

ANGUS MITCHELL

**PAUL MITCHELL SCHOOL OWNER PAUL MITCHELL
CO-OWNER AND ARTISTIC DIRECTOR OF EDUCATION
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**Where are you originally from?**

I was born in New York but spent most of my school years in Hawaii; I consider myself an “island boy.” I finished my senior year of high school in Los Angeles.

Where did you receive your initial training?

I learned so much just by observing my father but my formal training was at Vidal Sassoon.

What additional training have you had?

Not applicable.

What sort of salon experience have you had?

After beauty school, I worked at Antoine’s, a high-end salon in Hawaii. I quickly realized that Hawaii was too slow-paced for me and moved back to LA to work for Vidal Sassoon. I worked for three years between his school and salon. I then worked at Bruno and Sooni, a well-known Beverly Hills salon, before opening the Angus Mitchell Salon in Beverly Hills in 2010. The Angus Mitchell Salon is a Paul Mitchell Focus Salon in the heart of Beverly Hills, on a block with six other high-end salons.

My stylists are top Paul Mitchell graduates who I’ve trained to be extremely focused on the well-being of the client. Each client is treated to a custom experience and small luxuries like head massages and mimosas. Then, through a questionnaire, the stylist determines the client’s lifestyle and creates a look accordingly. My salon has a loyal customer base and a steady flow of people because no one on the block offers the individuality that we do at the Angus Mitchell Salon.

What sort of platform experience have you had?

Paul Mitchell was one of the industry’s original platform artists, traveling by car from city to city to demonstrate his avante garde hair technique. Today, I carry on his legacy through the Paul Mitchell “What Inspires You?” tour and events like the Gathering and Caper. My platform experience is global; I travel to any continent with a team of amazing people who put together the production, costumes, lighting, etc. Not only do I have a passion for hair, but I have a passion to create art. I may do a full haircut onstage in 7 minutes but weeks of prep go into that performance. I create the concept, music, costumes, and art direction to create a memorable backdrop to the haircut I do onstage. Being a platform artist is far more than just being a talented hairdresser; it requires a meticulous and creative eye for the arts and an understanding of onstage entertainment.

What sort of print work experience have you had?

My work has been seen in all of the trade magazines. I have been on the front covers of American Salon and Modern Salon. It just happened that both magazines launched their stories on me in the same month, making it the first time two competing salon magazines had the same person on the cover at the same time. I also support the Paul Mitchell photo shoots on a consistent basis.

What are your specialties?

I am a cutter. I crave holding the scissors and comb in my hand to create a wicked cut that has shape and movement. We have all seen people walking down the street with hair that looks limp and/or stiff. My cuts are a function of architecture, meaning the form follows function. My haircuts follow a structure to create a look that falls precisely on the head and still looks incredible as the head moves naturally. Each head is shaped a little differently so I take into account where the individual’s ears and eyes line up to create a cut that looks right for each person.

Have you endorsed or represented a product line? If so, which ones?

As the Mitchell in Paul Mitchell, I don't think I can endorse any other line! I am, and always have been, completely committed to the Paul Mitchell brand. I test products before the consumer gets them and give my feedback to ensure that we provide the highest quality experience. I believe in our products because they are not just a hair experience but also a social experience. Every product awakens your senses and spirit in a different way. Paul Mitchell products have different smells, tingles, or textures as well as a socially conscience angle: we use recyclable bottles and sulfate-free ingredients, and we give a percentage of profits to charities around the world.

What awards and recognition have you received?

I was humbly awarded with Be magazine's #1 Platform Artist. The city of Beverly Hills made July 10, 2011, "Angus Mitchell Day" to merit my philanthropic contributions; it was quite an honor. Three times I was honored with an award and invitation to be part of the prestigious Alternative Hair Show, which raises money for leukemia research.

Explain your distinctive style or philosophy.

I would define my style as rock and roll chic, dare I say somewhere between the Beatles and Aerosmith. I always add my own signature with the right accessories such as scarves, jewelry, or glasses. My life's mantra is "Live life selflessly, not selfishly." I have designed my life around this concept.