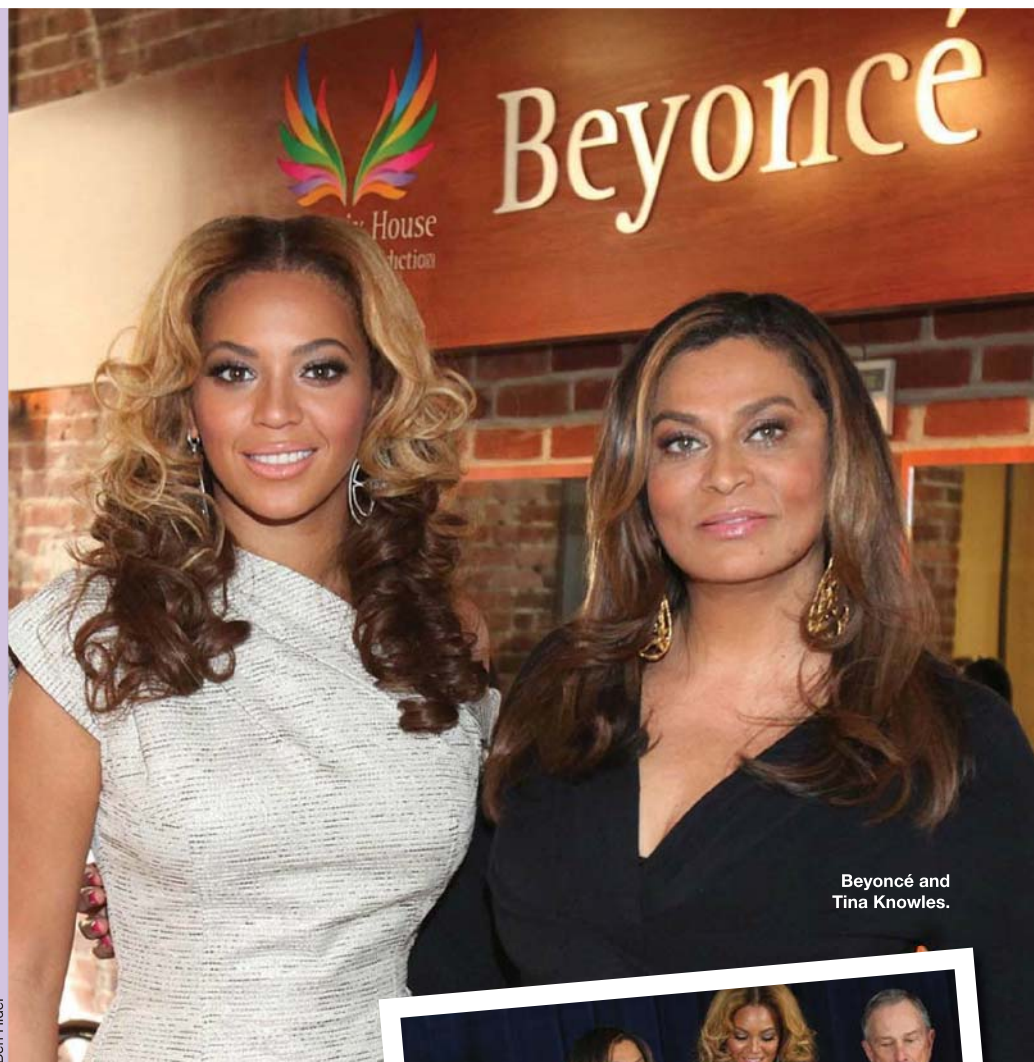


IT ALL STARTS Here

Every American beauty career begins with two pieces of paper: a beauty school diploma and a license. Although the states vary in the necessary number of coursework hours, they all require professionals to pass an exam that demonstrates knowledge of health and safety rules along with an adequate level of skill. If you think that complying with these standards means that all schools are alike, think again. STYLE SOURCE looks at two schools that serve very different student populations.

Beyoncé Cosmetology Center

Before Beyoncé became a huge pop star, actress and style icon, she grew up in the culture of the hair industry. Her mother, Tina Knowles, owned a popular salon in Houston, which Beyoncé fondly remembers as a place for women to “share stories, cry, laugh and get advice.” Fast forward to 2008 Brooklyn, NY, where Beyoncé prepared for her role as blues singer Etta James in the movie *Cadillac Records* by meeting with women in treatment for drug and alcohol addiction at Phoenix House.



Beyoncé and Tina Knowles.

Ben Hider

“The first sign of recovery is caring about your appearance. Hopefully, this center will be a place that will change lots of lives every year.”

—Beyoncé

“Through their stories, I realized that all of us have our personal struggles, and we all have something to overcome,” Beyoncé said two years later—during the ribbon-cutting ceremony of the Beyoncé Cosmetology Center at the Phoenix House Career Academy. “These beautiful women I met



Bennett Raglin/WireImage

Participating in the Beyoncé Cosmetology Center ribbon-cutting ceremony in March 2010 were (left to right): Brooklyn Borough President Marty Markowitz, Tina Knowles, Beyoncé and NYC Mayor Michael Bloomberg.

did not choose to become addicts, but they have chosen to get better.” Beyoncé donated her Cadillac Records salary to create a program, with her mother’s help, that would give both men and women at Phoenix House a clear career direction to follow after they leave the facility.



The Beyoncé Cosmetology Center provides male students, too, with the skills to pursue a career in beauty.

LEAD AND INSPIRE

With a degree in psychology and more than 20 years of experience in the beauty industry as a stylist and salon owner, Audrey Davis was an ideal fit for the Beyoncé Cosmetology Center faculty. "With my knowledge of psychology, I realized that I could make an impact on the lives of individuals who would like to experience the world of cosmetology but who may also have behavioral issues that may require someone who knows how to respond and not react," Audrey says. "I believe this is my calling, because I've been able to maintain a great relationship with students who would otherwise be considered challenging."

As in any group of cosmetology students, each future professional at Phoenix House has a personal dream. "For some, regaining custody of their children and being able to provide for them will be a dream come true," the instructor continues. "Some dream of owning their own salon or entering the entertainment industry as make-up artists. One student aspires to become a hair stylist in a funeral home. They definitely have dreams, but they also know that these dreams are obtainable only when they set a goal and stick to it."

Students at Beyoncé Cosmetology Center aim to "gain the skills necessary to award them the lives that they so richly deserve. Thanks to the generosity of Beyoncé, these individuals are given a chance to become contributing citizens to society. This is a tremendous gift, and the vocational staff of Phoenix House will remain committed to helping our students realize their potential."

— Instructor Audrey Davis

Taylor Andrews Academy of Hair Design

When Larry and Sherri Curtis couldn't find skilled staff for their high-end salon, they decided to grow their own and opened the Taylor Andrews Academy of Hair Design, which 15 years later boasts three locations in Utah. Larry Curtis elaborates on the ambitious concepts he and his wife implemented that remain fundamentals of their school today:

- "Hire for attitude and train for talent. Our staff is amazing."
- Offer the instructors continuous education to keep their own skills up-to-date.
- Provide abundant hands-on experience at the student salon, designed in the style of a high-end salon. "It's interesting how often people will walk into the salon and ask where the school is, because the salon does not seem to be part of a school."
- Introduce students to photo shoot styling. "Our students have received six North American Hairdresser Award (NAHA) nominations over the past six years."
- Invite top guest artists such as BaBylissPro artist Nick French and Rusk Creative Team member Sherri Jessee to conduct classes and demonstrate.
- Create a line of targeted educational CDs. "Our CDs teach students how to get a great job and really make this a successful career."
- Focus on business. "I teach a class called 'The Salon Game'—the students have to research pay structures and everything that goes into running a salon."
- Sponsor a hair show. "It's very professional. We patterned it after the Alternative Hair Show."
- Make time for fun. "We hold 'Spa Games,' somewhat like The Amazing Race."

Beacon, sponsored by the Professional Beauty Association (PBA), rewards the country's most promising students with trips to industry events, specialized classes and networking opportunities.



Larry Curtis

"In high school, I thought I was going to be an athlete! But this career has been so much fun. You're involved in fashion, you're not stuck in a stuffy office, you have that chance to be so creative and talk to lots of people. It's become a passion for me and something I truly enjoy."

— Larry Curtis, owner, Taylor



Work by Taylor Andrews student Josh Parkin.

Photography: Babak