



THE MASTER HAIR PRO *Awards*

**2026
SANDBANKS**

**THE PURPLE HEART
GRADUATION
CEREMONY**



**CPD TASTERS
LIVE DEMOS
MEET THE INNOVATORS**

**OFFICIAL
EVENT
PROGRAMME**

**PLUS THE UNVEILING OF
THE WELOVE 2026
COLLECTION!**

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WELOVE PURPLE HEARTS

WELOVEPURPLEHEARTS.COM

IMAGE CREDIT:
HAIR: RAE PALMER
PHOTOGRAPHY: RICHARD MILES

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A WARM WELCOME FROM

Rae & Ruth

Welcome to the Purple Heart Graduation and The Hair Pro Awards!

We are absolutely thrilled to have you here with us to celebrate the incredible talent, dedication, and passion that defines the WELOVE community.

When we founded WELOVE, our vision was simple: to shift the industry's focus back toward the individual craft, championing mandatory registration and elite professional standards. We wanted to give every stylist, whether working in a bustling salon or solo from a home studio, the platform and brand-neutral training to be recognised as the true expert they are.

This weekend is a testament to that vision. Seeing this room filled with hair professionals who have voluntarily chosen to elevate their skills and commit to continuous growth is nothing short of inspiring.

Earning and maintaining your Purple Hearts is no small feat. It requires a rigorous commitment to technical skill, professionalism, and ongoing CPD. To our incredible graduates celebrating today; you are the pioneers of a safer, more respected global profession. You have gone above and beyond, and tonight is all about celebrating your hard work and success.



Alongside our graduation, we are also incredibly proud to host **The Hair Pro Awards** on Sunday. These awards were created to shine a bright spotlight on the extraordinary individuals and businesses pushing the boundaries of our craft. From creative trailblazers to community champions, we are here to honour those who represent the very best of modern hairdressing, not just creatively but commercially too.

To all of our finalists, being shortlisted is a massive achievement in itself. Your dedication, innovation, and passion are what drive our industry forward, and we cannot wait to cheer you on as you take to the stage.

Please use this programme to guide you through a high-energy weekend of celebration. Enjoy every moment, connect with your peers, and take immense pride in how far you've come.

Thank you for being an essential part of this movement and for helping us make our industry better for everyone.

With love and respect,

Rae Elizabeth Palmer SRH CCH
CEO & Co-Founder

Ruth Jeffery
Chief Operations Director & Co-Founder



WELOVE®





18.07.26

WELOVE PURPLE HEARTS GRADUATION AND CPD SESSIONS

Day One: Saturday

THE GRADUATION CEREMONY

GRADUATION, BRAND DEMOS, KEYNOTE & NETWORKING DAY:

1:00 PM – EVENT OPENS:

WELCOME AND NETWORKING. GUESTS ARE INVITED TO MINGLE AND VISIT OUR BRAND PARTNERS, WITH LIVE DEMOS AVAILABLE FROM:

- JENA
- THE VM COLOR BOARD®
- CABELLO FOIL

1:30 PM – 2:20 PM – KEYNOTE SPEAKERS:

- 1:30 PM – 1:40 PM – WELCOME FROM WELOVE PURPLE HEARTS
- 1:40 PM – 2:00 PM – ARIF ISIKGUN AND THE CORE
- 2:00 PM – 2:20 PM – JENA, THE P.A IN YOUR POCKET

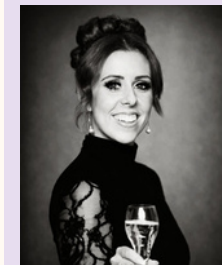
2:30 PM – 3:30 PM – CPD GUEST EDUCATOR TASTER SESSIONS:

- 2:30 PM – 3:00 PM – STEPHANIE STEVENSON (AI IN SALONS)
- 3:00 PM – 3:30 PM – GOING FOR GOLD WITH PURPLE HEARTS



CPD TASTER SESSION WITH STEPHANIE STEVENSON

COUNTS AS 30 MINUTES OF CPD TOWARDS NEXT YEAR'S PURPLE HEARTS!



CPD TASTER SESSION GOING FOR GOLD (CCH)

COUNTS AS 30 MINUTES OF CPD TOWARDS NEXT YEAR'S PURPLE HEARTS!

3:30 PM – 3:45 PM – SHORT BREAK FOR GRADUATES. GUESTS ARE WELCOME TO ENJOY THE GRADUATION GALLERY, EXPLORE THE BEACH, VISIT THE BAR, OR GRAB AFTERNOON REFRESHMENTS BEFORE THE CEREMONY BEGINS AT 5:00 PM.

3:45 PM – GOWNING & PREPARATION OF OUR GRADUATES: ONCE GOWNED, PLEASE MAKE YOUR WAY TO THE TERRACE FOR PHOTOGRAPHS.

4:00 PM – GRADUATION PHOTOS: OFFICIAL GRADUATION PHOTOGRAPHY TAKING PLACE ON STAGE AND OUT ON THE TERRACE.

5:00 PM – 7:30 PM – THE PURPLE HEART GRADUATION CEREMONY: GRADUATES ARE INVITED UP ON TO THE STAGE TO RECEIVE THEIR PURPLE HEART BADGES AND CERTIFICATES.

7:30 PM – 9:00 PM – EVENING RECEPTION: JOIN US FOR DRINKS ON THE TERRACE TO CELEBRATE THE DAY'S EVENTS (A PERFECT OPPORTUNITY FOR THOSE PRE-ORDERED PIZZAS).

- END OF DAY ONE -





CPD SESSIONS & THE MASTER HAIR PRO AWARDS 2026

Day Two: Sunday

THE MASTER HAIR PRO AWARDS

MORNING PROGRAMME: CPD TASTER SESSIONS AND LIVE DEMOS

9:15 AM – MORNING WELCOME ARRIVAL: TEAS, COFFEES, AND NETWORKING.

10:00 AM – 11:20 AM – *CPD GUEST EDUCATOR TASTER SESSIONS: PRESENTATIONS FROM OUR BRAND PARTNERS AND GUEST EDUCATORS.

- **10:00 AM – 10:20 AM – VALÉRIE MARICHAL AND THE VM COLOR BOARD®**
- **10:30 AM – 10:50 AM – Q&A WITH BRUNO MARC**
- **11:00 AM – 11:20 AM – CHRIS GRIMLEY: THE TEXTURE CURL ACADEMY**

**COUNTS AS 1 HOUR OF CPD TOWARDS NEXT YEAR'S PURPLE HEARTS!*

11:20 AM – 11:45 AM – SHORT BREAK



11:45 AM – 12:25 PM – EXCLUSIVE COLLECTION LAUNCH: RAE INTERVIEWS 2025 MASTER HAIR PRO JUH LEAL, FEATURING A LIVE DEMO AND THE REVEAL OF THE NEW WELOVE ART TEAM COLLECTION.

12:30 PM – 1:45 PM – BREAK FOR LUNCH A PERFECT OPPORTUNITY FOR THOSE PRE-ORDERED PIZZAS.



MARC ANTONI
HAIR SALONS



AFTERNOON PROGRAMME: GUEST ARTIST SPOTLIGHT, GALLERY, SHOPPING & FREE TIME.

1:45 PM – 2:45 PM – GUEST ARTIST SPOTLIGHT: RAE HOSTS AN EXCLUSIVE LIVE DEMONSTRATION WITH GUEST ARTIST **MICHALIS MICHAEL (MANGELO)**.

(1 HOUR CPD)



2:45 PM – 5:00 PM – EXHIBITION & EVENING PREPARATION: GUESTS ARE INVITED TO USE THIS TIME TO PERUSE THE PURPLE HEART GRADUATION GALLERY OR BROWSE OUR BRAND PARTNER STANDS AND DISCOVER PRODUCTS FROM:

- ALFAPARF
- DESIGN ESSENTIALS
- JENA
- CABELLO FOIL
- VM COLOUR BOARD
- YOI SCISSORS
- CARLO OLIVERI
- FFØR

PLEASE ALSO TAKE THIS TIME TO REFRESH AND GET READY FOR THE EVENING'S AWARD CEREMONY. THIS IS A PERFECT OPPORTUNITY TO MAKE YOUR OWN DINNER ARRANGEMENTS OR TAKE A STROLL TO EXPLORE THE BEAUTIFUL SURROUNDINGS OF SANDBANKS.





THE OFFICIAL SCHEDULE FOR DAY TWO

Day Two: Sunday

**THE MASTER HAIR PRO AWARDS
GRAND FINAL**

EVENING PROGRAMME:

5:00 PM – ARRIVALS DRINKS AND CANAPÉS SERVED FOR ALL GUESTS.

6:00 PM – AWARDS CEREMONY OPENS: THE OFFICIAL COMMENCEMENT OF THE MASTER HAIR PRO AWARDS, FEATURING LISA CARMICHAEL, FROM THE *BEHIND THE MIRROR* PODCAST.

7:30 PM – INTERMISSION: A BRIEF BREAK IN THE PROCEEDINGS.

8:00 PM–9:30 PM – THE AWARDS PRESENTATION: CONTINUING THE CELEBRATION AND CROWNING OF THIS YEAR'S WINNERS.

9:30 PM – AWARDS CONCLUDE

9:30 PM – 11:00 PM – THE AFTERPARTY: JOIN US FOR THE AFTERPARTY TO DANCE THE NIGHT AWAY AND CELEBRATE OUR WINNERS!

THANK YOU TO THIS YEAR'S BRAND PARTNERS, WITHOUT WHOM THIS AMAZING EVENT WOULDN'T BE ABLE TO GO AHEAD:





NEURODIVERSITY & ACCESSIBILITY

WE WANT THE WELOVE COMMUNITY TO BE A SAFE, WELCOMING, AND EMPOWERING SPACE FOR EVERYONE. TO ENSURE OUR NEURODIVERGENT PEERS FEEL COMPLETELY COMFORTABLE AND SUPPORTED, WE HAVE PUT THE FOLLOWING OPTIONS IN PLACE FOR THE ENTIRE WEEKEND:

THE SANCTUARY ROOM (QUIET SPACE): WE HAVE CONVERTED ONE OF OUR RESERVED HOTEL ROOMS INTO A DEDICATED, LOW-LIT, QUIET CHILL-OUT ZONE. IF YOU EXPERIENCE SENSORY OVERLOAD, ANXIETY, OR SIMPLY NEED A QUIET MOMENT AWAY FROM THE CROWD, THIS ROOM IS OPEN TO EVERYONE, NO QUESTIONS ASKED. IF YOU WOULD PREFER TO STEP INTO SOME FRESH AIR, THE TERRACE OUTSIDE AND THE BEAUTIFUL SANDBANKS BEACH RIGHT ON OUR DOORSTEP ARE ALSO HIGHLY RECOMMENDED SPACES TO ESCAPE THE NOISE AND UNWIND.

LOW-SENSORY SEATING AREA: INSIDE THE MAIN PENINSULA SUITE, DURING THE TALKS AND AWARDS PRESENTATIONS, THE SEA WING (THE RAISED SEATING AREA ON THE LEFT SIDE OF THE ROOM) WILL BE A DESIGNATED LOWER-SENSORY ZONE. IF YOU WANT TO WATCH THE PRESENTATIONS OR AWARDS WITH REDUCED CHATTER AND A BIT MORE PERSONAL SPACE, PLEASE FEEL FREE TO SIT HERE. *DURING THE HIGH-ENERGY AFTERPARTY STARTING AT 9:30 PM, THE VOLUME WILL GO UP, SO WE HIGHLY RECOMMEND UTILISING THE TERRACE OUTSIDE, THE BEACH, OR THE QUIET SANCTUARY ROOM IF YOU NEED A BREAK FROM THE MUSIC.*

SENSORY KITS: LOOP-STYLE EARPLUGS, STANDARD EARPLUGS, AND DISCREET FIDGET TOOLS WILL BE AVAILABLE AT THE MAIN REGISTRATION DESK AND IN THE SANCTUARY ROOM—PLEASE HELP YOURSELF TO WHATEVER YOU NEED TO MAKE YOUR EXPERIENCE MORE COMFORTABLE!



FINALIST
Florin Minoa

MEET OUR 2026 PRESENTERS

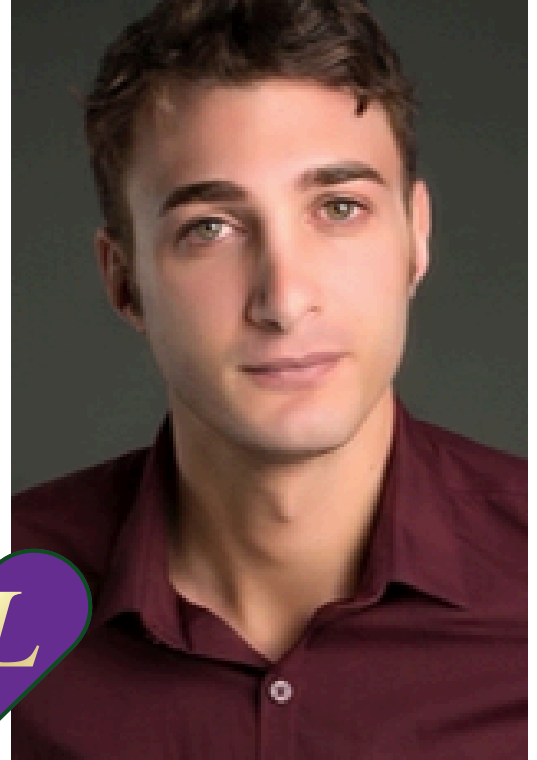
The Purple Heart Graduation Ceremony and The Hair Pro Awards

ARIF ISIKGUN

Prepare to transform your approach with Arif Isikgun, the trailblazing founder of [Ai Beauty Consultancy](#)! Crowned Beauty Consultant of the Year 2023 and an Amazon #1 Bestselling co-author of StorySeller, Arif is an award-winning educator, phenomenal keynote speaker, and a true pioneer in beauty brand education. For over 20 years, he has revolutionised sales education and client experience for the world's most luxurious brands, including Harrods, Selfridges, and Sephora! His game-changing training bridges emotional intelligence with commercial strategy, empowering beauty and spa professionals to harness the magic of storytelling to skyrocket their confidence, elevate client interactions, and dramatically boost retail performance!

KATE HOLOHAN

Get ready to be inspired by Kate Holohan, the visionary founder of [Hair Therapy UK](#)! Leading a multi-award-winning private trichology clinic in Kings Hill, Kent, Kate brings over 25 years of incredible, hands-on experience across hairdressing and education. Fully certified and having graduated with credit from the prestigious Institute of Trichologists in Harley Street, London, Kate is an absolute powerhouse when it comes to hair and scalp health. She is a fiercely passionate advocate for education and empowerment, specialising in treating hair loss with a highly personalised and empathetic touch. You can also tune into her brilliant Hair Therapy podcast to hear her demystify hair loss through expert insights and inspiring real-life stories!



We are absolutely thrilled to share that both Kate and Arif will be running exclusive Guest Educator Classes for Purple Hearts, starting from September 2026!

Sign up at welopepurplehearts.com to be one of the first to find out when the dates go live!

CHANIECE COLLINS

SHE'S GONE FOR GOLD



FIVE PURPLE HEARTS ACHIEVED!

Chan is incredibly hardworking and dedicated. She is always putting in the hours and pushing herself to the max, all whilst working at her salon.

Achieving five Purple Hearts really is no mean feat; it's an incredible achievement and really shows someone's drive, passion, and professionalism. We're so proud of all our graduates this year, and Chan really has shone.

Congratulations Chan – you've gone above and beyond, and we are so proud to celebrate your success!

Rae Palmer
Founder, WELOVE

With her own business under her belt at just 26, Copnor-born Chaniece Collins is a true force in hairdressing. As the founder of The Barnet Lodge on Havant Road in Drayton, Chan has turned her bold vision into a reality, bringing home two prestigious awards for her thriving salon.

She's no stranger to accolades, but her incredible achievement of successfully graduating with five Purple Hearts at this year's graduation ceremony marks the ultimate milestone in her journey, proving her dedication to continual growth, excellence, and standing out as a true Hair Pro.

Driven by education and constantly evolving, Chaniece works tirelessly to stay ahead of the curve, offering her clients innovation, care, and results that speak for themselves. Her passion and drive certainly haven't gone unnoticed by those around her.

Follow her journey and check out her amazing work here:
<https://www.instagram.com/chancollins/>

www.thebarnetlodge.co.uk

Want to go for gold? Visit:

WWW.WELOVEPURPLEHEARTS.COM

WHO ARE WELOVE?

WELOVE is an alliance of hair professionals, brands, innovators, and educators dedicated to supporting the hair industry from within by championing State Registration and continuous education (CPD).

The Visionaries Behind the Alliance

The community is led by co-founders Rae Elizabeth Palmer (CEO), an award-winning hair professional, and Ruth Jeffery (Chief Operations Director), a luxury marketing expert. Together, they perfectly bridge the gap between technical artistry ("behind the chair") and the client's perspective ("within the chair").

Their shared mission is to provide accessible, brand-neutral education for all stylists, students and educators. Working alongside industry bodies like The Hair Council and HABIA, Rae and Ruth are helping drive the movement for mandatory registration, strict safety standards, and global professional recognition.

WHAT IS A PURPLE HEART?

The Purple Heart is a premier hallmark of safety and excellence for hair professionals. In the UK's unregulated market, it distinguishes true professionals by proving they are State Registered and strictly adhere to rigorous standards in technical skill, hygiene, and chemical safety.

Globally, it serves as an elite benchmark, demonstrating a commitment to go far beyond basic legal requirements.

Key Features

- The Five Hearts: Stylists can earn up to five Purple Hearts, marking a progressive career path from foundational skills to master-level expertise.
- Annual CPD: This isn't a one-time award. Professionals must undertake annual Continuing Professional Development (CPD) to maintain their hearts and stay at the top of their game.
- Celebration of Success: Every July, the community gathers for the high-energy Purple Heart Graduation to celebrate achievements, showcase hard work, and network with peers.

Whether you are a hair professional looking for the respect your craft deserves, or a client looking for a professional you can truly trust, the Purple Heart is the universal language of excellence.



welopepurplehearts.com

MEMBERSHIP IS FREE!





THE WELOVE[®] PURPLE HEARTS JOURNEY



SCAN ME

SIGN UP HERE- IT'S FREE TO JOIN US!

WELOVEPURPLEHEARTS.COM



1. JOIN & REGISTER

Join for free, receive £10 off your state registration with The Hair & Barber Council (if in the UK).



2. ASSESS & ONBOARD

Complete an online assessment and meet your ambassador to create a personalised Education Plan.



3. CHOOSE YOUR PERSONAL CPD PATH

Your journey is tailored based on experience, goals, and chosen CPD options identified during your onboarding.



DECISION POINT*

Do you want to work towards a Purple Heart?

NO



Remain a Community Member with Priority Booking and pay-as-you-go options for CPD Courses and WELOVE Events



4. COMPLETE CPD & FINAL ASSESSMENT

Submit proof of state registration, insurance, qualifications, and complete the required CPD hours as laid out in your Education Plan, followed by an end-of-year assessment with a WELOVE IQA.



PURPLE HEART ACHIEVED!

You are now a recognised voice shaping the future of the hair industry.



CONTINUE YOUR JOURNEY

Members can work towards additional Purple Hearts as their career and aspirations develop



*Students are welcome to join our community for free and can work towards their first Purple Heart once they complete their college NVQ (or equivalent).

All WELOVE CPD Fundamentals courses are open to students and will count towards their first Purple Heart (if taken within the same year as becoming qualified), helping to speed up the process when they become eligible.



WELOVE[®]

WHAT OUR MEMBERS ARE SAYING



"I've spent many years of my career feeling disjointed... Then I was introduced to WELOVE Purple Hearts and for the first time in a long time I felt supported, seen, embraced, encouraged and inspired. It feels remarkable to be surrounded by people who see your potential."

— **Laurie Davis SRH M (4 Purple Hearts Graduate)**

"I've been a part of WELOVE for a little over a year now... I luckily won their Dream Big competition, that took me to be a part of a photoshoot with the amazing Richard Miles. Never in my life did I think that would be me!! Thank you for these amazing opportunities that have come my way."

— **Craig Boyd SRH (Award-Winning Stylist & Dream Big Winner)**

"Partnering with WELOVE Purple Hearts has honestly been one of the best decisions we've made for our business. For the team, it's been incredible for career progression—it keeps them motivated and builds loyalty because they feel invested in and supported."

— **Wendy Jones (Business Owner of Re:new, Head Stylist & Staff Trainer)**


[WELOVE] made me realise that my dream of doing session work isn't unreachable. It was a fantasy that sat high on a pedestal, but learning how to create a concept for a photoshoot has given me the confidence to realise it's achievable. It has given me opportunities I would never have had the confidence to reach for before."

— **Laraine Rose, SRH CCH (5 Purple Hearts)**




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 Find us at WELOVE Purple Heart events!

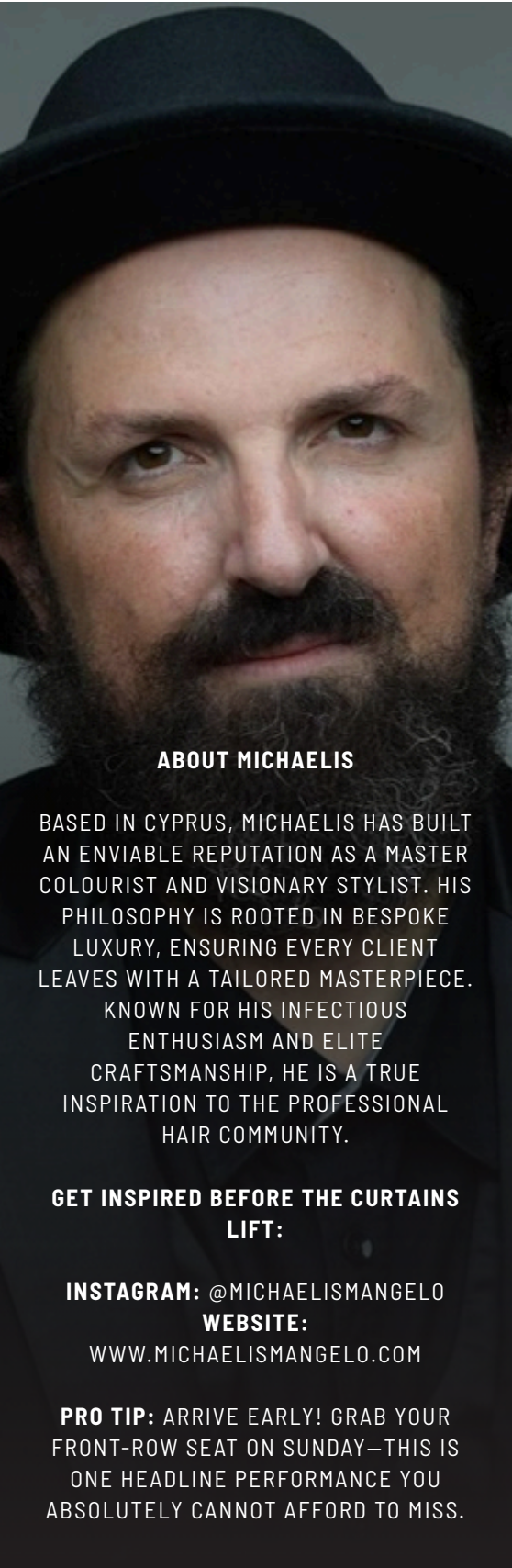
 Or shop online and enjoy 15% OFF www.yoiscissors.co.uk





FEATURING
MICHAELIS MANGELO
SUNDAY 19TH JULY

WE LOVE. MICHAELIS MANGELO



ABOUT MICHAELIS

BASED IN CYPRUS, MICHAELIS HAS BUILT AN ENVIABLE REPUTATION AS A MASTER COLOURIST AND VISIONARY STYLIST. HIS PHILOSOPHY IS ROOTED IN BESPOKE LUXURY, ENSURING EVERY CLIENT LEAVES WITH A TAILORED MASTERPIECE. KNOWN FOR HIS INFECTIOUS ENTHUSIASM AND ELITE CRAFTSMANSHIP, HE IS A TRUE INSPIRATION TO THE PROFESSIONAL HAIR COMMUNITY.

GET INSPIRED BEFORE THE CURTAINS LIFT:

INSTAGRAM: @MICHAELISMANGELO

WEBSITE:

WWW.MICHAELISMANGELO.COM

PRO TIP: ARRIVE EARLY! GRAB YOUR FRONT-ROW SEAT ON SUNDAY—THIS IS ONE HEADLINE PERFORMANCE YOU ABSOLUTELY CANNOT AFFORD TO MISS.

Image credit: Michaelis Mangelo



Image credit: Michaelis Mangelo

CYPRUS'S ULTIMATE HAIR VISIONARY

Introducing Our Headline Guest Artist: Michaelis Mangelo!

We are absolutely thrilled to welcome the powerhouse of Mediterranean style, Michaelis Mangelo, all the way from Cyprus, as our official Headline Guest Artist for The Hair Pro Awards!

Renowned for his electrifying energy, flawless precision, and transformative vision, Michaelis is set to bring something truly spectacular to this year's event.

Don't Miss: The Live Stage Demo

- **When:** Sunday
- **The Experience:** An explosive live masterclass in high-fashion cutting, seamless colour placement, and the signature luxury techniques that have made him an international sensation.
- **CPD Earned:** 1 Hour

FINALIST

Attila Can





FINALIST

Mihai Victor Drinceanu

THE HPA 2026 FINALISTS

Master Educator of the Year

Alison Brightwell
@alisonbrightwell_education

Kate Holohan
@Hairtherapyuk

Leanne Spriggle-Hughes
@leannespriggle

Maire Abbett
@maire_alice_hair

Nova Fanner
@Novalux_Hairdressing

Salon of the Year

KJM Salon
Kerry Mather – Fleet, Hampshire

Novalux
@Novalux_Hairdressing

Re:new
@renewhairandbeautybyexpression

Safy B's
@saffffy

The Curl Specialist Bournemouth
@curlspecialistbournemouth

Master Stylist of the Year

Chaniece Collins
@thebarnetlodgehairsalon

Cristina Ana Tomescu
@anacristinatomescu

Emily Davies
@emdavieshair

Nova Fanner
@Novalux_Hairdressing

Porsha Lewis
@hair_by_porsha

International Master Hair Pro of the Year

Amanda Pearsons
@identitysalonsuitevt

Attila Can
@attila.can

Cristina Ana Tomescu
@anacristinatomescu

John Valavanis
@john_vala

Mihai Victor Drinceanu
@Drinceanuv

Misty Ellis
@thehivesalonco

Oana Barbu
@artist.salon.academy

Robert Iordache
@iordacherobert

Colourist of the Year

Anika Wilding
@thehairhiveandhairlossclinic

Demi-jade Forrest
@hairbydemijade

Laurie Davis
@Lauried6679

Manisha Sahonta
@colouredbymys

Nova Fanner
@Novalux_Hairdressing

Rebecca Cross
@Beckycross_srmh

Student of the Year

Charlotte Tripp
@hair_bycharlotte

Ebony Grace Matthews
@egjmhair

Ella Park
@E.p.hair23

Hannah Hardie
@hair_by_hannnn

Lexi Stranger
@lexistranger_hairdressing

Maddison Main
@hairby.madsm

Saffron Kate Milham
@saffykateinhair

Stephanie Hughes
@styledbysteph24



FINALIST

Misty Ellis



THE HPA 2026 FINALISTS

Freelancer of the Year

Alison Brightwell
@alisonbrightwell_education

Anika Wilding
@thehairhiveandhairlossclinic

Chloe Bradford
@hairbychloe_srmh

Eliana Charrasquiél-Correa
@cuorehairstylist

Rebecca Cross
@Beckycross_srmh

Master Texture Hair Pro of the Year

Cristina Ana Tomescu
@anacristinatomescu

Jen Gaia
@curlspecialistbournemouth

John Valavanis
@john_vala

Juh Leal
@TheJuhLeal

Nova Fanner
@Novalux_Hairdressing

Master Hair Pro of the Year

Attila Can
@attila.can

Carol Ritchie
@carolritchiebespokehair

Cristina Ana Tomescu
@anacristinatomescu

Demi-jade Forrest
@hairbydemijade

Dylan Jack McConnachie
@dylanjackmcconnachie

Emily Davies
@emdavieshair

Jen Gaia
@curlspecialistbournemouth

Barber of the Year

Alison Brightwell
@alisonbrightwell_education

Florin Minoa
@florinminda

Mihai Victor Drinceanu
@Drinceanuv

Paul Brookes
@luxe.barbershop.yeovil

Sam Howell
@skulduggerybarbercollective

Future Talent

Abbie Kimber
@xabbiekimber

Chaniece Collins
@thebarnetlodgehairsalon

Chloe Bradford
@hairbychloe_srmh

Layla Cowley
@Hairbyxlayla

Stephanie Hughes
@styledbysteph24

John Valavanis
@john_vala

Laura Mason
@misslauramason

Laurie Davis
@Lauried6679

Lisa Carmichael

Nova Fanner
@Novalux_Hairdressing

Rebecca Cross
@Beckycross_srmh

Spotlight

John Valavanis
@john_vala

Anisha Khan
@anisha.renew_hair

Misty Ellis
@thehivesalonco

Oana Barbu
@artist.salon.academy



FINALIST
Dylan McConnachie

WELOVE® THE STANDARD: Honouring the legends.

Announcing the Winners of The Standard!

We are incredibly proud to reveal this year's recipients of The Standard!

The Standard is the ultimate mark of respect in our industry. It is strictly invite-only and never bought, only earned. This prestigious peer-to-peer Quality Mark goes far beyond technical talent, it honours the true "Industry Protectors." It recognises the mentors, the advocates, and the trailblazers who dedicate their careers to uplifting others, championing education, and shaping the future of the hair community.

Please join us in celebrating our 2026 winners who have consistently set the bar for excellence:

- ✦ Wendy Jones
- ✦ Alison Brightwell
- ✦ Mike Riccio
- ✦ Kerry Mather
- ✦ Janie Tongue
- ✦ Jonny Engstrom
- ✦ Anne Veck
- ✦ Bruno Marc
- ✦ Mike Taylor
- ✦ Mel Tudor

A massive congratulations to you all! Thank you for your unwavering integrity, your selflessness, and for proving every day that true excellence goes far beyond the chair, we can't wait to welcome on the stage.



THE STANDARD: AT A GLANCE

What is it? A peer-reviewed Legacy Award honouring your entire career, not just a single technique.

Is it a license? No, it is a private, elite industry "Quality Mark" awarded by WELOVE.

How does it differ from a Purple Heart? Earning a Purple Heart is a massive milestone of passion and skill; The Standard recognises the leaders who have lived those values and mentored others and given back to the industry selflessly.

Can it be bought? Absolutely not; this award is strictly earned.

Who is it for? "Industry Protectors" who actively give back through education, support, dedication, integrity and professionalism.

Is it for life? No, it must be re-validated every three years to maintain uncompromising standards.

How is it judged? Award-winners are nominated and put forward to the WELOVE Ambassadors for approval.

How do I get one? The Gold Standard is strictly invite-only, although if you know someone who meets the criteria we'd love to hear from you, please introduce yourself to our team – email rae@welovepurplehearts.com for more info.

THANK YOU FOR BUILDING THE LEGACY.

FEATURED BRANDS

Shop. Learn. Connect.

Welcome to our dedicated brand showcase. These exceptional companies share a unique distinction: they have all been awarded the prestigious WELOVE Seal of Approval—approved by hair professionals themselves.



ALFAPARF
MILANO
PROFESSIONAL

Alfaparf Milano Professional

Premium professional hair care with a refined Italian flair, offering high-performance colour, styling, and structural solutions for salons worldwide.

alfaparfmilanopro.com



Design Essentials

Professional salon-quality hair care engineered with targeted solutions to support healthy styling across all hair textures and patterns.

designessentials.com

JENA

JENA

An innovative digital personal assistant and business management platform designed specifically to streamline scheduling and payments for independent hair professionals.

jena.so



The VM COLOR BOARD®

A revolutionary, eco-friendly colouring and balayage tool designed by Valerie Marichal to maximise application speed, precision, and consistency.

valeriemarichal.vaim.online



Cabello Foil

An inclusive and sustainable brand delivering premium, thoughtfully designed hair foils that elevate the modern professional colour experience.

cabellofoil.com

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FINALIST
Alison Brightwell

A NOTE ON FOOD & DRINK

Please note that main meals are not included, so you will need to make your own dining plans. Fortunately, you are spoiled for choice in the area! You can enjoy a beautiful picnic on the famous Sandbanks beach right outside, or book a table at local favourites like Rick Stein, Lazy Jacks, The Tandy, or The Cliff.

Pre-Ordering Pizzas/Sandwiches at the Hotel: You can pre-order pizzas directly through the hotel. **All food must be pre-ordered** by emailing Christina Digby at christina.digby@fjbhotels.co.uk or calling 01202 609128.

Please ensure your order goes through this specific office (not the main hotel front desk) and include a contact telephone number in your email.

Should you have any concerns about food allergens or intolerances, please talk to Christina Digby before ordering your food (Gluten Free options are available).

Suggested meal/pizza order times for guests (if opting for pizza, please include your chosen times/day in your email/call to Christina):

Saturday 18th July:

- Prior to 1:00 pm (Event starts 1pm).
- 3.10 pm – 5:00 pm (Non-graduates only).
- 7.30 pm – 8.45pm.

Sunday 19th July:

- 12.30 pm – 1.30 pm.
- 2.45 pm – 5:00 pm.

SANDBANKS RESTAURANT DIRECTORY

Rick Stein	01202 076443	rickstein.com/restaurants/rick-stein-sandbanks
Lazy Jacks	01202 133833	lazyjackssandbanks.com
The Tandy	01202 062360	thetandysandbanks.com
The Cliff	01202 492921	theciffcanfordcliffs.co.uk



Open From 12:00

Sandwiches

(Served on white or brown bread)

Salami, rocket, goats cheese black olive mayonnaise	8.5
<small>(wheat, milk, egg, mustard, sulphates)</small>	
Chicken, Caesar dressing, baby gem parmesan	8.5
<small>(wheat, milk, egg, fish, mustard, sulphates)</small>	
Atlantic prawn, Marie rose, cucumber baby gem	9
<small>(wheat, milk, celery, crustaceans, mustard, sulphates)</small>	
Cheddar and chutney	8.5
<small>(wheat, milk, sulphates, mustard)</small>	

Side Orders

Fries <small>(soya)</small>	4.5
Mix salad <small>(sulphates, mustard)</small>	5
Onion rings <small>(wheat)</small>	4.5
Garlic pizzette <small>(wheat)</small>	7.5
Garlic cheese pizzette <small>(wheat, milk)</small>	9

Pizzas

Margherita: Tomato, mozzarella, basil, parmesan	16
<small>(wheat, milk)</small>	
Hawaiian: Tomato, mozzarella, pineapple, ham	17
<small>(wheat, milk)</small>	
Pepperoni: tomato, mozzarella, spicy pepperoni	17
<small>(wheat, milk)</small>	
Four Cheese mozzarella, gorgonzola, parmesan ricotta	17
<small>(wheat, milk)</small>	
Funghi & Tartufo: Tomato, mozzarella, wild mushroom, truffle oil, parmesan, rocket	17
<small>(wheat, milk)</small>	
Volcano: Tomato, mozzarella, N' Duja, red peppers, fresh chilli, basil, gorgonzola, salami	18
<small>(wheat, milk)</small>	
Chicken feast: Tomato, mozzarella, chicken, portobello mushroom, sweetcorn, parmesan	18
<small>(wheat, milk)</small>	
Tiger prawn: tomato, mozzarella, tiger prawns, fresh chilli, sun blushed tomatoes	19
<small>(wheat, milk, crustaceans)</small>	

Children's Menu

Chicken nuggets and fries	8.5
<small>(wheat, milk, soya)</small>	
Fish goujons and fries	8.5
<small>(wheat, milk, fish, soya)</small>	

Should you have any concerns about food allergens or intolerances, please talk to a member of staff before ordering your food or drink. We can provide an allergen chart for all of our dishes if needed.

An Optional 10% service charge will be added to your bill, which will be shared with the whole team.

A Few Helpful Tips:

Rick Stein: Famous for its panoramic views across Poole Harbour. If you want a front-row seat right by the glass, definitely try to secure a booking early (though window tables are allocated on the day).

Lazy Jacks & The Tandy: Both of these spots are located right on the main Sandbanks stretch (Banks Road and Panorama Road), making them incredibly convenient if you are fresh off the beach.

The Cliff: Located slightly further inland in the nearby leafy neighborhood of Canford Cliffs, this spot features a fantastic, large premium pub garden if the weather is on your side.

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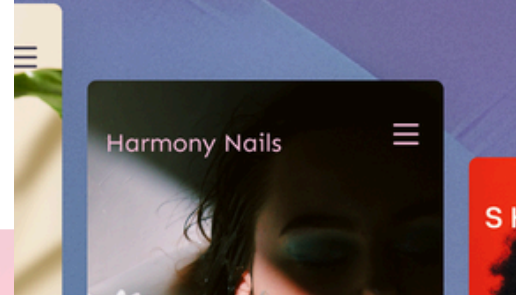
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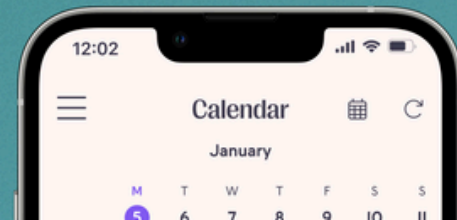
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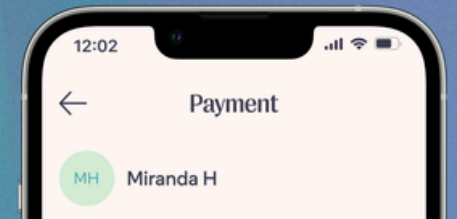
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Rae Palmer

Ruth Jeffery

WELOVE Marketing and Event Manager

Lisa Chisnall

Event Management

Mia Finan - Snailmate Creative

Production

Rob Stevens - Resident DJ

PR

Kate Robson - Soapbox PR

Photographer

Jas Lehal

Event Support Team

Jaime Parker

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PURPLE HEARTS GRADUATE 2026

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