



FOR IMMEDIATE RELEASE:

VIDAL SASSOON REUNION “MASH-UP” 2014 HOSTED BY TONY BECKERMAN

History was celebrated with a “MASH-UP” Sassoon reunion the weekend of January 25th during the ISSE International Salon & Spa Expo in Long Beach, California where an intimate gathering of 150 industry icons and some of the Vidal Sassoon “originals” – those who were in London where it all started in the early 1960’s - celebrated the man, Vidal Sassoon and his team of talented hairdressers who took part in the *British invasion to America*, and those still making history today.

Industry icon Tony Beckerman produced the event with co-sponsors Jim and Cheryl Markham, owners of ColorProof - Evolved Color Care products, along with Bangstyle.com - an online image community, and Atar Gold - a new “scent-sational” natural fragrance owned by Beckerman and his partner Teri Donnelly. Beckerman called the gathering a “MASH-UP” – a mixture of “oldies, newbies and wannabies,” and who was part of the revolution in the 1960’s as Vidal’s Junior and later became a stylist at the famous Bond Street Salon where the man and his original team created the movement that changed hairdressing in the 21st century. The evening was filled with stories and Sassoon icon Christopher Brooker, the original International Artistic Director who flew in from France for the event, shared how it all began many years ago and what defined the craft of haircutting that made Vidal Sassoon a global revolution! “We need to keep this alive,” Brooker said, “we all share the same dream.” Tribute was also paid to other originals such as International Artistic Director, Roger Thompson, who passed away a few years ago and was the first to lead the team of British crimpers that defined the Sassoon style of geometric cutting in the early 60’s. Also acknowledged, Robert Edele who recently passed away, came to the United States with Beckerman to build the Vidal Sassoon Cosmetology Centre and Academy in San Francisco in the early 70’s, that became the pipeline for Sassoon

stylists and trainers that created the wave of American trained hairdressers cutting hair the Sassoon way - a trend still going strong today! Mark Hayes, currently VS International Artistic Director also addressed the room of alumni and talked about when he was a Junior at the

salon in London. “Vidal came in the back room at the salon and sat down to talk with the Juniors,” Hayes recalled Vidal saying, “Now I can talk to the real workers,” an impression he recounts as realizing he was working for an extraordinary man, not just a company. Also at the event was Beverly Sassoon, along with Vidal’s daughter Eden Sassoon who was deeply moved by the love and energy in the room. Beverly said, “I feel a revived energy for this beloved industry, all of you were a part of the mosaic that created Vidal’s legacy. I want to be a part of the next MASH-UP.” Teri Donnelly, one of the first graduating students in the United States from the Vidal Sassoon School and Academy in San Francisco in 1974 also addressed the group, recalling the impression of such fantastic talent from the “Originals” in her beginning years that inspired her long rewarding career in teaching and training. She said, “So many of us have trained and changed our industry through the vision and passion of Vidal Sassoon.”

The room was filled with emotion the way reunions usually are, but this was different, “tonight is about keeping the dream alive, the mind set, and most of all the standards that made us all great,” said Beckerman, who started the gathering with the notion of getting some of the old gang together in the bar for a drink, then the whole idea exploded and everyone from all over wanted to attend. His plan is to have his next MASH-UP in London where it all started on October 11th during Salon International 2014. So be sure to save the date and log onto www.theMASH-UP.net to learn more or email info@theMASH-UP.net

For more information contact:

Teri Donnelly
Teri@theMASH-UP.net