



TERENZO HAIRDRESSING INTERNATIONAL

Jassy Mackenzie has a one-to-one chat with Terence of Terenzo Hairdressing International, about the exciting recent developments, and new opportunities for ambitious hairdressers, at his three salons.

In 1993, Terence, an ambitious young hairdresser, opened his very first salon in Melville. From the very beginning, he had a vision for where he wanted his business to be, the standards upheld in the salon, and the clientele he wanted to attract. Today, he is a multiple award-winning competition stylist with many major titles to his credit, a top level platform artist, and an international ambassador for L'Oréal Professionnel, who travels worldwide to educate and inspire his peers in the industry. Terence owns three top-echelon salons – one in Dunkeld, Johannesburg, one newly opened salon at the Saxon hotel in Sandhurst, and one in Sea Point, Cape Town.



Jassy: This year has been one where you've seen some exciting new developments and upgrades – it's all been happening. Can you tell us more?

Terence: The major new developments have been the opening of the third branch of Terenzo Hairdressing at the exclusive Saxon hotel in Sandhurst, and the renovation and expansion of our Dunkeld branch which has been given a stunning new look and is now an exquisite environment for staff and clients alike. In addition, we've refreshed our salon's branding, brought in new software, and totally redone the website.

Jassy: Have you made any changes within the salon in terms of your staff training?

Terence: Yes. Training is so important in the Terenzo salons, so we have introduced a fantastic new intensive colour specialist course for our qualified stylists. We have also refreshed our apprentice training programme so that our young stylists can receive top quality guidance and the very best in-depth education during the time they spend in-salon. Our young stylists are exposed to the latest cutting and colour trends in their

training, and are also given opportunities to participate in competitions, photo shoots, magazine editorials, fashion and television work, and product launches.

Jassy: What inspired you to do such major renovations at the Dunkeld branch?

Terence: I think it is so important in hairdressing to keep moving forward – to change and improve rather than stagnating. For me, a major salon renovation is not an extravagance but a necessity. We are in the fashion industry – it is very important to keep the look fresh and exciting.

Jassy: How does this tie in with the changes to your branding and logo?

Terence: We have made subtle changes to modernise the logo, keeping it clean, simple and readable. The way we look at our brand is that Terenzo is a concept and a way of doing hairdressing – it is a method, a word that describes our stylists' skill. The "international" part of the logo symbolises the link with the travelling and training that I do. I bring new knowledge back from every place I go, and share what I have learned with my staff.

Jassy: Tell me about your salons' location and your clientele.

Terence: The salons are in the best positions in South Africa. They are located in the centre of the two wealthiest strips of real-estate in the country – one running from the Westcliff to Sandhurst in Johannesburg, and the other along the Atlantic seaboard in Cape Town. The salon environments are exquisite. Our clientele pay high prices and have high expectations, which we fulfil in a way that they cannot receive elsewhere. This keeps them loyal, and because of this it is possible for our stylists and our other salon staff to earn extremely well.

Jassy: Why would a career-minded hairdresser choose to join Terenzo International?

Terence: That is a good question. I feel that in the platform we have created for the stylists who work here, the sky is the limit. Our brand is unique in that it is extremely upmarket and classy, but at the same time it is creative and edgy. This mix has been very hard to achieve. We've created a five-star environment for staff and clients, with lucrative earning potential. In terms of prospects, we are very involved



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with photo shoots, shows, launches and competitions. Many hairdressers want to do these but don't know how to get there. We offer a doorway to this world. Ideally, I want to employ people who long to do this aspect of hairdressing while also being passionate about looking after their growing client base in the salon.

Also, I am focused on the bigger picture in my salon – within the next ten years I want to identify up-and-coming superstars who can take the reins and move the brand forward with new energy, as well as take on the international roles of travel and education.

Jassy: Explain more about the salon environments you have created.

Terence: Our salons are not in shopping centres. The outdoors is so important to me, and in all our salons you are in an exquisite, luxury environment while still being in touch with the elements, able to step outside and

see the sun and the sky, rather than being shut away in a shopping mall. There is ample free parking for staff and beautiful spaces to relax when you are not working. We spoil our clients, with dedicated staff available to do hand and foot massages, scalp massages, make top quality coffees, and offer manicures and pedicures. The levels of service in our shops are ridiculously amazing.

Jassy: What benefits do Terenzo staff enjoy in their working environment?

Our stylists have a whole team around them to help uplift the service – it all happens seamlessly. We have a dispensing stock room, the salon is kept spotlessly clean with staff to do the sweeping. Everything works effortlessly, and this means that as a hairdresser you do not have to worry about any of this but can focus on your core business of consulting, cutting, colour, prebooking, and spending time with your client and helping to progress their look.



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Jassy: Tell us more about your working relationship with L'Oréal.

Terence: L'Oréal is a really classy company. In terms of relationships with salons, they go far beyond the superficial, and are able to look after you at every stage of the game. Having said that, they demand value for money, and when I work for L'Oréal on my overseas trips, I work extremely hard because their expectations are so high. At the same time, they look after me in so many ways. I do the same with my staff – I have high expectations and demand a lot in terms of performance and quality, but am prepared to give so much to them in return.

Jassy: Terenzo is currently looking to employ new staff. Please can you explain more about the positions available?

Terence: As a result of our recent growth and expansion, we are looking to employ learners (or apprentices), receptionists, qualified hairdressers, salon coordinators and salon managers – both managers who do hairdressing and non-hairdressing managers, as both are important to the optimal running of our shops. We also don't have junior stylists – when you go onto the floor, you are a stylist, and this is a big event for us. There are no grey areas. You have to pass an internal exam in our salon before you become a stylist on the floor.

On another level, Terenzo does an enormous amount of international celebrity clients, particularly at the Saxon branch where many of the top celebrities stay. It is exciting to do the hair of some of the world's top Hollywood A-listers, rock stars, you name it!

Jassy: What has your best moment been internationally in the recent past?

Terence: I did an amazing show in Dubai a while ago. It included a huge stage show and gala event with all the glitz and glamour. I was privileged to work with top international choreographers, producers and make-up artists, and I was thrilled that I was asked to give the show an African twist to bring in the flavour of my home country. The next day, I conducted a Look & Learn seminar in front of a thousand people, and the final part of the trip was having the honour of being the international judge for the L'Oréal Colour Trophy.

Jassy: What do you look for in a potential new stylist?

Terence: Eighty percent of what I look for is the right attitude. I would rather employ somebody less skilled, than someone more skilled with arrogance. Being humble is a difficult lesson to learn when you are hungry for success, but it is an important one. I also look for people who can work well in a team and look out for others. You have to put energy and love into what you do. Passion is important, but I can see if someone is passionate not by what they say but by how they behave.

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