

KEVIN.MURPHY VIRTUAL.STAGE TEXTURE.SHAPE.FINISH

Learn to identify every hair texture. We'll discuss product needs for all hair types, including highly textured and coily hair, and share skills to meet each client's needs. In this interactive class, you'll explore product application and choice tips and tricks used by the KEVIN.MURPHY creative teams on campaigns and runway shows. Discover how we achieve the iconic KEVIN.MURPHY texture, shapes and results.

RECOMMENDED FOR

Stylists looking to increase their level of comfort in working with all hair types and textures and which KEVIN.MURPHY products they should use to achieve the best results in and out of the salon.

MEET YOUR HOST: STEPHANIE BLOOM

Stephanie Bloom is a cut and styling educator based in Chicago, known for creating modern shapes that balance precision with personality. Her love for the salon environment began early—she always found herself drawn to the energy of the space and was the friend willing to cut or style anyone's hair long before she had formal training. At 25, she realized that passion could become a career and enrolled in cosmetology school, turning what she loved into her everyday work. Stephanie enjoys creating cuts and styles that feel fresh, expressive, and tailored to the individual. Her go-to KEVIN.MURPHY products are MOTION.LOTION for enhancing natural texture and FREE.HOLD for shaping and defining styles with flexible control. If given the opportunity, Stephanie would love to style Dylan Dreyer from the Today Show, transforming her classic bob into a bold, modern pixie. Stephanie draws inspiration from renowned educator Pascal Van Loenhout, whose approach to cutting continues to influence her craft. When she's not behind the chair or teaching, she enjoys unwinding with a crossword puzzle and reruns of Friends.



OCTOBER 19TH

7AM PST / 8AM MST / 9AM CST /
10AM EST

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EDUCATION**