

## WELLA Professionals School News Release

### 'INSIDER LAUNCH PARTY' A SUCCESS AT 'RUST' FOR FIRST WELLA PROFESSIONALS SCHOOL WORLDWIDE

For Immediate Release – 4/9/08

Columbia, S.C. – **Sewell Gelberd** and **WELLA Professionals School** hosted the exclusive *'Wella Lounge Insiders Launch Party'* at 'Rust', the swanky wine bar and lounge on the night of April 6, 2008, in the Vista, downtown Columbia.

This event took place to formally introduce the world's first **WELLA Professionals School** to Columbia's media, local beauty industry leaders, and budding beauty professionals and to announce **WELLA Professionals School's** official opening scheduled for May 19, 2008 in Northeast Columbia. The VIP launch event also functioned to showcase on-location photographs taken from inside the new school. These images were unveiled to outsiders for the very first time on April 6.

The new school will represent the first official **WELLA Professionals School** to open under the **WELLA Professionals School Program** worldwide; therefore this event attracted many **WELLA** corporate officials, including the P&G Professional Exclusive School Program Manager Joanne Wright, who traveled across the United States specifically to attend the event.

Local entrepreneur **Sewell Gelberd**, President and Owner of **Logan Raye Spa and Salon**, is also the CEO of the future school. **Gelberd** proudly presented the opening remarks during his *Insider Launch Party* just before the School program and location images were unveiled.

*"We want to introduce ourselves first and foremost to the leaders in the hair, beauty and fashion industry," Gelberd* said to address the fashionably dressed, stylish, international crowd in attendance for the party and hair show. *"We are here to provide world-class training and education for current and future professionals. This event is for you to get to know what we are about and for us to get to know you."*

Following the announcements the prestigious and respected stylist **Christian Kim** of New York, exhibited his expertise and mastery of hairdressing live before interested guests. *"I draw inspiration for exciting, edgy color and cutting techniques while traveling the world"* said Kim who is well-known for his originality and creativity. Kim used four models to conduct the live demonstration. He treated the audience to a live styling experience on several levels, including technical explanations regarding his use of the *Wella International Numbering System* for high-end hair coloring. Christian Kim is an educator for Wella Corporation and travels throughout the country to deliver education seminars to top Wella salons. The Wella Professionals School 'Insider's Launch Party' guests were made privy to the training methods and standards employed by Wella educators with this sneak-peek.

**Wella Professionals School** will open on May 19, 2008 and is currently enrolling students. **WELLA Professionals School** will operate out of a colossal, modernistic space located behind Travinia's on Sparkleberry Crossing. The luxury location will include a Model Runway and DJ station among other exceptional features unique to Columbia. Wella Professionals School will host a public launch in June with a Grand Opening Celebration to be held at the new location in Northeast Columbia.

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