style to suit them. It should take into consideration facial features, hair type and lifestyle”

Anthony Mascolo
TONI&GUY International Creative Director

Great emphasis is placed on customer service. Working as a team, the salon staff aim to treat all clients with care, consideration and commitment.

We at TONI&GUY are not dictators. We believe that it is important that all stylists listen to TONI&GUY their client so that they know exactly what that client requires. Communication is a key part of this process. As part of our focus on client service, at TONI&GUY we believe that we should have a close **rapport with clients**, not only to provide them with the style that they want, but to be able to honestly tell them what will work and what won't. Honesty is the best policy and, if, in the stylist's professional opinion, a style will not suit, then it is better to let the customer know first and explain why.

Individuality is a key component of the TONI&GUY philosophy. All hairstyles that TONI&GUY stylists produce have the stamp of the individual. TONI&GUY has named this technique 'personalising'. This extends and develops the stylist's own creativity, but also gives the client a style that is unique to him or her. TONI&GUY believes that every style for a woman should have an element of **femininity**, that is to say, a **softness** that flatters each and every woman. For men, a **bold** approach is often taken, proving that guys can have fun

with their hair too. These are major factors in developing and retaining a loyal and contented client.

BUSINESS - THE ITALIAN WAY

Family culture has always been an integral part of the TONI&GUY organisation. The Mascolo brothers regard employees and franchises as part of their "extended family." There is a strong belief that TONI&GUY is only as strong as the team it employs. The culture fostered at TONI&GUY is to channel the energy and strengths of employees into the success of both the company and the individual.

The success of this culture is evident in the amount of employees the company retains. TONI&GUY offers extensive career opportunities that include management, show work, seminars, teaching and franchising.

SHARING THE KNOWLEDGE - TONI&GUY EDUCATION

TONI&GUY stylists are professional hairdressers, but they also are educators. We believe that the learning process never ends. Education is of paramount importance to TONI&GUY.

“In sharing our knowledge, we are able to constantly develop, re-evaluate and improve our ideas, and help others to grow also.”

Twenty years after it began, the TONI&GUY empire was so well-respected in the world of hairdressing, that a demand grew from people who wanted to learn how to cut and style using the 'TONI&GUY method'. From this demand emerged TONI&GUY Academy. The TONI&GUY Academy system is a well-established and known throughout the world for its diverse range of courses for hairdressers of all levels. The courses are based on the programmes TONI&GUY uses for its own staff.

The Artistic Team, as well as working at events, regularly appear in 'shows' designed to inform audiences about how best to care for, style and maintain their hair. The aim of the Art Team is to give hairdressers and the general public and overall awareness of hair in the key areas of **technology, attitude and image**. The TONI&GUY Art Team are aware of new fashion trends, but do not necessarily follow them. TONI&GUY stylists are not fashion makers, they are fashion interpreters. The hairstyles that TONI&GUY creates always complement the trends of the day, both in terms of colour and shape.

In 2007 , there are 25 TONI&GUY Academies throughout the world.

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