

THIS IS **ELECTRIC.** YOU CAN BE ELECTRIC, TOO!

"Since 2007 we've been delivering exhilarating salon experiences and world-class education alongside creating hand-crafted professional products. Now's your chance to come and join the #ElectricFamily to explore your vision and share ideas so we can learn from each other"

MARK WOOLLEY
ELECTRIC FOUNDER & CEO



USED BY SOME OF THE WORLD'S MOST INFLUENTIAL STYLISTS

PRODUCT FRAGRANCE INSPIRED BY THE BRITISH SUMMERTIME, WITH FRESH AND FLORAL INGREDIENTS THAT KEEP HAIR PLEASANTLY SCENTED ALL DAY LONG

MONOCHROME PACKAGING PAYS TRIBUTE TO 1960S BRITAIN, WHEN LONDON WAS AT THE CUTTING-EDGE OF CREATIVITY

COLOUR-CODING BASED ON THE FAMOUS LONDON UNDERGROUND TUBE MAP

Electric has been developing hand-crafted formulas in England since 2007. Often described as the craft brewer of haircare products, it's one of the most exciting and directional independent brands around, creating products that deliver results for elite hair professionals. Each product takes at least 18 months to develop, with extensive testing stages undertaken by Electric founder Mark Woolley, the Electric Art Team and a group of session hairdressers and platform artists from around the world.

Sustainability is crucial to Electric. From day one it has hand-sourced all raw materials and ingredients from within the British Isles – some are even grown at Electric's very own farm, the beautiful Falmer Court on the Sussex Downs. Electric is proud to be 100 per cent ethical, cruelty-free and committed to recyclables, including lids and bottle tops and with aerosols filled by an eco-friendly filler, who specialises in carbon-neutral production.



CREATIVE HEAD ADVERTORIAL

CREATIVE HEAD

CREATIVE HEAD



MORE THAN A BRAND. THIS IS FAMILY

“Electric Education is world-class. It is our heritage and our backbone. We were travelling the world doing shows and seminars long before we thought of making the first Electric product”

**MARK WOOLLEY
ELECTRIC FOUNDER
& CEO**



At Electric, collaboration is essential: this is a brand that understands that by working with hairdressers and other creatives, they can always look to improve and evolve. And through shows and educational seminars Electric, in turn, share their knowledge with audiences around the world.

Case in point: at the famous Electric Sessions the stage is handed over every month to someone who works in Electric or works in a salon that stocks the brand. Held at Electric Space and Falmer Court, this is where signature styles are presented to an audience of 200+ hairdressers and influencers all using the Electric product range.

Electric has also developed a collection of tailor-made education courses designed for learning key and creative skills, sharing inspiration, ideas and techniques for the here and now. These high-energy learning experiences teach strong foundations, as well as pushing the boundaries of creativity, leaving stylists buzzing with ideas and inspiration to share.

Join the #ElectricFamily and you'll instantly be part of a creative and business hub, a space where you can come together with like-minded people. You can create a collection. Attend a course. Shoot a film. Host an event. It's empowering, and it's exciting!

I'M ELECTRIC!

BARRIE STEPHEN, OWNER OF THE LEICESTERSHIRE-BASED BARRIE STEPHEN HAIR GROUP, BECAME AN ELECTRIC PARTNER SALON THREE YEARS AGO



“I've known Mark for 25 years so it was inevitable that Electric would be part of Barrie Stephen Hair. I always loved working with Mark and consider him a friend and inspiration. The partnership just fits.

“Electric brings a creative edge to the salon and we have greatly benefited from educational sessions and the brand's connections. I would say that Electric is the creative pillar of my business. The opportunities that the team have experienced as a result of the partnership have been incredible and so valuable, including creating runway hair. For me, this is more than just a product, Electric really makes you feel part of the Electric family!

“My team are extremely passionate about Electric and buy in to the creative aspect of the brand. They also love that it's a trusted, independent British brand and, of course, has high-quality product ingredients. All of this really helps when recommending to clients and supports retail within the salon.

“That Electric is an inspirational and aspirational brand that offers unique retail opportunities surpassing many other brands. Your team will benefit greatly from the brand support and education, and your clients will appreciate the products' high-quality credentials.”

TAKE PART IN ELECTRIC EDUCATION

- * Opportunity to attend 10 Electric Sessions year, held at Falmer Court and Electric Space
- * Access to Mark Woolley for business education and support

TAKE PART CREATIVELY

- * Opportunities to present your work at Electric Sessions
- * Opportunities to assist on shoots and on set
- * Opportunity to work around the world at hair shows

GAIN A POWERFUL ADVANTAGE IN YOUR CITY

- * Electric is an exclusive product brand – it hand-selects the salons it would like to work with
- * Powerful salon retail display with fashion-led design

To find out more about becoming an Electric partner salon, contact Electric commercial manager Grace Keppel at grace@electric-hair.com