

THE PORTFOLIO: BUILD YOUR BRAND BY DOUGLAS MCCOY

Sunday, July 21 | 10AM-5PM

SOLD OUT! ~~July 22 | 10AM-5PM~~

SALON PROFESSIONALS • \$225
ALUMNI • \$175

10:00-12:00	Theory & Demo
12:00-12:30	Lunch
12:30-5:00	Hands On

Douglas McCoy has been a hairstylist for 22 years now. He started as most do, as an apprentice in Seattle, trying to understand the intricacies between a woman...and her hair. It's a delicate field because it eventually transcends how she feels not only in the clothes she wears but also how she feels in her own skin. No where is this more apparent than on the runway at New York Fashion Week for which he is a three season veteran. You can put any style on a girl, but it takes more of an eye to put a look on a woman...it makes or breaks her as she walks down the street...her life runway. Douglas enjoys using references of all time periods, '50s, '60s, '70s, interpreting them for today's fashion scene. Fashion has a repeat and he finds he is intrigued by that.

Being known for making short films of his work, dabbling in photography and serving as a catalyst to his craft to inspire and encourage for the betterment of the industry as a whole.

When Douglas is behind the chair...He is home. He is apart of a network of artists, who like him, do not have an "off" switch when it comes to their passions and craft."



QUESTIONS: Kimber Bootay/Regional Manager @ 916.712.8026

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