



# GUY ROBERTS

Guy Roberts “head honcho” of Auckland Salon Vada on Pitt Street, is a huge source of hair and fashion advice within the industry for many years.

When Guy was a child he lived in a flat below Marsha Hunt (Mick Jagger’s girlfriend at the time, and ironically star of the hit musical *Hair!*). Mick and Marsha had a daughter called Karis Jagger with whom Guy grew up. Sting, Mick Jagger and Boy George often frequented the flat and it was here that Guy developed a passion for music. To this day, Guy is an avid music collector and connoisseur of music trends and has been a DJ for many years. For the last 10 years he has hosted a live show on George FM entitled somewhat modestly “The Greatest Show on Earth”.

Having trained in central London, Guy worked extensively with Andrew Jose (Schwarzkopf Global Ambassador) before embarking on travel to the Southern Hemisphere. After working a stint with a prominent Auckland City salon, Guy

opened Vada in 2000 with his then partner Cath (the couple married in 2004).

Guy is the pioneer of *channel cutting*, a unique layering affect that creates a loose, unstructured, ‘organic’ style that is particularly effective on mid length, wavy hair. A vastly experienced international stylist, Guy’s cutting has seen him awarded many times. As Creative Educator for Schwarzkopf, Guy tours New Zealand teaching their Essential Looks Collection to other salons. He also holds cutting workshops for Schwarzkopf where he shares his ideas and techniques with hundreds of other hairdressers.

Guy is a very captivating and motivational speaker. He has the skill to make the talk entertaining and put forward the point in a captivating manner. Guy has a celebrity studded clientele including the mayor, TV presenters, pop stars, new readers, current affairs, actors and sports players. Guy is passionate about his craft and is a reputed speaker welcomed by the people and there is a general enthusiasm to listen to his talk. He is able to provide tips and strategies that will work well and is inspirational by being able to convince the audience through personal experiences. Guy has featured on TV many times including comparing at the NZ Sports Awards and National Fashions in the Field’s at the Racers. His comical delivery on fashion and ease to seek the most fashionable is light and refreshing. He has judged and spoken at many fashion awards such at the Wella trend fashion awards and L’Oreal Colour Trophy Awards.

Since the salon opened, the Vada team has either won or been placed in every event that it has entered, a sign of the salon’s innovativeness and prestigious place in the New Zealand hair industry. In May this year Guy’s stylists won the 2012 ESS Looks Team of the Year and in early June Vada opened the first HairX in NZ. Vada provided a captivating Gala performance at Hair X teaming up with Otis Frizzell for a Hair Graffiti fusion. Guy provided a cutting seminar as well showing all Hairdresser’s how to get the looks achieved in the Hair X gala performance.

In late June Guy travelled to Sydney for the Hair Expo and worked with Tyler Johnston the Global Ambassador for Schwarzkopf. They spent time working very closely together to push Tyler’s latest looks recreated in Guy’s own way. Both Tyler and Guy drove each others creativity for the purpose of inspiration to hairdressers all over New Zealand. They don’t want to dictate the Essential Looks but instead encourage hairdressers to do their own interpretation. Guy is about to embark on his second tour as Creative Educator across the country.

Guy is now starting to focus on the NZ Fashion Week shows and working towards the NZ Hairdresser Awards.