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Education

**BROCHURE 2015**

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# TIGI 傳承精神

## TIGI HERITAGE

### 由設計師為設計師量身訂做

這個理念清楚定義出TIGI對設計師們的承諾，對TIGI來說設計師就是一切的核心。

TIGI擁有悠久的教育傳統，以奉獻與真摯的態度與專業設計師一同合作。透過國際級的教育課程，TIGI國際創意團隊不斷地將累積的知識和經驗分享給全球具前瞻性思維的設計師們。

### 我們的產品就是最好的工具

TIGI產品對TIGI持續性的教育是不可或缺的關鍵。產品能夠強化髮型的塑造，幫助設計師能更有效率、更有創意和更有技巧地完成髮型。就如同TIGI國際創意團隊不斷的更新他們的髮型創作，讓TIGI品牌能持續地向前邁進和不停地創新，允許設計師永遠能維持新鮮和動力的角度看待他們的工作。

Anthony個人追求創意的提升和完美的態度造就了今日的TIGI。擁有自己的產品線更讓Anthony能夠塑造出心中最完美的髮型；而TIGI國際創意團隊每一天都從髮型創作中找尋靈感的啟發，藉此幫助他們持續地研發出新產品，帶動全球美髮界的專業度和藝術性。

“我們非常了解專業設計師的需要和需求。”Anthony Mascolo表示。“從我們的角度出發，使用TIGI產品造型和完成我們髮集中的髮型；這些髮集正是TIGI教育的出發點，除了是研習會和各種舞台示範中的關鍵靈感來源，我們也藉由學院髮集進一步與設計師分享新的技術和流行趨勢。”

### 透過持續的教育訓練分享想法是我們的哲學

從一開始Anthony Mascolo就從未間斷地將他的技術、概念和想法分享給全球的設計師，而這樣的熱情促使Anthony成立創意團隊和設立第一間國際學院。他的核心理念從未改變：“我堅信唯有透過與他人分享你最新的想法，才能夠促使你將你的作品提升到下一個層級。”Anthony表示。“而這也是為什麼我們不斷地將我們的新想法融入課程當中。”

### BY HAIRDRESSERS, FOR HAIRDRESSERS

This statement defines TIGI's commitment to the hairdresser. The hairdresser is at the heart of TIGI.

TIGI has a long heritage of education, with a dedicated and authentic desire to work with the professional hairdresser. Through world-class education programmes, the TIGI International Creative Team shares accumulated knowledge and experiences with forward-thinking hairdressers across the globe.

### OUR PRODUCTS ARE OUR TOOLS

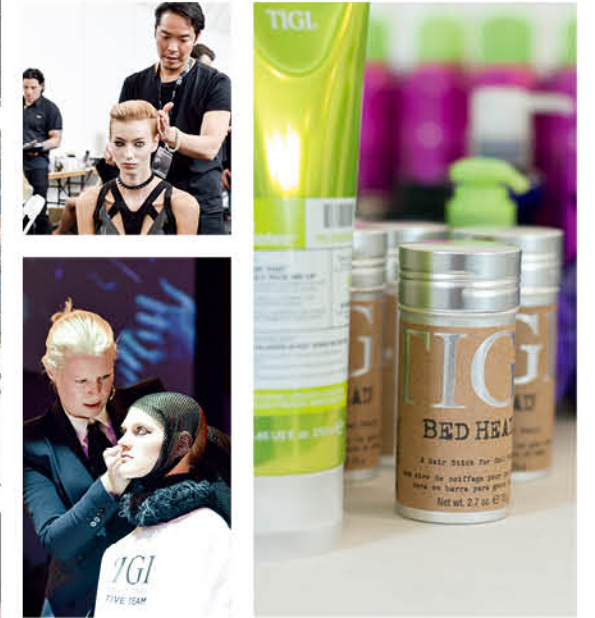
TIGI products are vital for the consistent progress of TIGI Education. Products enhance, amplify and intensify hairstyles, enabling the hairdresser to work more effectively, creatively and technically. Just as the work of the TIGI International Creative Team is constantly updated, so the continual progression of the TIGI brand allows hairdressers to maintain a fresh and dynamic approach to their work.

Anthony's personal search for creative progression and perfection led to the creation of TIGI. Having his own product range allowed Anthony to achieve hairstyles that performed to the highest standards. Inspired by the work they do everyday the TIGI International Creative Team continues to push the development of new products with a constant vision to drive professionalism and artistry within global hairdressing.

“We totally understand what the professional hairdresser wants and needs,” says Anthony Mascolo. “From our own perspective, we use TIGI products to style and finish the hairstyles we create for our own collections; they provide the starting point for education through our Academy Collection and are vital to our seminar and stage work.”

### A PHILOSOPHY OF SHARING IDEAS THROUGH ON-GOING TRAINING

From the very beginning of his career, Anthony Mascolo constantly focused on communicating his techniques, concepts and ideas with hairdressers across the globe. It was this passion that led Anthony to form his first creative team and to open his first academy. His founding principle is still relevant. “I firmly believe that in sharing your latest ideas with others, you are forced to take your own work to the next level,” says Anthony. “That is why we constantly introduce our new ideas into courses.”



# TIGI 國際創意團隊

## TIGI INTERNATIONAL CREATIVE TEAM

TIGI深切體會設計師的渴望與需求，結合對美髮造型的專業知識和引領趨勢的願景，秉持這樣的精神，每一個研發和創作都確實地貫徹「由設計師為設計師量身訂做」的理念。

11年前，TIGI 國際藝術總監 Anthony Mascolo 創立了TIGI 國際創意團隊。過去十年裡，國際創意團隊不斷地擴大陣容，加入了許多來自全球各地的團員，TIGI目前除了在倫敦、紐約、米蘭、台北設立國際學院，在達拉斯和全球各地皆有TIGI的教育中心。TIGI國際創意團隊是TIGI的核心，團隊成員們不斷地創造、創新、研發並分享新的想法。TIGI所有大型活動包括國際髮型秀到髮集的拍攝，關鍵成員都會齊聚一堂，團隊合作，集結最豐富的創意。團隊成員們除了富有多年的教育經驗外，他們也是資深的沙龍設計師、伸展台造型師，並經常與知名時裝設計師進行拍攝、進行國際時裝週等各種活動的合作。

TIGI is 'by hairdressers for hairdressers' encompassing the vision, knowledge and innate understanding of what hairdressers want and need.

Eleven years ago, TIGI International Artistic Director, Anthony Mascolo, created the TIGI International Creative Team. Over the last decade the team has expanded across the globe. There are now TIGI Academies in London, New York, Milan and Taipei, plus our TIGI Learning Labs in Dallas and global regional education throughout the world. The TIGI International Creative Team lies at the heart of TIGI, creating, innovating, researching and sharing ideas. At all major TIGI events, from international shows, to TIGI photo shoots, the key team members come together as a major creative force. Highly experienced in education, the team members also have years' of experience as salon hairdressers and as session stylists, working on fashion shoots and international catwalk shows.



# TIGI 靈感青年培育計畫

## TIGI INSPIRATIONAL YOUTH

靈感青年培育計畫可以說是美髮界中最成功、最受人崇敬的培訓計畫。由TIGI全球創意總監Nick Irwin、歐洲創意總監Akos Bodi以及創意團隊諸位資深成員的帶領下，培訓課程含括各種不同廣泛層面的創意指導。訓練內容從經典、進階裁剪、染髮、造型、伸展台造型、簡報技巧、模特兒徵選、攝影技巧到如何跟隨攝影機角度工作等。

TIGI靈感青年培育計畫是一個改變生涯的機會、一場振奮人心的旅程，引領教育至一個新的層級，培育出美髮界新一代的明日之星；培訓計畫的「壓軸」就是TIGI靈感青年的髮型秀的展演。

Inspirational Youth has established itself as one of the most respected and successful youth-training programmes in hairdressing. Guided by TIGI Global Creative Director, Nick Irwin and European Creative Director, Akos Bodi, together with other senior members of the TIGI Creative Team, the training process covers a broad aspect of creative instruction. This includes classic and advanced cutting, colouring and styling, session styling, presentation skills, model casting, photographic techniques and working to camera.

Often described as 'life changing' by Team members, Inspirational Youth is an exciting journey. TIGI Inspirational Youth takes education to a new level, delivering the next generation of hairdressing stars. The ultimate finale to the training is to appear at the TIGI Inspirational Youth Show.



# TIGI 大使團隊

## TIGI AMBASSADORS

TIGI大使計畫的目的在於延伸TIGI教育團隊的影響力，分享更豐富的教育新知給沙龍設計師。身為TIGI大使意味著精英團隊的成員之一，你將會有機會到世界各地進行教育的分享。

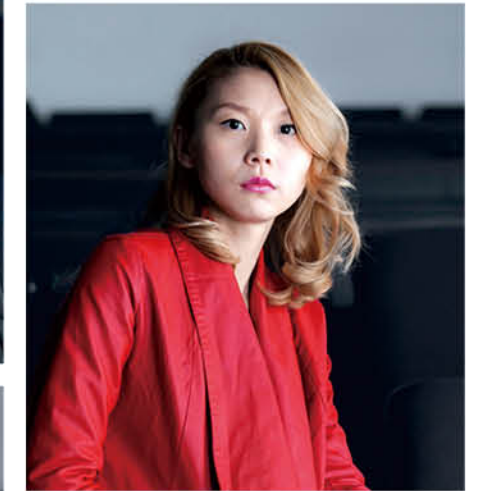
要成為TIGI大使需要具備承諾、紀律和貢獻等三大精神。

TIGI大使是經過嚴格的挑選和完整的訓練，在TIGI亞太區創意總監 Ralf Boss的引導下，他們與TIGI業務團隊密切合作，將TIGI產品、TIGI Copyright@olour和TIGI技術教育的寶貴知識分享給沙龍。TIGI大使的角色是非常重要的，我們很重視他們所代表的價值。

The TIGI Ambassador programme was created by TIGI to extend the work of the TIGI Education Team delivering fantastic education to salons. As a TIGI Ambassador you become part of an elite team working across the globe.

To be a TIGI Ambassador requires commitment, discipline and dedication.

Following an intensive selection and training programme, TIGI Ambassadors share their valuable knowledge of TIGI products and TIGI copyright@olour with salons teams working closely with TIGI Account Managers under guidance from Ralf Boss, TIGI Regional Education Director. TIGI Ambassadors are exceedingly important and valued for their important work.



# TIGI 時尚造型團隊

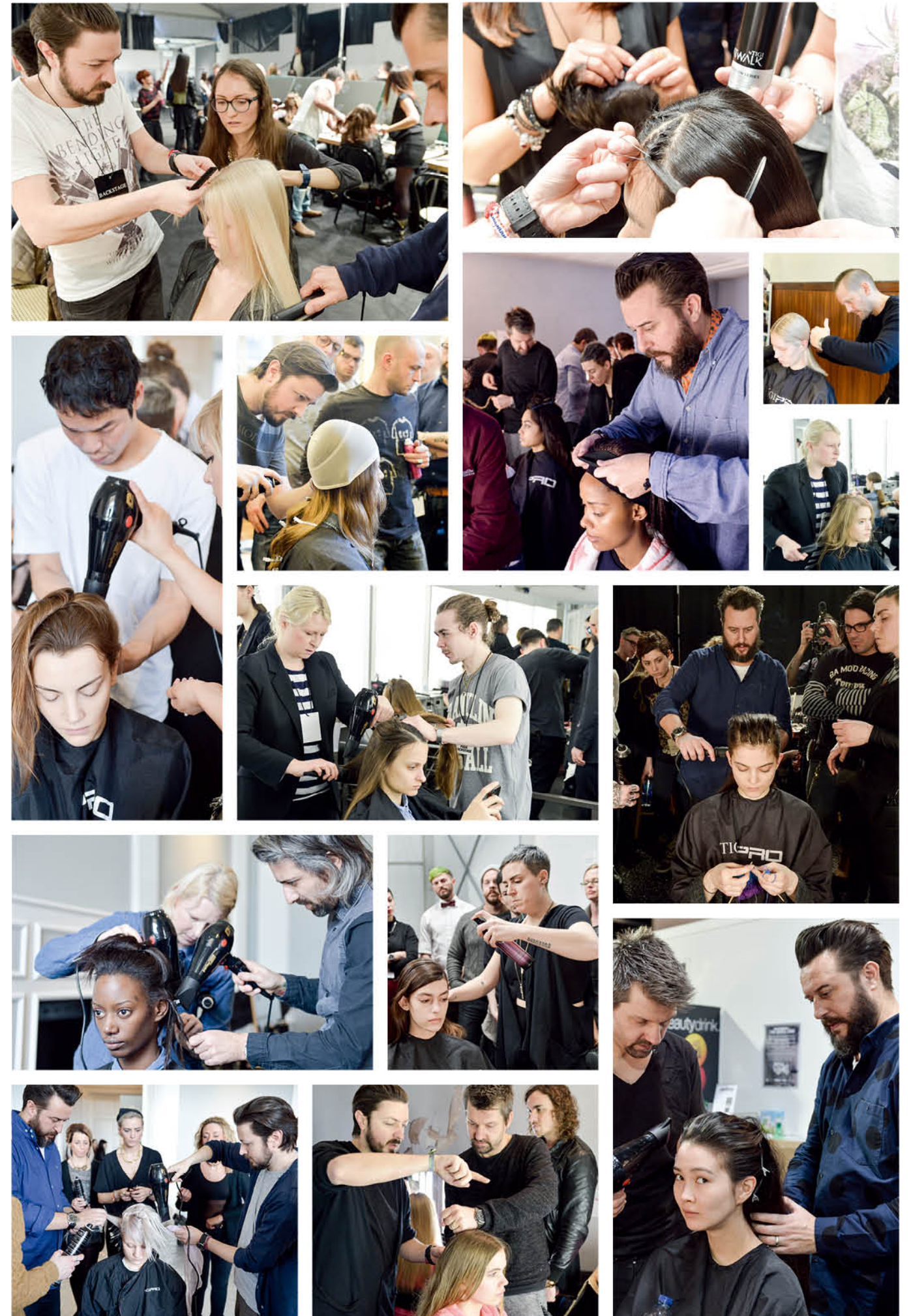
## TIGI SESSION TEAM

由Nick Irwin親自挑選，TIGI時尚造型團隊在各地時裝週的後台執行造型創作。這個培訓計畫已經成功運作三年了，並提供團隊成員一個能在沙龍以外發揮創意技巧的機會。

TIGI時尚造型團隊成員挑選的條件包括基本的造型技巧、在高壓環境下的工作能力和團隊合作默契。Nick表示：“對我來說，團隊中的每位成員必須具備好的造型基礎能力和堅強的團隊倫理。最重要的是用更安靜、更有創意和更快速的方式完成工作。伸展台後台永遠都充滿緊張感。服裝設計師們情緒都非常緊繃，因此髮型團隊的工作效率和專業呈現將更為重要。”

Selected by Nick Irwin, the TIGI Session Team work behind the scenes at fashion weeks. This successful training programme has been running for 3 years giving team members the opportunity to widen their creative skills beyond the salon.

TIGI Session Team members are selected for their classic dressing skills, their ability to work under pressure and as a team. “For me it’s vital each team member has good classic dressing skills and a strong team ethic,” says Nick. “It’s all about getting the job done calmly, creatively and quickly. There’s always tension backstage. The designers are naturally on the edge, so it’s important the hairdressing team works totally professionally.”



# TIGI 美國創意團隊

## TIGI CREATIVE TALENT

TIGI美國創意團隊提供國際水平的教育至美國各地，受過高度訓練的團隊成員們到國內各地提供區域性研習會、沙龍臨店教育、髮型秀的支援等；展現TIGI最新髮集的剪髮、染髮和造型技巧的呈現。TIGI美國創意團隊的成員也有機會能夠被選中參加國內和國際性的特別活動，包含支援美國團隊和國際創意團隊的研習會、髮型秀、時裝週和拍攝計畫。

TIGI Creative Talent delivers world-class education throughout the Americas. The highly trained team travels nationally to provide regional seminars, in-salon training programmes, and corporate shows; demonstrating cut, colour and styling techniques to showcase TIGI's current collections and innovation. TIGI Creative Talent members also have the opportunity to be selected for special events both nationally and internationally including supporting the US and International Creative Team on seminars, shows and special events such as Fashion Weeks and photo shoots.





# TIGI 學院 TIGI ACADEMIES

## 倫敦學院

位在倫敦的TIGI學院是一個能夠提供美髮新知、相互學習、分享想法、共同成長的教育環境；學院提供各式課程包含剪髮、染髮、造型、伸展台造型等，能夠符合設計師不同的需求。TIGI倫敦學院是由TIGI國際創意團隊一同領導，位在倫敦的南方。

## 紐約學院

位在紐約蘇活區的TIGI紐約學院是由TIGI美國教育總監Thomas Osborn所帶領，Thomas和Anthony Mascolo共事多年，他和紐約團隊與TIGI全球創意總監Nick Irwin一起負責美國所有時裝週、髮型秀等各種活動。Thomas和TIGI美國技術創意總監Richy Kandasamy還有其他資深的團隊成員也會共同參與國際性的髮集創作拍攝和髮型秀。

## 米蘭學院

新成立的TIGI學院設立在米蘭核心時尚區，許多設計師和攝影師都在這個區域設立自己的工作室。這個全新的學院將由TIGI義大利創意總監Marco Iafrate和他的團隊負責。Marco已經和Anthony Mascolo在倫敦共事長達13年之久，直到2013年才回到義大利，從那之後他開始建立一個出色的團隊，與他一同參與米蘭時裝週的伸展台造型創作，和義大利當地的研習會和髮型秀。Marco同時是TIGI國際創意團隊的關鍵成員，與Anthony Mascolo, Nick Irwin和Christel Lundqvist一同拍攝TIGI的年度髮集和品牌形象，並參與倫敦、巴黎以及米蘭的時裝週。

## LONDON

The TIGI Academy in London is a natural space for learning, sharing ideas, mentoring and delivering the core disciplines of hairdressing. From cutting and colouring to styling and session work, the Academy covers courses inspire hairdressers at all levels. Located in South London, the TIGI Academy London is led by the TIGI International Creative Team.

## NEW YORK

Situated in SOHO the TIGI New York Academy is headed by Thomas Osborn, TIGI US Education Director. Thomas has worked with Anthony Mascolo for many years and he and his team work with Nick Irwin, TIGI Global Creative Director on all US fashion weeks, events and hair shows. Thomas and Richy Kandasamy, TIGI US Technical Creative Director, and other senior team members, also work on international photo collections and shows.

## MILAN

This newly launched TIGI Academy is situated in the heart of Milan's fashion district, an area where designers and photographers have their studios. Marco Iafrate, TIGI Italy Creative Director, heads the team at the new Academy. Marco worked with Anthony Mascolo in the UK for 13 years before returning to Italy in 2013. Since his return he has built a strong team whose members have worked with him at Milan Fashion Week, as well as participating in shows and seminars across Italy. Marco continues his role in the TIGI International Creative Team, working with Anthony Mascolo, Nick Irwin and Christel Lundqvist on key TIGI collection and brand shoots and participates in international fashion weeks in London and Paris, as well as in Milan.



LONDON



NEW YORK

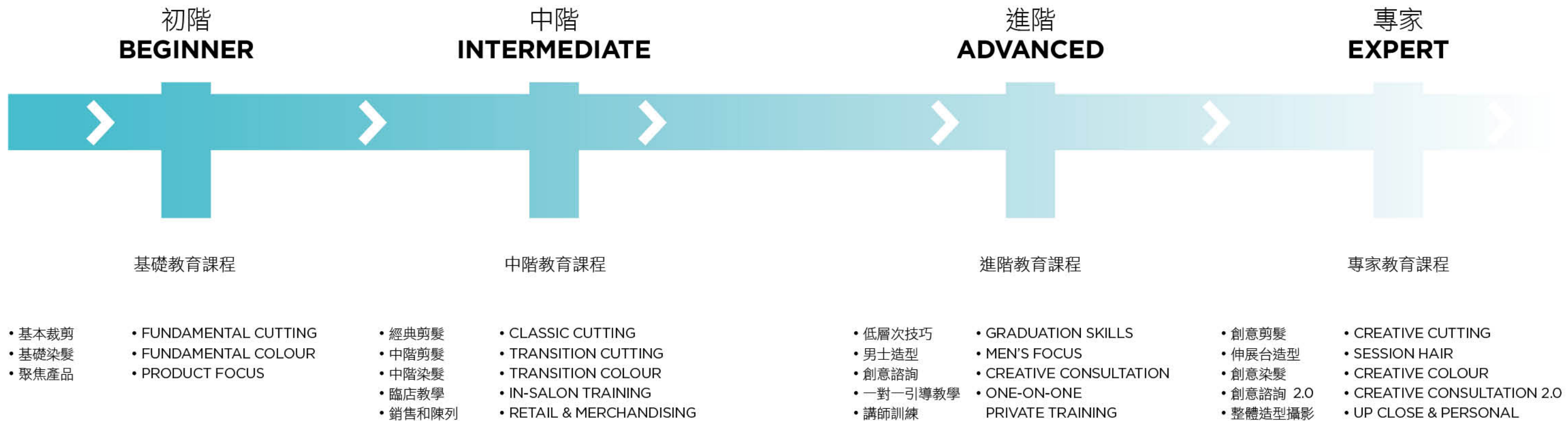


MILAN



# 發現潛力

## DISCOVERING POTENTIAL



TIGI全球教育能讓你發現你沙龍的潛力。設計師團隊是沙龍的核心，他們的個性和專業是沙龍成功與否的關鍵。為了確保他們能夠持續地進步，針對所有團隊成員的個人教育課程規劃是非常重要的，這樣才能幫助他們不斷成長，往更高的層級發展以達到目標並激發他們的潛力。

請利用以下的頁面來評估、瞭解你團隊的發展潛力，你可以自己檢視也可以和服務你的TIGI業務或教育專員討論，他們將樂意地協助您規劃出最合適你的教育發展計畫。

請參照教育手冊隨附的課程行事曆來規劃符合你的教育計劃。

With TIGI world class education you can discover the full potential of your salon team. Your team is the heart of your salon. Their personalities and individual expertise are the key success drivers for your business. To ensure they continually progress as hairdressers it is crucial to put together an individual education programme for each of your team, enabling them to grow above and beyond their current level, achieving work goals and driving their potential.

Please use the following pages to assess and understand the growth potential of your team. You may like to do this on your own or work together with your TIGI Account Manager or TIGI Education Specialist who will be happy to support you in creating the optimal development journey for you and your salon team.

To create your individual education plan, please refer to the calendar at the end of the Education magazine.

# 專屬的教育計畫表

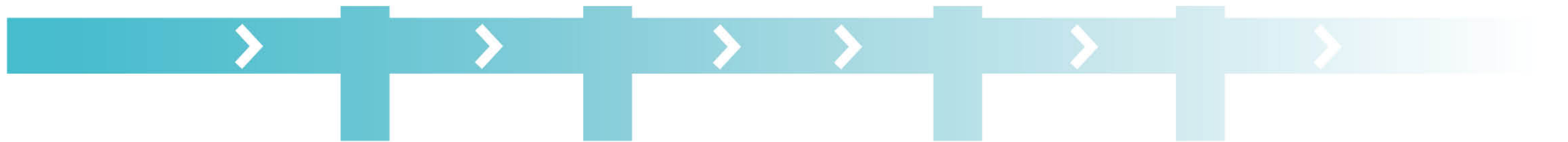
## YOUR EDUCATION PLAN CHART

初階  
BEGINNER

中階  
INTERMEDIATE

進階  
ADVANCED

專家  
EXPERT



名字 NAME	初階 BEGINNER	中階 INTERMEDIATE	進階 ADVANCED	專家 EXPERT	最終目標 END GOAL
範例:設計師A Example: A. Hairdresser	聚焦產品 Product Focus 基礎染髮 Fundamental Colour	中階染髮 Transition Colour	創意諮詢 Creative Consultation	創意諮詢2.0 Creative Consultation 2.0	資深染髮師 Senior Colourist

透過TIGI的教育，發現你沙龍的潛力。員工是沙龍的核心，而他們的專業將是沙龍成功與否的關鍵。不斷的訓練和教育是幫助他們成長和提升工作水平、忠誠度和顧客群的最強大途徑。幫所有員工規劃個人化的教育課程能夠激發他們在技術和藝術的成長、達到工作目標和提升潛力。

運用TIGI教育計畫表和教育手冊隨附的課程行事曆，你可以針對需求設計特定的訓練計劃。將你和你團隊的目標設定填寫在右方的“最終目標”欄位。接著再選擇能達到目標的所需課程。你的TIGI業務夥伴或TIGI教育專員將樂意的協助您規劃出最適合你的教育發展計畫。

Discover the full potential of your salon with TIGI education. Your team members are the heart of your salon and their expertise is key to the success of your business. Ongoing training and education is the most powerful means to grow and improve their work levels, their loyalty and their clientele. By creating an individual education programme for each team member, they will be inspired to improve their technical and creative level, achieving work goals and improving their potential.

Using the TIGI Education Planner and the course calendar at the end of this brochure, you can design a specific training programme. Decide on your own, or your team member's goal and put this in the right-hand 'end goal' column. Then select the courses needed to attain this goal. Your TIGI Account Manager or TIGI Education Specialist will be happy to help you create the optimal developmental journey for you and your salon team.