

產品教育 PRODUCT EDUCATION

聚焦產品
銷售和陳列

PRODUCT FOCUS
RETAILING &
MERCHANDISING



聚焦產品 PRODUCT FOCUS

手法、創造、專業建議和銷售。

此課程是針對所有TIGI合作沙龍夥伴，固定安排日期在台北學院開課。

TIGI系列產品不斷地進化和更新，產品混搭的使用方式和概念也依序的推陳出新，因此沙龍擁有專業的產品知識和自信，讓產品建議和銷售成功推廣是至關重要的。

TIGI致力於幫助沙龍夥伴們成長他們的事業，我們提供TIGI產品的專業知識以及使用方式的訓練支援，建立沙龍設計師產品使用正確觀念，和提供專業產品建議給顧客的信心度。此課程將會幫助你提升沙龍業績表現、增進銷售和給予你的沙龍團隊更高的專業度和自信。

地點:

台北

上課天數:

一天

費用:

課程費用請另洽

相關資源:

產品手冊、課程相關印刷品

工具:

不需要工具

對象:

所有使用、建議和銷售TIGI產品的沙龍人員

課程目標:

透過深入了解TIGI的品牌相關知識，學員將會更有信心的使用TIGI系列產品並學習如何創造最新流行的造型，也因此更有自信的成功銷售TIGI產品給顧客

日期:

4月7日
6月16日
9月7日
11月17日

Use, create, recommend and successfully retail. Product Focus days are complimentary to all TIGI stockists and take place regularly at the TIGI Academies in London and regionally. With the constant evolution of TIGI's product portfolio as well as new concepts in the use and cocktailing of products, it is important that salons gain knowledge and confidence to successfully recommend and retail in the salon.

As a TIGI partner we aim to help salon owners drive their businesses to the next level. We support you with a strong knowledge of TIGI products, greater information to utilize the products for daily salon work and increased confidence to recommend products to clients. This will help your business performance, drive retailing and give your team increased professionalism and confidence.

LOCATION

Taipei

DURATION

1 day

PRICE

Price on request

SUPPORT MATERIALS

Product Info book, detailed course literature

TOOLS

None

TARGET

All salon team members that use, recommend and retail TIGI products

WHAT YOU CAN DO AT THE END OF THE COURSE

With increased understanding and knowledge of TIGI brands, TIGI users complete the course with an appreciation of how to work confidently with TIGI products, how to get the latest Look and how to successfully retail TIGI Products

DATES

April 7, June 16, September 7, November 17



銷售 & 陳列

RETAILING & MERCHANDISING

TIGI深信「銷售的力量」。課程的目的在於分享最新的銷售觀念和陳列構想，幫助學員創造令顧客難忘的沙龍體驗。學員將會從這堂課程帶走能打造完美服務概念的工具，營造成功的沙龍服務，提升客人回流率和忠誠度。

地點：
台北

上課天數：
一天

費用：
課程費用請另洽

相關資源：
證書、課程相關印刷品、TIGI產品混搭手冊

工具：
不需要工具

對象：
資深設計師、櫃台人員、沙龍經營者、經理人

課程目標：
學員將會充滿自信的混搭產品，運用TIGI的方式陳列你的沙龍；深入了解顧客購買的原因並創造相符的促銷活動。學員將學習店販銷售的概念，創造專業的產品陳列，並有效活用TIGI銷售輔助資源

日期：
尚待確認

TIGI believes in the 'power of retailing'. Designed to share the latest retailing and merchandising ideas, this course enables you to create a truly unforgettable client experience. You will take away the tools to create great service ideas for a successful salon journey that will maximise client retention.

LOCATION
Taipei

DURATION
1 day

PRICE
Price on request

SUPPORT MATERIALS
Diploma, detailed course literature, tigi cocktail booklet, TIGI DVD

TOOLS
No tools required

TARGET
Leading stylists, receptionists, salon managers and business owners

WHAT YOU CAN DO AT THE END OF THE COURSE
You will be able to cocktail with confidence, merchandise your salon the TIGI way, understand why clients buy and create your own promotions. You will gain retailing ideas to create professional retail displays and organise TIGI point of sale material.

DATES
Course available on request



特殊教育 SPECIALIST EDUCATION

整體造型攝影

VIP臨店教學

一對一引導教學

講師訓練

UP, CLOSE & PERSONAL

VIP TRAINING

ONE-TO-ONE PRIVATE
TRAINING

TEACHER TRAINING



整體造型攝影

UP, CLOSE & PERSONAL

這堂獨特且稀有的課程，讓你近距離與TIGI國際創意團隊一起感受VIP等級的特殊攝影研習，體驗第一手國際級的時尚流行趨勢。課程中學員將經歷從模特兒徵選到最終呈現的TIGI髮集的發展創作過程，藉由創意團隊的指導，搭配專業模特兒，讓學員將創造出專屬的造型作品。

地點：
台北

上課天數：
二天

費用：
課程費用另洽

相關資源：
證書、課程相關印刷品、TIGI髮集、你的專屬攝影造型書

工具：
設計師個人工具。學院提供所有造型工具和插電類工具

對象：
極富創意的資深設計師

課程目標：
了解如何創造專屬於你自己的攝影作品。由TIGI國際創意團隊直接傳授最富時尚感和趨勢的資訊

日期：
尚待確認

每堂課最多不超過24名學員

Get 'up, close and personal' with the TIGI International Creative Team experiencing a VIP photographic seminar to give you first-hand experience of the world of fashion and contemporary trends. You'll experience the development of a TIGI collection from the casting to finished look. Working in a group, with professional models, you'll create your own image under the Creative Team's mentoring.

LOCATION:
Taipei

DURATION:
2 days

PRICE:
Price on request

SUPPORT MATERIALS:
Diploma, detailed course literature, TIGI collection book, your own TIGI Up, Close & Personal photographic book & much more

TOOLS:
All stylist tools, electrical equipment will be provided

TARGET:
Highly creative, experienced hairdressers

WHAT YOU CAN DO AT THE END OF THE COURSE:
Understand how to create a photo collection. Utilise trend information from the TIGI International Creative Team

DATES:
Course available on request.

Every course is limited to 24 seats. Call now and book your personal ticket.



VIP 臨店教學

VIP TRAINING

將TIGI專業講師團隊帶進你的沙龍，提供最獨特的專屬訓練給你的團隊。TIGI臨店教學將依據各個沙龍團隊的需求規劃客製化的教育訓練。專業的TIGI講師團隊能帶給你一場難忘完美的學習體驗。

地點:

沙龍內

上課天數:

一天或二天

費用:

課程費用另洽

相關資源:

最新的剪染髮集、課程相關印刷品

工具:

設計師個人工具

對象:

所有想要體驗頂尖臨店教育的沙龍

課程目標:

課程架構於量身訂做的教育計劃上，課程內容從經典剪髮所延伸之商業髮型至創意剪染皆可執行

日期:

依照需求設計

Bring the TIGI Creative Team to your salon for your own unique training experience. Our VIP in-salon training allows the creation of a bespoke education programme designed for the requirements of you and your team. For a truly unforgettable education journey contact our TIGI education team who can help create the perfect experience for you.

LOCATION:

In Salon

DURATION:

1 or 2 days

PRICE:

Price on request

SUPPORT MATERIALS:

Latest cut and colour collection, detailed course literature

TOOLS:

All stylist tools

TARGET:

All salons that want to experience the ultimate in-salon experience

WHAT YOU CAN DO AT THE END OF THE COURSE:

Based on a bespoke education plan, anything from Classic Cutting right through a Creative Consultation is achievable

DATES:

Course available on request



一對一引導教學

ONE-ON-ONE PRIVATE TRAINING

專屬講師教導您最需加強的部分，快速達到您個人目標的一對一課程。

令人興奮又深入的一對一引導教學是由TIGI創意團隊直接將技巧傳授給您，不但精進基礎技巧外還可以針對您和您顧客的需求，讓您充分掌握技巧的靈活運用。

您所選定的課程能依照實際需求做調整，讓您在沙龍現場上更能發揮，以達成個人目標。

地點:

台北

上課天數:

半天 或 全天

費用:

課程費用請另洽

相關資源:

課程相關印刷品、真人模特兒(如有實際需求)

工具:

學院提供所有插電類工具

對象:

所有想要體驗專屬個別教學經驗的設計師

課程目標:

依學員需求而量身訂做的課程，從經典剪髮到創意諮詢等不同課程的內容都在範圍內

日期:

依照需求設計

Strengthen the areas you need to improve with your own private training session. There's nothing like personal training to focus your goals!

This exciting and enhancing one-on-one session give you the chance to train with an educator from the TIGI International Creative Team, allowing you to build a foundation of skills and master techniques, specifically for your clients and your needs.

Your chosen educational programme will be adapted to your personal needs, giving you the opportunity to select the educational area that works for your daily work and your career goals.

LOCATION

Taipei

DURATION

Half or full day

PRICE

Price on request

SUPPORT MATERIALS

Latest cut & colour collection, detailed course literature, live models if required

TOOLS

All electrical equipment is provided

TARGET

All stylists that want to experience an individually created exclusive creative education programme

WHAT YOU CAN DO AT THE END OF THE COURSE

Based on your bespoke education programme this may be Classic Cutting expertise through to Creative Consultation or Session Hair

DATES

Course available on request



講師訓練 TEACHER TRAINING

透過TIGI教育讓您了解如何將資訊成功的傳遞，進而教導和帶領沙龍的年輕設計師，其中包含溝通表達和人際技巧；課程中安排角色扮演，學員更能實際體驗到學員與講師間的微妙關係，使您更容易掌握溝通要點。

創意團隊的講師將在課程中評估學員的技巧和能力，課前的準備和熟知TIGI的剪髮架構是必要的，所有學員需曾參與TIGI經典剪髮課程。

地點:
台北

上課天數:
四天

費用:
課程費用請另洽

相關資源:
證書、TIGI經典髮型書&DVD、課程相關印刷品

工具:
學院提供所有插電類工具

對象:
資深設計師和創意總監，或想要學習教學方式來教導沙龍團隊的設計師們

課程目標:
透過了解TIGI經典剪髮的剪裁專業術語和技巧的架構，能更有自信地完成教學工作，並使您能快速地在專業領域成為講師

日期:
9月 8-11 日

The course focuses on the TIGI Education basic haircutting programme, providing information to successfully implement education within your own salon through TIGI exceptional teaching, communication & people skills. As a participant on this course, role-playing is used to give students an insight into the importance of a student/teacher relationship.

Students are monitored throughout the course evaluating skills, ability & personal growth. Pre-preparation and a full understanding of TIGI methodology, terminology & techniques is required. For this reason, all participants must have undertaken TIGI Classics training.

LOCATION

Taipei

DURATION

4 day

PRICE

Price on request

SUPPORT MATERIALS

Diploma, TIGI Classics book and DVD, Detailed Course Literature

TOOLS

All electrical equipment is provided

TARGET

Leading Stylists and Creative directors that want to learn the optimum methodology to deliver training and education to other team members and hairdressers in their local area

WHAT YOU CAN DO AT THE END OF THE COURSE

Based on TIGI's classic cutting terminology and methodology, you will be able to provide hairdresser with confidence. The ultimate learning experience and coaching for those who believe that they want to be a teacher within the professional industry.

DATES

September 8-11



TIGI 台北國際學院

TIGI ACADEMY TAIPEI

亞洲首間TIGI國際學院在2012年於台北成立，奠定台灣在亞洲國家的地位，成為亞洲唯一擁有全球教育資源與完整系統化教學的國際學院。我們保持著對美髮的熱情持續地精進，致力將TIGI教育擴展至全亞洲，並承諾讓TIGI台北國際學院成為亞洲TIGI教育理念的最佳實踐者，同時保持TIGI國際級的教育水平。

學院在各課程的呈現上貫徹TIGI的系統式教學與實用性，零時差同步分享來自紐約與倫敦的最新創作靈感，提升亞洲設計師整體對於美髮技藝的深度和廣度，並期望設計師在優質的教育環境中得到前所未有的學習效果。

In 2012, Asia's first TIGI Academy was founded in Taipei, becoming the first academy in Asia to work with global education format and provide the same courses as academies in London and New York. With this foundation and passion for education, TIGI Academy Taipei is taking TIGI World Class Education to local market place and Asia, leading and motivating hairdressers to new heights.

All the courses in the academy implement TIGI's systematic teaching method and practicality, sharing the newest creative inspirations from London & New York, aiming to uplift Asian hairdressers' technical precision and artistry. TIGI Academy Taipei is committed to provide the hairdressers with cutting-edge, world-class spaces for effective learning.



TIGI 台灣創意團隊 MEET THE TEAM

TIGI的教育提供世界級的尖端技術，結合美髮藝術與技術的完美體現，啟發無限的創意靈感。我們承諾給學員最完整的教育系統，從經典剪髮、創意剪染到伸展台造型等，每個階段的課程都是為了提升髮型師的技術與專業知識，TIGI不斷地透過教育分享驅動髮型師的創作靈感，促使設計師不斷精進剪髮、染髮和造型技巧。

教育是TIGI品牌哲學的中心

由亞洲創意總監Ralf Boss帶領的TIGI台灣創意團隊，讓台灣及全亞洲都能享受與國際零時差的美髮教育，傳授專業美髮的核心技巧，進而提升整體亞洲美髮市場競爭力。

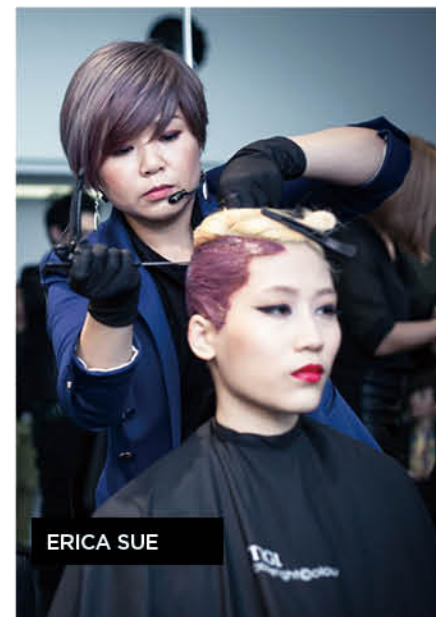
TIGI provides World Class Education, integrating artistry and techniques perfectly, to inspire creativity and innovation. TIGI education commits to offer the most complete educational support to hairdressers, from Classic Cutting, Creative Cut & Colour to Session Hair, and every course is designed to improve skills and knowledge. TIGI Continues to drive and inspire hairdressers through education, motivating them to progress in cut, colour or styling skills.

EDUCATION IS THE ESSENCE OF TIGI PHILOSOPHY

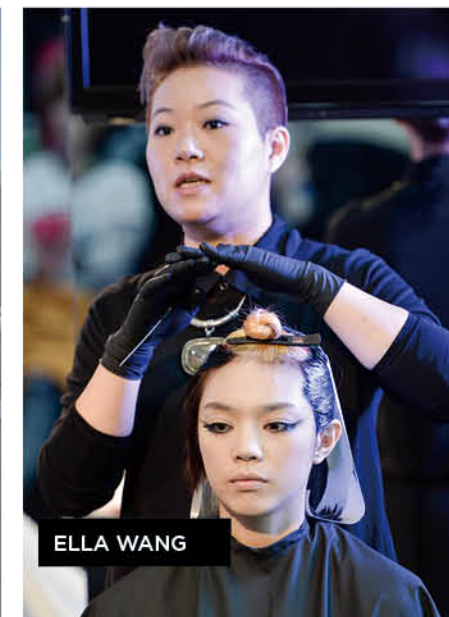
Education is the heart of TIGI and central to everything TIGI does. Under the leadership of Ralf Boss, Regional Education Director, TIGI Taiwan Creative Team shares the latest information and techniques with all hairdressers in Taiwan and Asia, guiding professional hairdressing industry in Asia to the next level.



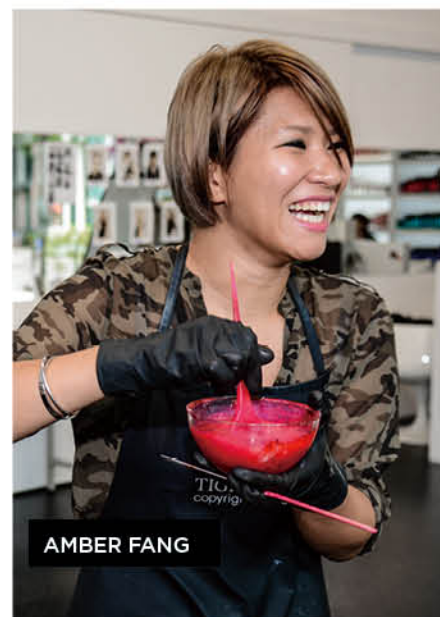
RALF BOSS



ERICA SUE



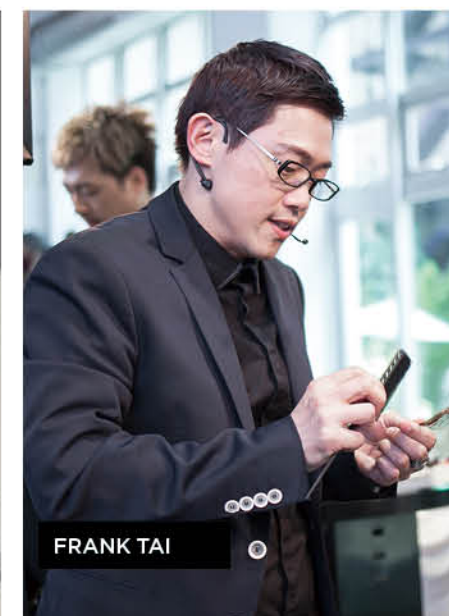
ELLA WANG



AMBER FANG



ANDY LIN



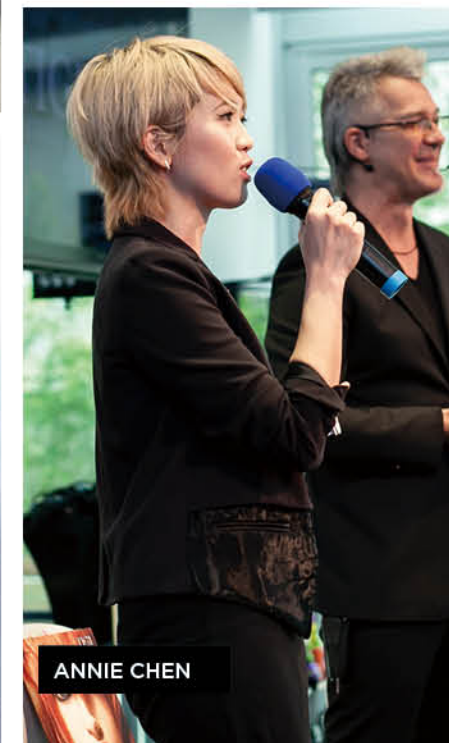
FRANK TAI



CAMERON LEE



ANDREA JHAN



ANNIE CHEN

相關細節 & 報名方式

DETAILS & BOOKINGS

TIGI教育團隊能夠與您一同討論並計畫您的教育需求，TIGI教育專員擁有豐富的經驗能夠提供你課程選擇的專業建議，找出最符合您和您團隊成員的教育課程。不論您是想要參加TIGI國際學院的課程或是區域教育中心的研習課程，或是預定臨店教育，TIGI的教育團隊都能夠提供完整的協助。我們深信教育是需要持續的堅持，而我們承諾透過不間斷的教育分享支持您的沙龍事業。

若您想要預定任何課程或是討論您的教育計劃，請聯繫您的TIGI業務專員或是教育專員。

請來電：02-2797-7535 #15
或 email: education@tigi.com.tw 洽詢課程相關資訊或報名課程。

當我們收到您的報名資訊，將會寄送課程報名確認信函至您所提供的電子信箱，完成課程報名程序。

學院各課程最低開班人數為8名學員，每班最多容納24名學員。如遇特殊人數限制的課程，將被備註於課程頁面下。
當課程報名確認後，需繳交課程費用30%訂金學員享有優先上課之權利，所有報名學員須於開班上課的15天之前繳清課程費用。

學院位置

學院位在內湖，這裡是台北新興的商業科技園區，從捷運西湖站步行到台北國際學院只需要3分鐘左右。學院附近有非常多樣化的餐飲選擇，亞洲菜、西班牙風味或義式料理，甚至是本地特色小吃，你想得到的食物基本上都可以找到。另外一定有舒適的咖啡廳給喜愛咖啡的你。歡迎和我們的團隊詢問任何學院周遭的資訊，或給你任何建議去規劃探險台北的行程，我們非常樂意協助。

學院地址：台北市內湖區洲子街118號1樓

交通方式

捷運：不論你從哪裡出發，確保你搭乘的是「文湖線」（捷運地圖上顯示土黃色），抵達「西湖站」之後，從2號出口離開，學院在步行約3分鐘的距離內。

當然你可以搭計程車，在台北這個城市到處都有計程車可以搭。只要你住的地方離市中心不太遠，20分鐘以內都可以抵達。

The TIGI Education team are always available to discuss your education and training requirements. Our Education administrators have the experience to advise you which courses are most suited to your team members and your training needs. Whether you are wanting to attend a course at a TIGI Academy, participate in a regional training seminar or book an in-salon educator, we can help you. We believe training is an ongoing commitment and we are committed to supporting your business through education.

If you would like to book a course or discuss your education plan, please speak to your TIGI Account Manager or contact our Education Administrator.

Please call: +886 2 27977535 #15
Or email: education@tigi.com.tw

Once we have received your booking, a confirmation letter will be sent to the address provided.

WHERE WE ARE

Situated in NeiHu, the newly booming commercial district of Taipei, TIGI Taipei Academy is just 3 minutes walking distance from the Xihu MRT station. There are plenty of restaurants and versatile food choices around the academy, from Asian food to Spanish, Italian or local street food, you name it and you will probably find it. Also lots coffee places around for coffee lovers. Please ask our team for advice, whether it is around the academy, or about what to do in Taipei or logistic assistance, we will be more than happy to help you explore!

Address: 1F., No. 118, Zhouzi St., Neihu Dist., Taipei City, Taiwan

TRANSPORTATION

By Metro: Whenever your starting point is, make sure you will transfer to the "Wenshan-Neihu line" (Khaki colour line on the metro route map), get off at the "Xihu" MRT station, and walk out from the No. 2 exit. The Academy is around 3 minutes walking distance.

You can always take a taxi. Taipei is a small city, and taxi is everywhere. As long as you don't live too far away from city center, traveling time is normally under 20 minutes.

