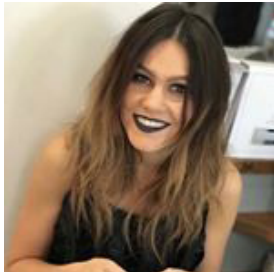


Top Tips with Laura Chadwick :)



If you saw our previous articles about TrendVision, you'll be excited to know that Lara met up with Bronze winner of Creative Vision, Laura Chadwick.

When walking into the P.Kai hair salon on a Friday morning, it is clear to see that Laura's day is never short of hectic. However, despite constantly being on the go with salon work, she still manages to schedule in editorial work to build up her portfolio.

Since winning the Bronze award in September, Laura has joined HairMASTERED and started creating more Editorial shoots.

HairMASTERED is a 10-month career accelerator which creates exciting session work and helps you to break through the fashion industry. With access to world-class experts and personal coaching, Laura aims to gain extra knowledge to enable her to gain a strong career in hair-styling.

Alongside HairMASTERED and TrendVision, she has also recently shot for Gravitas Magazine. She experimented outside of her signature designs, feeling more creatively free with the loose blow-out rather than the intricate braids. Despite the editor, Jules Lewis-Gibson, originally having a different outcome in mind, Laura managed to persuade her to run her pics which were more successful.

Whilst having some commercial opportunities, Laura has mostly been doing editorial work for magazines such as Sacreblue. The Paris magazine have asked her to be involved with their second issue as well - an opportunity she hopes to receive more of in her future career.

Laura's most recent testshoot in Surrey, with photographer Ola Ajani, furthered her experimentation with innovative designs, allowing her to create a more delicate look than the one showcased at TrendVision. The look she created harks back to hair styles used by the designers Tommy Hilfiger, Versus Versace and Anna Sui in their S/S18 collections earlier this year.

She was also given the opportunity of styling hair backstage at London Fashion Week this September with the P.Kai art team. The collection was based on stories from Morocco and the company gave her all the products she needed. Opportunities like this are incredibly rare so it was fantastic for Laura to gain this and she hopes to work at Paris Fashion Week next year.

Entering competitions is massively influential on a salon's reputation and on developing your career. By Laura entering multiple competitions, with some overlapping one another, she is able to improve her position within the hair industry and become more well-known. Competitions help to encourage and motivate you to work harder, while also helping you to discover what it is about hair styling you enjoy.



Subscribe to our Newsletter

Email Address

First Name

Subscribe



So, tell us how you get into competitions like TrendVision? Were you nominated?

So TrendVision is a competition you can apply for, through a photographic entry which involves a self-produced photoshoot. For my photographs I just used ones from my previous shoot for Revlon Stylemaster, which included an Editorial, Commercial and Avant Garde look. The other girls from P.Kai did a photoshoot at Hampton, with four of us getting through to the semi-regional finals.

What else do you have to produce to get to the next stages within this competition?

After the photographic entry you have to go against your whole region before competing at nationals.

At the nationals you literally do everything; make-up, the hair and the clothes. They give you a theme which was called something like "Past forward", so I had to take elements from the past and bring them into something fashionable. Then after you've created a physical moodboard, at the actual event, you have to do a 3 minute presentation to the judges. For my moodboard, I presented it in a scrapbook layout using twine and wool to imitate the way that Egyptians use all-natural resources for their clothing and accessories. You get 90 minutes to prepare it and then they judge and score you and depending on how high your score is, you get through to the internationals.

Which theme did you choose to relate to the "past forward"?

So originally, I looked into the past mostly by looking at the hieroglyphs and Egypt. And then I researched into the tribes that still wear their hair in ancient ways. From this I then tried to turn it into something you could wear on a catwalk today which was really cool.

Tell us more about the look you created!

Despite not being that into the clothes that a model wears, I think because of my strong theme, I was able to be really successful. I literally just got an African skirt from eBay for £40, which was actually handmade by an African woman, and then I got a head scarf which I used as a top. I just threw this outfit together and luckily it came out alright.

So what plans do you have for the future?

On the 21st of next month [November], I've got another editorial for Sacrebleu which will be better as it has got more models in it so that's really cool and a challenge. I'll be working with the photographer Sylvia again as our shots last time gained a really good response. With the images being used by both the magazine and the brands we work with, I am able to gain more publicity, helping me get my name out there more.

What is the reality of starting up in the hair, beauty and fashion industry?

There's not a lot of money in fashion, unfortunately, unless you can get into anything commercial, there's no money in it at all.

Commercial stuff does pay, editorial stuff doesn't. But you have to do the editorials to build up your portfolio and to be able to gain commercial work. So, at the minute I'm at the stage where I'm doing everything for free.

I don't even think models get paid for test shoots, so you can use models from really good agencies as they also need to build up their portfolios. Therefore, you often get new models and new stylists collaborating to get pictures for their portfolios. It's all unpaid work but everybody has to do this stage before they can get paid work.

This is something I really enjoy because you can put all of your ideas together and gain a really good outcome. It's one of my favourite things in this industry, coming together with others, rather than just working on my own thing.

The photoshoot in Surrey was just with some models from ModelsOwn agency.

This was something the designers put together and I just did the hair for.

At P.Kai we have Kai who is the owner of the company and is also a photographer. I have found this really beneficial when trying to get into competitions. He has his own style so if I did all my shoots with him then all my portfolios would look quite similar. But overall, he's really good to have around especially for your professional hair photographs as that's what he specialises in. Despite him not being very editorial I have been really grateful for his input into my portfolio.

HairMASTERED has also been a massive help when building up my portfolio. Despite having to pay four grand for it, it has enabled me to gain access to more networking, call sheets and editorials.

Alongside call sheets, video clips are also sent out to show us the vision a brand has for an upcoming project. The work I then produce will be put on the brand's websites so I can then gain more publicity.

HairMASTERED also sends out mood boards of a brand's idea so you can see whether that is an editorial you want to be part of. It is vital that your portfolio is built up of work you are proud of, so it is easy to turn down work you can't see the vision for.

