

The Stars of the Nail Industry Shine Brightly at the Scratch Stars Awards

Submitted by: AJC93
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The stunning Café de Paris in the heart of London's Piccadilly was the venue for the first Scratch Star Awards, where Daybreak presenter and Strictly Come Dancing celebrity dancer, Dan Lobb presented the 18 winners of the inaugural Scratch Stars Awards with their coveted trophy.

The Scratch Stars Awards recognise nail professionals and companies from around the UK, who have excelled in their field. Attendees were welcomed with a fabulous drinks reception and then the evening got off to a fantastic start when Dan Lobb took to the stage, building up the excitement and anticipation as to who may have won a Scratch Star Award. Tension building, Dan announced the winners, who took to the stage to receive their award from Dan and the sponsor of the award along with Scratch Magazine Editor, Alex Fox.

There are 18 categories in the Scratch Stars Awards covering all disciplines including Session Stylist of the Year to Nail Artist of the Year, Manicurist of the Year and Nail Salon of the Year. 13 of the categories were judged by industry experts, with the remaining four – Industry Innovator, Best Customer Care, Best Marketing and Support and Best Education and Training voted for by salon owners for their deserving distributors.

"We couldn't have asked for a better evening," exclaimed an ecstatic Alex. "The venue was fantastic, Dan did an amazing job of presenting the event and the nail industry had a night they will never forget. Congratulations to all the finalists and winners – you are the people who make the nail industry in the UK so passionate, exciting, creative and innovative."

Scratch Stars 2012 Winners.

Nail Stylist of the Year sponsored by Nail Harmony UK
WINNER: Denise Wright

Mobile Nailist of the Year sponsored by Gellux
WINNER: Claire Graham

Session Stylist of the Year sponsored by Sweet Squared
WINNER: Jenny Longworth

Nail Artist of the Year sponsored by ASP
WINNER: Kirsty Meakin

Liquid & Powder Tech of the Year sponsored by EzFlow
WINNER: Margarita Belska

Gel Tech of the Year sponsored by Chroma Gel
WINNER: Ela Loszczyk

Gel Polish Stylist of the Year sponsored by Artistic Nail Design

WINNER: Elise Scholes-Pilkington

Manicurist of the Year sponsored by Jessica

WINNER: Emily Skinner

Pedicurist of the Year sponsored by Cetuem

WINNER: Agnieszka Mirz

Nail Salon of the Year - Independent sponsored by Nubar

WINNER: The Hand & Foot Spa, Chelsea

HIGHLY COMMENDED: Nailspa, Huddersfield

Nail Salon of the Year – In-salon/Salon Environment sponsored by The Beauty Partnership

WINNER: Bodylines, Kent

Retail Salon of the Year sponsored by Lena White

WINNER: Pebble Sanctuary

For further information on Scratch Stars or quotes on the latest nail trends or products from any of the finalists in any of the categories or if you would like to attend Scratch Stars please contact Alison or Jennifer at Alison Jameson

Consultants on 0131 621 7210, or email alison@alisonjamesonpr.com.