



**L'ORÉAL**  
PROFESSIONNEL

## **TONI&GUY STAKE THEIR CLAIM ON TOP STYLE PRIZE**

### **Swindon salon triumphs at the Regional Final of the L'Oréal Professionnel Colour Trophy**

Stylists from **Toni&Guy in Swindon** are holding their heads high having made it through to the Grand Final of the L'Oréal Professionnel Colour Trophy 2008. Vikki Holland, 26 and Daryl Greenaway, 25 are now one-step away from realising a lifelong career dream; to win the title of the world's longest running, most stylish hairdressing competition.

Toni&Guy beat off stiff competition from thirty-nine salons across the Western region to clinch their place in the Grand Final in London on Monday 2 June. They now stand a chance of winning the prestigious L'Oréal Professionnel Colour Trophy and a once-in-a-lifetime prize package that includes a photo shoot for style bible Vogue as well as a five-star, all expenses paid trip to New York.

At the Western Regional Final their live hairdressing skills were put under the spotlight by a panel of top hairdresser judges including Zoe Irwin, Rob Eaton, Carolyn Newman, Sally Brooks and Charles Dodds. *"I love judging the Western region because the standard of work is always so high,"* said judge Carolyn Newman. *"The competitors have demonstrated an excellent understanding of the brief and created some beautiful work."*

The team had just thirty minutes to style a winning look under the brief 'hair inspired by fashion'. Using the Autumn/Winter 08/09 catwalk collections as a starting point, they had to demonstrate an acute understanding of women's hair and fashion trends.

Vikki and Daryl explain the inspiration behind their striking image: *"Having studied the catwalks for Autumn/Winter 08/09 we were keen to develop a look that reflected the romantic gothic influence that came through in collections by Alexander McQueen and Gareth Pugh. The cool, pearlescent hair colour made the look soft, feminine and wearable."*

600 of the regions tastemakers gathered to witness the competition in action making for an electrifying evening that celebrated hair inspired by fashion. In-keeping with the stylish ambience of the event, guests witnessed a stunning fashion show by Avsh Alom Gur, heralded by the world's fashion press as one of 'London's brightest design talents'. His celebrated womenswear collection was hot off the catwalks of London Fashion Week and featured hair by the Daniel Galvin Artistic Team.

For Vikki and Daryl it seemed like an eternity before the judges delivered their verdict. Upon hearing their name announced, the team leapt off their chairs in delight.

*"Our model was scrutinised by the judges and seemed to be up and down the catwalk more than any other competitor,"* said Vikki. *"We were quietly confident but still couldn't believe it when our name was announced. It was an amazing feeling!"*

Having staked their claim on the top prize, they must now travel to London to compete against the very best in British hairdressing at a star-studded live catwalk show, to be held at Earl's Court.

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For further information please contact Tess Gee in the L'Oréal Professionnel Colour Trophy Press Office  
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