

Akin Konizi of hob salons is crowned 2008 British Hairdresser of the Year!

Submitted by: Hob Salons

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London-based hairdressing group - hob salons - are enjoying rapturous celebrations as they were presented with three of the most coveted accolades at the prestigious British Hairdressing Awards this week, including the ultimate award of the night.

The biggest event in the hairdressing calendar was a night hob salons will certainly not forget as Christel Lundqvist won the Schwarzkopf Professional British Colour Technician of the Year and the hob salons' creative team picked up the Artistic Team of the Year award, whilst hob's International Creative Director, Akin Konizi was announced the 2008 British Hairdresser of the Year.

Held in the glamorous Grosvenor House Hotel in London's Park Lane, The British Hairdressing Awards, now in their 24th year, are seen as the 'Oscars' of the hairdressing world, recognising and celebrating the creativity of the inspirational British hairdressing industry. The awards reward hairdressers who push the boundaries of hairdressing forward, creating and setting the trends and excelling in this competitive industry.

Presented by Hairdressers Journal International and sponsored by Schwarzkopf Professional, the British Hairdressing Awards were compered by TV personality Graham Norton with entertainment provided by soul diva Mica Paris. Over two thousand guests from the world of hairdressing, fashion and media mingled at the prestigious event, which was held on Monday 24th November 2008 at the exclusive London hotel.

With only 14 hairdressers to have ever been awarded the esteemed British Hairdresser of the Year title in the awards' history, Akin Konizi is in great company as he joins hairdressing icons such as Trevor Sorbie, Anthony Mascolo, Nicky Clarke, Charles Worthington, Beverly C and Antoinette Beenders, to become one of the industry's leading lights.

Akin Konizi was nominated as one of six inspirational and influential hairdressers earlier this year for the British Hairdresser of the Year title – selected by a carefully chosen group of fellow hairdressing peers, industry experts, international trade press and consumer beauty journalists who formed the judging panel.

Acknowledged as a cutting genius, Akin is one of three Directors and is the creative force behind hob salons, a group of 14 stylish salons located throughout London, Hertfordshire and Essex. His trademark precision cutting techniques epitomise the hob salons' brand and has seen Akin catapulted into the top league of hair stylists. His natural ability to translate hair trends into fashion-led, wearable hairstyles has given Akin a loyal following in the industry and amongst beauty journalists, celebrities and clients alike.

Dedicated to raising hairdressing standards, Akin heads up hob education at the company's international training academy in London's Camden Lock. Also based at the Camden academy are the hob creative team, who were ecstatic at picking up the Artistic Team of the Year Award and Christel Lundqvist, who heads up the colour division for hob salons & education, was delighted to win the British Colour Technician of the

Year award in her first time of entering.

Beaming with delight Akin exclaimed, "I cannot put into words how I am feeling. This moment is incredible and I am unbelievably proud to have won this extremely prestigious title, in addition to securing the British Colour Technician of the Year and Artistic Team of the Year awards. I am so proud of Christel and my creative team and am so delighted to share these accolades with my partners, my staff, our clients and my family who have all been so supportive and who I could not have done this without".

"British hairdressing is renowned throughout the world for it's creativity and innovation and with the British Hairdressing Awards we are recognising, rewarding and celebrating the best of British" comments Publisher/Editor-in-Chief of Hairdressers Journal International, Jayne Lewis-Orr.

Winners of all categories can enjoy an increased media profile and the biggest award of the night – British Hairdresser of the Year – is recognised throughout the world and overnight, Akin Konizi will become a tremendous ambassador for British hairdressing, appearing on TV, radio and in the national and consumer press.

If you would like more information on Akin Konizi, Christel Lundqvist or the hob salons' creative team please contact Katie Pearson or Gabi Dee on +44 (0)20 7485 7272 or email katie@hobsalons.com / gabi@hobsalons.com

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