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TONI&GUY Unveils a “Gorgeous” Salon in ITE

New partnership between ITE and TONI&GUY sets to provide authentic training in hairdressing and hairstyling to ITE’s Hair Fashion and Design students

TONI&GUY Singapore will be setting up a brand new hair salon at ITE – its first in an education institution. The salon serves as an authentic learning facility for ITE’s *Nitec* in Hair Fashion and Design course. Known as *Gorgeous@epitome*, it will be situated within ITE Epitome – an innovative training facility sited within ITE Headquarters & College Central that offers products and services to paying customers. It allows students to interact with customers and public members who are there to experience and see for themselves the capabilities of ITE students.

The setting up of the retail outlet is the highlight of a Memorandum of Understanding recently signed between ITE and TONI&GUY Singapore. The three-year collaboration aims to enhance the teaching and learning in the *Nitec* in Hair Fashion and Design course.

A Cut above the Rest

With the outlet open to public, students will gain experience serving real customers while using their skills to provide hair services. They will also learn the ropes of managing a hair salon. Learning within an authentic environment also helps students’ deepening of skills, and provides them real experiences to learn from. Students will get a glimpse into the demands of the industry and this will help them to transit better into the industry upon graduation.

At the salon, students will be closely mentored and guided by a full-time professional deployed from TONI&GUY. Beyond that, TONI&GUY will also conduct practical lessons for these

students at ITE College East, where the course is offered. Learning from qualified hair experts would enable students to glean tips and secrets to succeed in the industry, and give them insights into the latest trends and practices.

Celebrating a Winning Partnership

Under the partnership, TONI&GUY will also provide customised practical lessons to students. Staff and students will also be engaged in related industry events, activities and competitions to facilitate skills and technology transfer. In addition, TONI&GUY will offer one scholarship in the form of specialised training to one student per year.

Dr Yek Tiew Ming, Principal, ITE College East, is delighted to have a well-known brand name like TONI&GUY on board. He said, "Collaborating with TONI&GUY in establishing and running a professional work environment, where students can enrich their hairdressing skills and client procedures will add weight to our training. The facility is an excellent training facility for our students to pick up technical and soft skills, and the mentorship will guide and motivate our students to become successful hair experts."

"Similar to ITE, TONI&GUY strongly believes in education and that our staff is our future. Through this collaboration between TONI&GUY and ITE, we hope to groom young and aspiring hairdressers to pave a career path for them as well as support the ever growing demand for hair services in Singapore," shared Dict Koh, Director of TONI&GUY Singapore.

Media Invitation and Free Hairstyling Services for Media Crew

Members of the media are invited to an **EXCLUSIVE MEDIA PREVIEW** of *Gorgeous@epitome* Salon run by ITE and TONI&GUY on **Monday 20 June 2016, 11.00am** at **ITE Epitome**, Level 1, ITE Headquarters & College Central, 2 Ang Mo Kio Drive, Singapore 567720. Journalists and media crew will also be invited to a **FREE** hairstyling session and experience first-hand the services and ambience the Salon provides.

About ITE

The Institute of Technical Education (ITE) is a post-secondary education institution established in **1992** under the Ministry of Education. As a principal provider of career and technical education, and a key developer of national occupational skills certification and standards, ITE's Mission is to create opportunities for students and adult learners to acquire skills, knowledge and values for employability and lifelong learning. ITE's Vision is to be A Trailblazer in Career and Technical Education. Our Values are Integrity, Teamwork, Excellence and Care. ITE comprises the ITE Headquarters and three ITE Colleges - College Central, College East and College West. For more information, visit www.ite.edu.sg.

About TONI&GUY

TONI&GUY Hairdressing was founded over 50 years ago and has since developed into a worldwide concept with over 430 salons and a selected group of academies located around the globe. The emphasis on continual education and passion uphold the exceptional standards of the brand. TONI&GUY Singapore was founded in 1995 with the empowerment of the worldwide concept of professional hairdressing and education. It is currently helmed by Connee Law and Dict Koh. They have established the brand at the forefront of the industry not only within Singapore but on a regional scale with TONI&GUY Academy. TONI&GUY Singapore have received numerous awards and have been a part of the fashion scene participating in Fashion Weeks and photo shoots.