



NEWSLETTER

~ JULY 2026 ~

Welcome to our July edition of the Newsletter!



Sascha Hirtsgaard
President

Dear Friends of Fondation Guillaume,

As summer reaches its peak, I am delighted to welcome you to this July edition of our Fondation Guillaume newsletter. While many of you are enjoying a well-deserved holiday or experiencing one of the busiest periods of the year in your salons, I hope these pages will provide a moment of inspiration and excitement for what lies ahead.

This month, I am especially pleased to share more about one of the most anticipated **highlights of the Junior Forum Seminar 2026**. Our Super Stars are preparing something truly exceptional for the stage of the legendary Cirque d'Hiver Bouglione in Paris.

More than a hair show, this performance will be the emotional climax of their seminar experience - a unique opportunity to express their creativity, passion, and teamwork before an international audience. It will undoubtedly become a lifelong memory for every junior privileged enough to stand on this iconic stage.

We also continue our series dedicated to the inspiring journeys of Fondation Guillaume juniors by introducing **Jae Beom Lee from South Korea**. His story perfectly demonstrates that participation in the Fondation Guillaume World Photo Competition is far more than a competition itself. It is often the beginning of new ambitions, new encounters, and opportunities that encourage young professionals to challenge themselves, build confidence, and continue growing beyond the limits they once imagined.

Finally, I am delighted to present the fourth and final chapter of my **online seminar** series, **Journey with Curls**. This last step demonstrates how a solid foundation, careful preparation, and an understanding of texture can unlock endless creative possibilities. Using nothing more than bobby pins, rope twists, and knots - no, this is certainly not a navigation lesson - we create an elegant evening style where movement becomes the true beauty of the design. Whether you choose to embellish it with flowers for a bridal creation or personalize it with braids and other details, the possibilities are truly infinite.

I wish you all a wonderful summer season filled with creativity, inspiration, and precious moments with family, friends, and clients. And to all our juniors around the world: keep learning, keep practising, keep believing in yourselves.

With my warmest regards.

THE MOMENT THEY WILL NEVER FORGET

A UNIQUE EXPERIENCE

While the Junior Forum Seminar offers many highlights, one experience will stand above all others.

At the centre of the programme is the live performance of the 10 Super Stars on the stage of the legendary **Cirque d'Hiver Bouglione** in Paris.

Few venues in Europe combine history, prestige, and artistic emotion in such a unique way. Performing in this iconic arena before an international audience represents a defining milestone for many young artists. For one unforgettable moment, the spotlight belongs entirely to them.

It is an experience designed not only to showcase talent, but to inspire future careers, encourage ambition, and remind these young professionals that dreams become achievable when passion is matched with dedication. The Junior Forum Seminar is therefore much more than a prize.

It is the beginning of a journey - one that Fondation Guillaume hopes will inspire its Super Stars to keep learning, keep creating, and keep pushing the limits of what they believe possible.



YOUR RENDEZ-VOUS WITH OUR 10 SUPER STARS

Saturday, September 12th
2026

Cirque d'Hiver Bouglione

Intercoiffure Event starts
at 4pm

Book your Intercoiffure
congress ticket and do not
miss our performance!

Do not miss our live interventions and follow us now



TURNING OPPORTUNITIES INTO GROWTH



JAE BEOM LEE'S CONTINUOUS CREATIVE JOURNEY

by Fazia Ribeiro



When Jae Beom Lee, known to his colleagues as "JB", entered the Fondation Guillaume World Photo Competition 2025, he was already demonstrating the ambition and determination that drive young professionals to seek new challenges. His journey perfectly illustrates how Fondation Guillaume serves as a platform where talented juniors can gain international exposure, broaden their horizons, and find the confidence to pursue further opportunities and meaningful experiences throughout their careers.



For JB, Hamburg was not the end of a journey...

it was the beginning of a new one.

As one of the ten international finalists, JB earned his place at the historic Centenary World Congress of Intercoiffure Mondial in Hamburg, Germany. The event brought together some of the most talented hairdressers from around the world and offered young professionals a unique opportunity to experience the international stage, exchange ideas, and discover the limitless possibilities our profession can offer.

Taking up a new creative challenge

Inspired by the experience and motivated to challenge himself further, he decided to enter **MILBON DA-LINK** South Korea 2025, one of the country's most respected creative hair-design competitions. Highly regarded within the Korean industry, DA-LINK provides a platform where stylists are invited to define and showcase their unique artistic identity. Participants first present their concepts through photo and video submissions before selected finalists demonstrate their skills live on stage during a 35-minute model styling performance.



When creativity meets visibility



The competition reflects the realities of today's profession, where creative talent, personal branding, social media presence, and technical excellence increasingly go hand in hand. As MILBON explains, DA-LINK helps stylists bridge the gap between their online image and the experience they deliver behind the chair, encouraging them to develop an authentic and recognizable artistic signature.

Several Intercoiffure Korea members have successfully participated in the competition in previous years. In 2025, one of the section's newest members, Andy, achieved the highest distinction by winning the Grand Prix – an accomplishment that further highlights the prestige of the event.

Determined to test himself at this level, JB entered the competition on his own initiative. He successfully passed the model studio session, an important qualifying stage where competitors must recreate their creative vision under professional studio conditions. This achievement earned him a place among the finalists competing on the national stage.

Learning through experience

Although it was his first participation and he did not finish among the final winners, the experience proved invaluable. Competing alongside some of the country's most talented stylists allowed him to gain exposure, build confidence, and deepen his understanding of creative competition at the highest level.

Today, JB continues his professional journey with MILBON, where he further develops his technical skills and artistic vision. Looking back, he considers the competition not as a result to measure, but as a learning experience that strengthened his determination to grow. The months spent preparing, creating, and performing under pressure have become an important step in his development as both a hairstylist and an artist.





A talk with JB LEE

Since then, he has continued to challenge himself through creative projects, education, and professional development opportunities. Those who know JB describe him as passionate, hardworking, and constantly eager to learn. If his journey so far is any indication, there will certainly be many more exciting chapters ahead.

by Fazia Ribeiro

FR: Looking back at your experience in Hamburg and your participation in MILBON DA-LINK, what has been the most important lesson you have learned about yourself as a hairstylist?

JB: I learned that I must keep challenging myself. Nothing happens unless you take the first step. Whether the outcome is good or bad, there is always something valuable to learn through the process. Through my experiences in Hamburg and DA-LINK, I realized that it is not the result itself but the challenge that helps me grow as a hairstylist.

FR: What motivated you to challenge yourself and enter a prestigious national competition so soon after participating in the Fondation Guillaume World Photo Competition?

JB: The greatest thing I gained was confidence. As a junior member, I had the opportunity to stand on an international stage, learn from outstanding educators, and build friendships with talented peers from around the world. That experience gave me tremendous confidence, which became the driving force behind taking on new challenges.

FR: How has your creative vision evolved over the past year, and where do you find inspiration for your work today?

JB: I believe Fondation Guillaume has had the biggest influence on my creative vision. While preparing for the Photo Competition, I received tremendous support and guidance. There were moments when I was not fully satisfied with my work, but the process of experimenting, making mistakes, and learning firsthand helped me grow significantly. Now, as I prepare for domestic competitions, I continue to learn in new ways and feel that my creative perspective is expanding even further.



FR: What advice would you give to other Fondation Guillaume juniors who hesitate to put themselves forward for competitions and international opportunities?

JB: I would encourage them to simply go for it. Overthinking only delays the start. The result is not as important as many people think. Whatever the outcome may be, the experience will never be a regret. It will become a valuable asset that helps you grow both personally and professionally.

His story reminds us that the true value of Fondation Guillaume is not only found in competitions or events, but in the confidence and momentum they give young talents to pursue opportunities they may never have imagined possible.

OUR EDUCATION FOCUS

GLAM CURLS – Chapter 2

Old-school technique, Modern attitude.

Here is an additional step to our **JOURNEY WITH CURLS**, initiated in June with 3 steps looking at the Mohawk technique with long curls, we now use the same hair basis and curls to produce a beautiful and easy upstyle that will work really well for a casual or fancy occasion, and no one will be the wiser that it only took a few minutes to do.



The ‘Journey of curls’ continues

Last month, we discovered how a simple set of perm rollers could be transformed into a glamorous Mohawk-inspired hairstyle. This month, the journey continues...

Using exactly the same curls and the same preparation, **Sascha Hirtsgaard** reveals how one solid foundation can become an entirely new creation. Because true creativity doesn't always start from scratch – it starts with seeing new possibilities.

Forget trying to tame your curls. Today's trend is quite the opposite. Texture, movement and natural volume have become the signature of effortless glamour, from fashion editorials to summer weddings and festival hairstyles.

It's time to let your curls take the lead.

Step 4

Twist, Pin, Create

With nothing more than a handful of bobby pins, Sascha transforms the loose curls into an elegant, textured upstyle in just a few minutes.

The technique combines soft rope twists, delicate knots and strategic pinning to sculpt the hair while preserving all its natural movement. The result is relaxed, modern and sophisticated – perfect for an evening event, a cocktail party or an effortless bridal look.

As Sascha explains throughout the seminar, success isn't about adding more techniques – it's about understanding the movement of the hair and allowing the curls to work for you.

From Technique to Creativity.

The beauty of this hairstyle lies in its versatility.

Dress it up with fresh flowers for a romantic bride. Introduce a few braids through the side sections for a festival-inspired look. Leave a few curls loose around the face for a softer, contemporary finish. Or simply keep it beautifully effortless for a client who wants elegance without looking overstyled. Once the foundation is mastered, the possibilities become almost endless.

The Professional Secret

Hairdressers often think the final hairstyle is the difficult part. In reality, the real magic happens much earlier.

A well-prepared foundation gives you the freedom to create quickly, confidently and creatively. This seminar demonstrates exactly that philosophy: master the preparation, and the styling becomes instinctive.

One set of curls. Two completely different hairstyles. And countless more waiting to be imagined.

Have fun with your practice!

Watch. Learn. Elevate.



YOUR NEXT RENDEZ-VOUS

LIVE GATHERING - SEPT.10 - PARIS



2026

ANNUAL GATHERING

FOR LICENSED COUNTRIES

This meeting invitation is open to Section Presidents, FG national leaders, FG assistants, and FG community managers.

Key Discussions & Insights

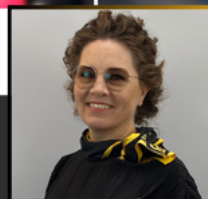
- ✓ ATTRACT with a strategy
- ✓ UNITE with one identity
- ✓ EMPOWER with your activities
- ✓ GROW as a group

Confirm your attendance
office.fondationguillaume@gmail.com
or by WhatsApp to +33.6.25.30.97.93

Meeting date: Thur., Sept. 10th 2026
6pm CET - Intercoiffure House of Nations
249, rue St-Martin, 75003 Paris



SPEAKERS



Gunilla Bergfeldt

*Fashion Team
Vice President*



Glenn Engels

*Fashion Team &
Communication*



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