

TRIBE2010: 5 Decades of Inspiration

SEPTEMBER 13 2010 - Redken 5th Avenue NYC celebrated 50 years of science, fashion and inspiration on Monday night with a blow-out bash at the iconic Troxy in East London. A tribute to New York style throughout the decades, the sold out event was a fusion of fashion, music, beautiful hair and of course... birthday cake! **HAPPY BIRTHDAY REDKEN!**

Guests were greeted on arrival with specially designed REDKEN cocktails and the finest American cuisine: mini cheeseburgers, pizzas, hotdogs, mac and cheese and bowls of chilli. Milling around the 5th Avenue-inspired décor the young and hip chose between sipping champagne at the bar, chilling out in the Pureology space and posing for pics in the NYC photo booth.

Spencer K and the Redken House Band set the tone of what was to come, opening with a high-octane medley of New York themed hits peppered with a little bit of swing! Sunk in the middle of the stage they were to provide the soundtrack of the show, achieving that big band 'wow' with a live brass section.

The first of TRIBE's shows saw Lee Stafford and the Redken Artists take us on a journey to the Meat Packing District. A New York strip that has transformed from an area of slaughterhouses to the height of New York cool, today sporting shops like Alexander McQueen and Apple.

"My inspiration was naked, real hair with beautiful, innovative and powerful cuts and colour, the looks were created with simple, pure technique and an added potent twist for maximum impact," said Lee Stafford.

Next onto the stage were the esteemed NYC Hair Awards judging panel: Louise White, Editor of Hair Magazine; Chris Williams, the International Colour Director for Rush and British Colourist of the year; Anestis Cobella, Managing Director of Cobella Salons; and Mark Woolley 'Salon Stylist of the Year 2009' and Owner and International Creative Director of the successful Electric Hairdressing brand. These judges had spent the day at the L'Oreal International Academy deciding the fate of the finalists in the three categories.

The NYC Hair Awards are all about celebrating new talent and let's face it, if you can make it there, you can make it anywhere! Winning one of the three categories: Color Genius, Style Innovator or Male Expert secures not only prestige within the hairdressing industry but fantastic opportunities to further develop both skills and creativity. All this and a swag of sought after prizes, including a much coveted trip to Las Vegas for the Redken 2011 Symposium!

Andrew Bartons Creative Team transported the crowd to New York's Upper East Side. A montage of skyscrapers, Manhattans' luxury shops and iconic yellow taxis invaded the screens. The sights and sounds of New York City enveloped the audience as they were drawn into the glamour. These are the women of the Upper East Side, glamorous, fur-clad with expensive, elaborate hair.

Next we meet the Brooklyn crew and are transported downtown to a summer street scene. Guys skate, ride and dance across the stage. Girls skip, flicking their techni-coloured hair extensions – and the acrobatics begin as the choreography turns to pure NY Street.

“We wanted to fuse uptown and downtown both of which are known for their very different but equally chic styles,” said Andrew Barton. “Uptown for its sophistication and glamour and downtown for its raw, colourful street-edged vibe. Our TRIBE2010 show was a celebration of different tastes which allowed the Andrew Barton Creative Team to showcase the diversity of their hair skill and creativity.”

With the crowd well and truly buzzing, the judges were invited back onto the stage alongside Claire Townend, Redken General Manager UK and ROI to announce the winners of the much anticipated NYC Hair Awards.

Congratulations to the 2010 winners:

Color Genius – Sian Winstone, Aesthetics, Solihull

Style innovator-Tracy Gallagher, Andrew Barton Salons

Male Expert - Jason Lawrence, Andrew Barton Salons

As the show drew to a close and the models and dancers returned to the stage for the grand finale, there was still one more surprise in store. From the hugely successful The Saturday's - Vanessa joined the band on stage to perform a rousing version of The Black Eyed Peas 'I've got a Feeling'. While 50th Birthday balloons and confetti fell from the rafters Alex Zane bade farewell to the official part of the party and turned the evening over to DJ's Kelly Marie and High on Heels who spun the tunes to a packed dance floor until the early hours of the next morning. Redken 50 years young and still throwing the bash of the season!

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