



Vivienne Mackinder



## Vivienne Mackinder, talks to Hairworld International about her creativity, passion for hairdressing, bringing beauty professionals to new statures...

### How do you visualize hair fashion and trends at the moment?

Return to curl and more volume as the silhouette have changed “the return of the shoulder pads” also more reds... We as stylists need to push more short hair. Too much long boring hair walking the streets and certainly not making a right turn into the salons.

### Is education important to you?

Education is everything, it builds confidence, can feed your heart and your pocket. Through education you avoid burnout and education can increase your value behind the chair. Remember we are in the giving profession; “you cannot give that which you do not have”!!! You have to reinvest in yourself all the time. The more well educated the more diverse your clients, I think variety is the spice of life, it keeps you creative and at the top of your game, plus, you have more to give to the client. We have to be able to offer more and expand our repertoire to reach a broader client base, “its not a nice to do, it is a must do.” I meet a lot of stylist who have good intentions regarding education, but time and money slips through their busy fingers, but what I know to be true is that all the icons within our profession have this trait in common, they are continually educating themselves.

### Any goals?

I hope I can increase my time in the photographic studio; I am still striving to create my best ‘wow’ photo collection. I have two books that I am working on for 2010. I am planning a 5th film within the series of “I’m not just a hairdresser”. In addition I want to Art Direct young talent and continue to produce great TV shows on the Web. My entire focus is HairDesignerTV.Com and MOD magazine; I want my company to be the best of its kind in the world. Bringing the most brilliant talent in art and business and uniting the nations.

### Creativity and passion?

I am passionate about shooting new photographic collections and working with my talented teams. I love the creativity of making documentaries and lessons and live TV web shows for Hair DesignerTV.com channeling 30 years of

knowledge within the profession, sharing this with my hairstyling community. I love my on line Magazine MOD, both brands HDTV and MOD allow me to work and play with the most brilliant talent in the profession, and that is so exciting, I am learning and growing daily. I am also passionate about my on line educational programs for salons, the first of its kind, with lesson plans and certification, this is wonderful to be a virtual Art director for top salons around the world...

### Dreams ...any dreams?

To make Hair Designer TV and Mod the number one in the world creatively and financially. To be able to inspire and educate stylist so that their career dreams become obtainable. My own private jet so that I do not have to deal with the nightmare of commercial travel, PS I spend a lot of time traveling!!... Spend more time with my Husband and love ones and have time for a horse in my life once again. The ultimate dream my horse farm.

### What is your vision for the future?

We need to take a very deep reality check at our profession and standards. The Internet has totally changed our form of communication and how we do business. The client is savvier than before, when they have a question about a product or service they can Google and get all the details. If we do not stay current and create “study time each week” or take ourselves on an ‘artist date’ for inspiration and learn new techniques we will get left behind. We can play in both worlds technology to empower our business and knowledge the joy of human touch, caring nurturing, great personal service and we remain one of the few crafts that still hand tools a design “one of a kind” so the fact that we are artisans, should be celebrated in a society that is losing the arts and crafts, we can survive and as long as we realize that Talent is not enough in life we need a love and passion for what we do. A relentless spirit of determination and the courage to reinvent our selves each season. When we display these assets and virtues in life it is true that this is the higher road a road less travelled, but this is where the victories and rewards lie.

