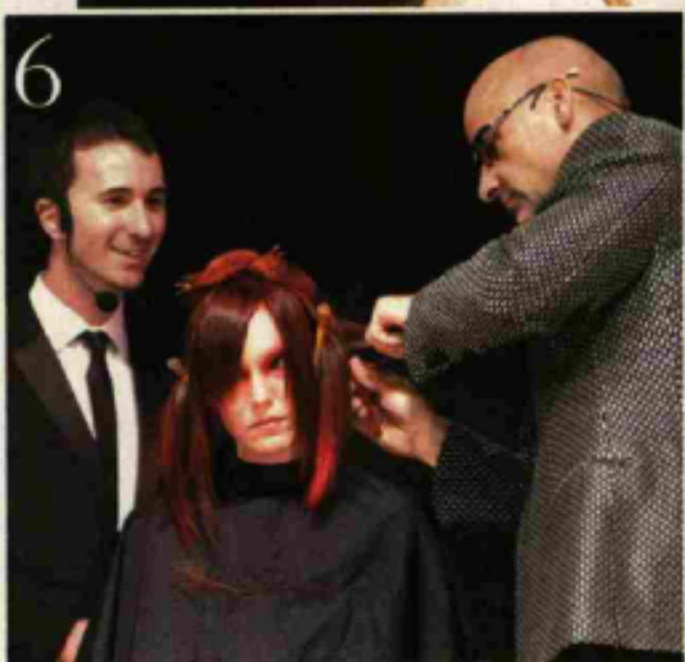


Offspring Rocks Miami

Exclusive Aveda distributors Neill Corporation and The Salon People joined forces last October to create Offspring—Miami Jam, an event Tim Hartley called “the most exciting hair show in North America this year.” Mentors and their protégés—the future legends of the industry—appeared side-by-side onstage as more than 1,500 beauty professionals witnessed history being made. “I’ve never felt such energy, such enthusiasm and such electricity in one room,” said Debra Neill, CEO of Neill Corporation.

“I’m extremely proud of all of the artists and their offspring,” said Tom Petrillo, founder and CEO of The Salon People. “This was two days filled with great hair, incredible inspiration and education—all for the attendees to take back to the salon.”

The show, which took place over two days, was produced by Michael Baker, creative director of Neill Corporation; Jim Petrillo, president of Aveda Institutes in Florida; and Kelli McGushin, executive director of shows and events for Aveda Corporation. The first-ever carbon-neutral beauty event, the show featured such industry luminaries as Antoinette Beenders, Tim Hartley, Vivienne Mackinder, Ray Civello, Ruth Roche, Van Council, Ginger Boyle and David Wagner. —M.D.



1. Antoinette Beenders, Aveda’s global creative director, back-combed this model’s hair before cutting it off; 2. a softer bob is the result; 3. an updo from Ginger Boyle of Planet Salon in Beverly Hills, CA; 4. Boyle joked that the rehab centers in Los Angeles are BYOB; 5. Boyle’s offspring, Geno Chapman; 6. Van Council with his protégé, Daniel Holzberger; 7. Beenders brought Allen Ruiz, 2007 North American Hairstylist of the Year, with her.

PHOTOGRAPHY: BRUCE ASSARDO



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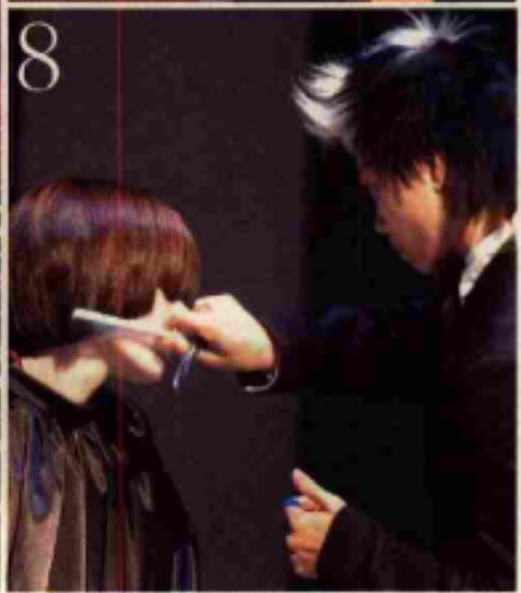
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1. Ray Civello took the stage to create a beautiful, mid-length asymmetrical cut; 2. Vivienne Mackinder explored past decades; 3. Mackinder and protégé, Harmonie Redman; 4. Ruth Roche's protégé, Bradley Irion; 5. Tim Hartley, former global creative director of Vidal Sassoon, makes it all look so easy; 6. Hartley fields questions; 7. David Wagner, owner of JUUT salonspas; 8. Dylan Sit of the Civello Creative Team; 9. Roche, owner of RARE salon in New York City; 10. Neill Corporation Creative Director Michael Baker (right) honors his mentor, Dwight Miller.