

HAIR-MASTERY

Today, it has never been **easier**
for People to come to Education
and **Information**.

However, the information shared
only scratches the service and
isn't taught by **Industry Leaders**.



Hair Mastery

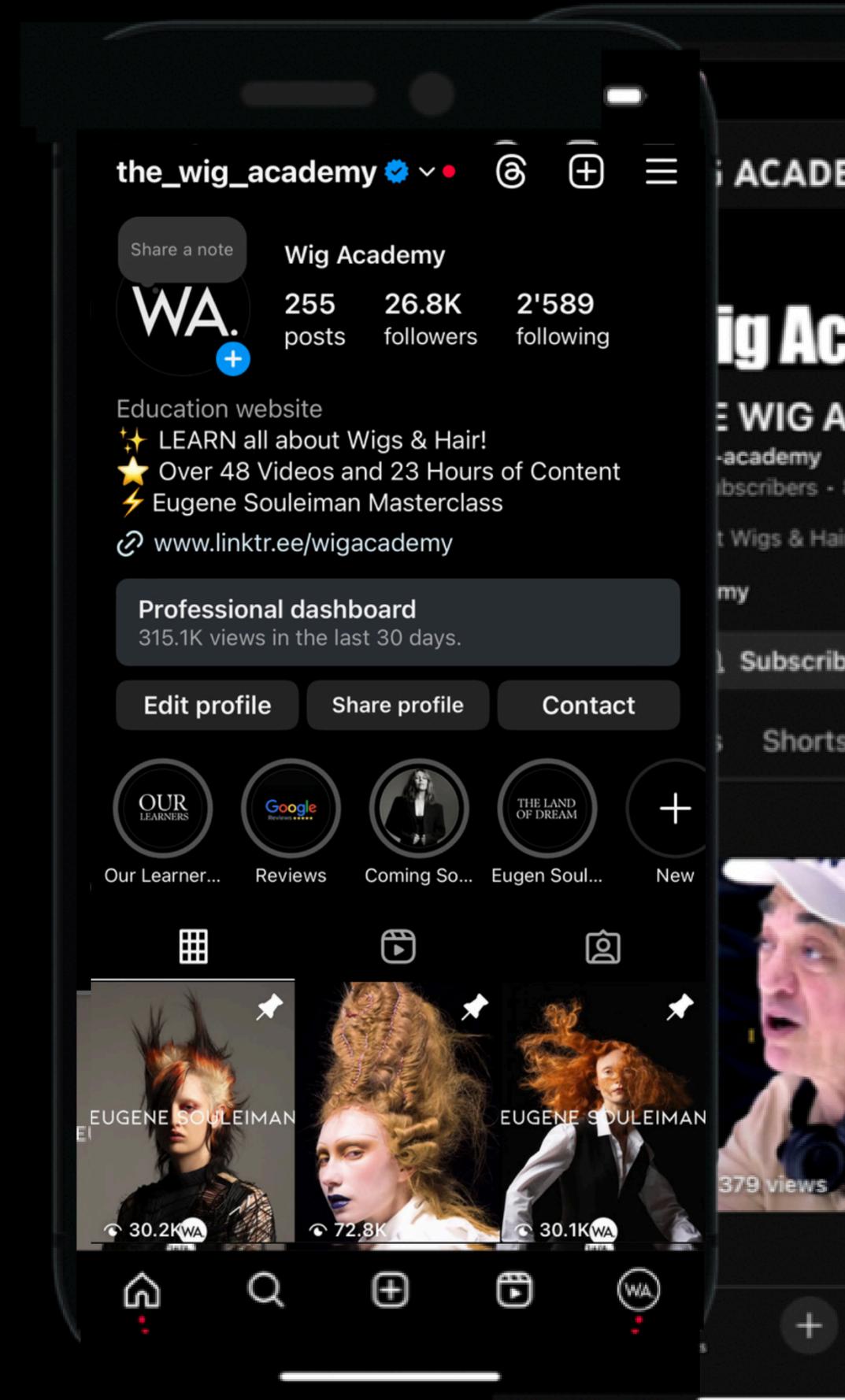
“The global hub for hair education, blending artistry, business, and opportunity.”

Built Without Funding. Growing Fast.

30K+ organic Instagram followers

600`000+ monthly views

48+ Videos posted since Febuary 2022



The Creative Industry is Broken

Access to opportunities and good education often depends on personal connections or location rather than merit.

Underrepresented creatives lack visibility and access to opportunities to teach.

Education these days is rather Product driven then solid Information.

Our Souolution

A comprehensive platform educate, representing and connecting individuals within the creative and hair industry.

- Online Education from Masters
- Education Agency
- Creative & Production Agency
- Jobs Board
- Coaching Program
- High End Tool Shop



TIMELINE

This timeline outlines our journey so far and the key stages we envision for the future. One of our major goals for this year is to launch multilingual support across our website and video content. This will allow us to share knowledge more effectively across borders and connect with new markets, including Asia.



The Beginning

- **2022 - Wig Academy is founded**
Pablo Kuemin & Oliver Rust establishes the foundation for a new kind of education platform
- **2022 - First 4 Masterclasses Go Live**
The Wig Academy launches with four cinematic masterclasses, marking the official start of our global education platform.
- **2024 - Masterclass Eugene Souleiman goes live**
With Eugene Souleiman we could add one of the most talented and well know hair stylist to our rooster. The Wig Academy receives a lot of attention in the Industry!

Re-branding & Scaleing (Our Focus atm)

- 2025-2027
- Rebranded from Wig Academy to Hair Mastery
- Launch of fully **multilingual education platform**
- Official launch of the Hair Mastery Live Education Agency
- Focus on **global business scaling and outreach**
- Introduction of **single-focus video classes**
- Launching Our Online Shop



Setting our Goals

We have ambitious plans for the future, and we're confident that with the support of our growing community we can bring them to life



Stage 2 (2028)

- Form strategic partnerships with fashion weeks, film productions, and stage shows to place Hair Mastery students at the forefront
- Create a mentorship and scholarship program for rising talent in underserved areas
- Open our Creative & Production Agency



Stage 3 (Future Outcast)

- Establish physical academies in key locations
- Launch a Hair Mastery Summit, an annual gathering of top educators, artists, and students from around the world
- Create a mentorship and scholarship program for rising talent in underserved areas

HAIR MASTERY

"Craft is the foundation. Creativity is the breakthrough. Education is the bridge."

Hair Mastery, founded by Pablo Kuemin and Oliver Rust in 2021 under the original name Wig Academy, is a cutting-edge online platform dedicated to professional hairdressers. Our mission is to empower stylists to thrive creatively and practically in the art of hair and wig styling. We offer high-quality cinematic tutorials that showcase advanced techniques, alongside internationally curated seminars and masterclasses held across the globe.

Our educational content is developed in collaboration with a diverse panel of global experts, ensuring our students gain access to the most current insights and methods in the industry.

Since our launch, Hair Mastery has welcomed hundreds of students worldwide, breaking through geographical barriers and building a truly global community. As we continue to grow, our commitment to excellence remains strong—supporting hairstylists everywhere in unlocking their creativity and achieving new heights in their careers.



OUR HISTORY

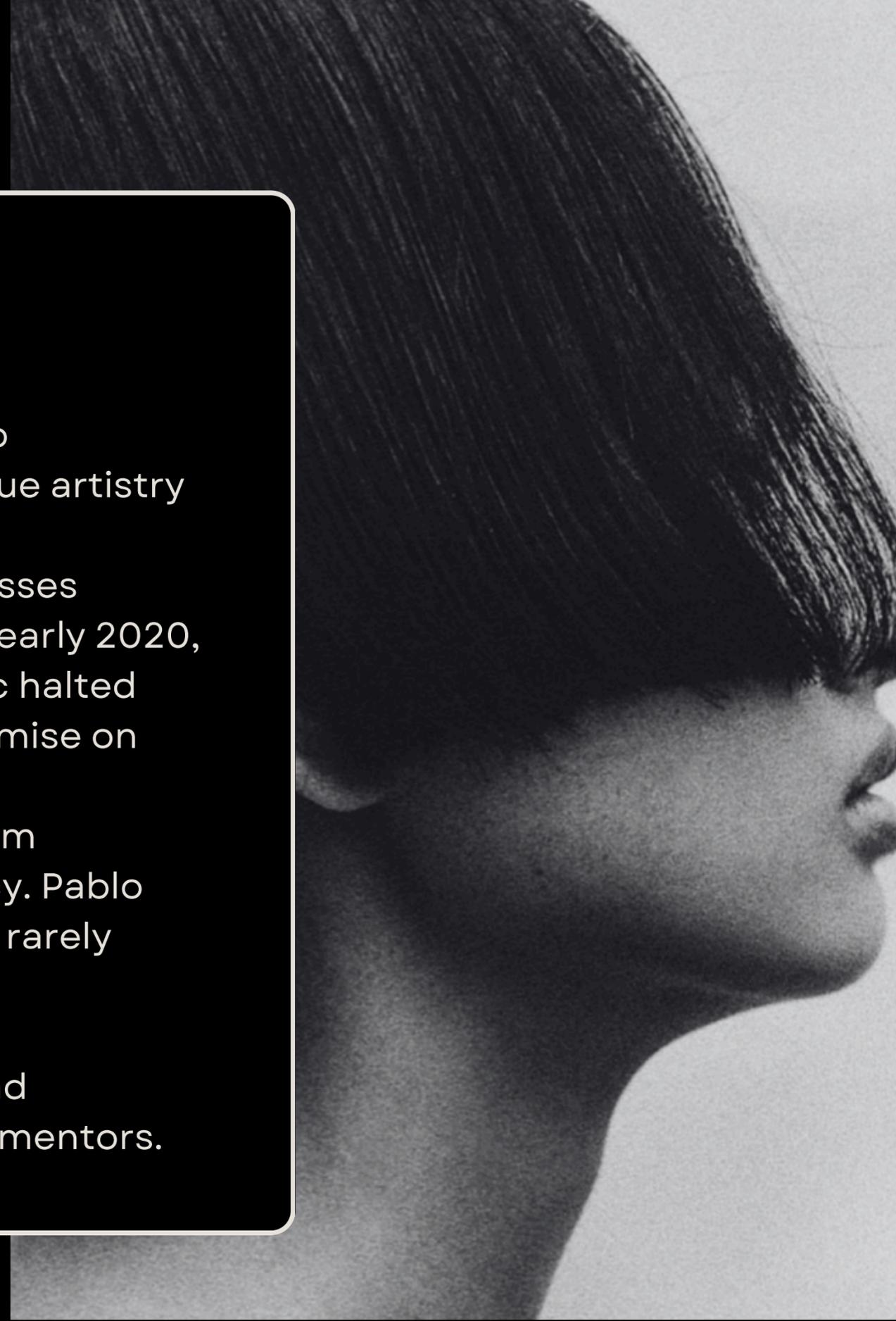
The Hair Mastery journey began in 2020, driven by a clear mission: to revolutionize wig and hair education and create a platform where true artistry and generosity could thrive.

Founder Pablo Kuemin had spent over a decade teaching masterclasses worldwide, often in places with little to no structured education. By early 2020, his calendar was filled with international classes—until the pandemic halted everything. While many turned to Zoom, Pablo chose not to compromise on quality, connection, or impact.

Instead, he used that time to build Hair Mastery—a platform born from resilience and purpose. Not just about technique, it was about legacy. Pablo sought to bring together respected international artists—those who rarely shared their secrets—and make their knowledge accessible to all.

Because mastery shouldn't be guarded—it should be shared.

Hair Mastery is the bridge between art and commerce, creativity and community, where learners become masters, and masters become mentors.



EDUCATION AGENCY

We organize and manage live education classes around the world for our Instructors, with events held in countries including Germany, Switzerland, Spain, the United States, South Africa, Taiwan, the United Kingdom, France, and Poland.

Our email list has grown to over 4000 active contacts. This year alone, classes in Barcelona, Los Angeles, Taipei, and Switzerland were fully booked within just two weeks.

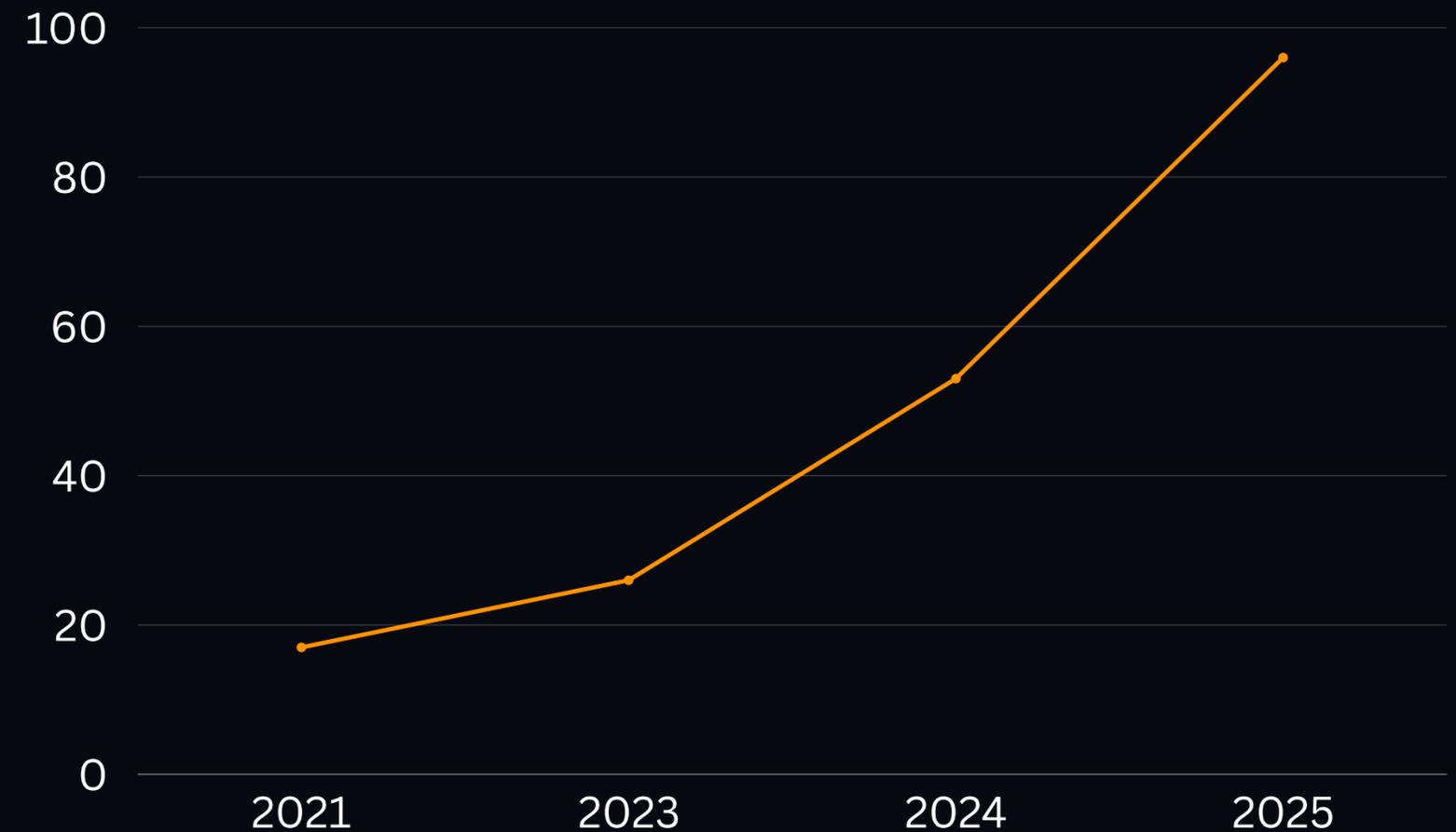
Further Special Deals with China are taken place soon.



GROWTH

It`s only the begining.

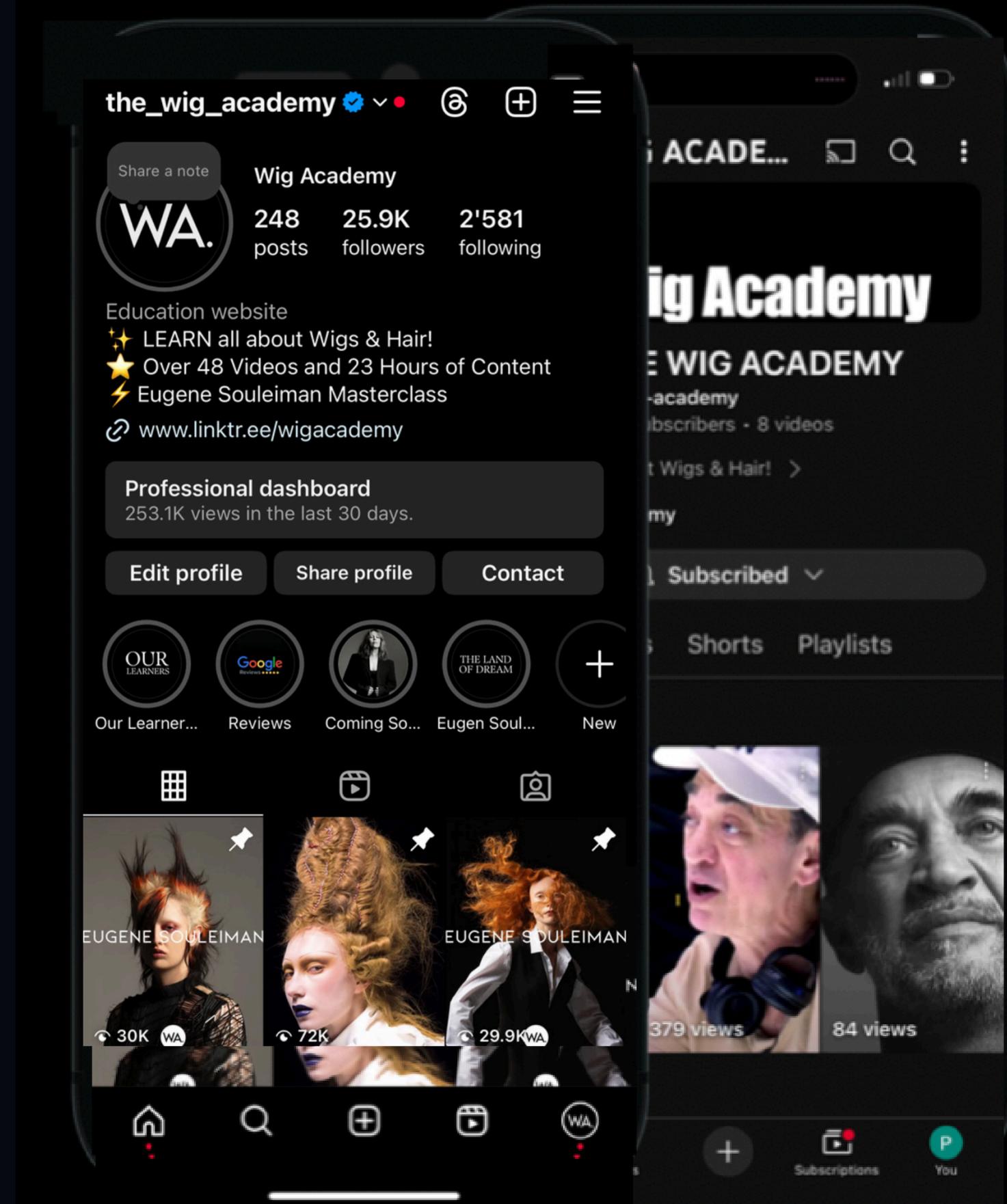
Over the past four years, we've seen steady, organic growth—built on trust, quality, and word of mouth. And the truth is, we're only just getting started. The coming years are all about expansion: more classes, more instructors, more countries, and more creative impact.



OUR REACH

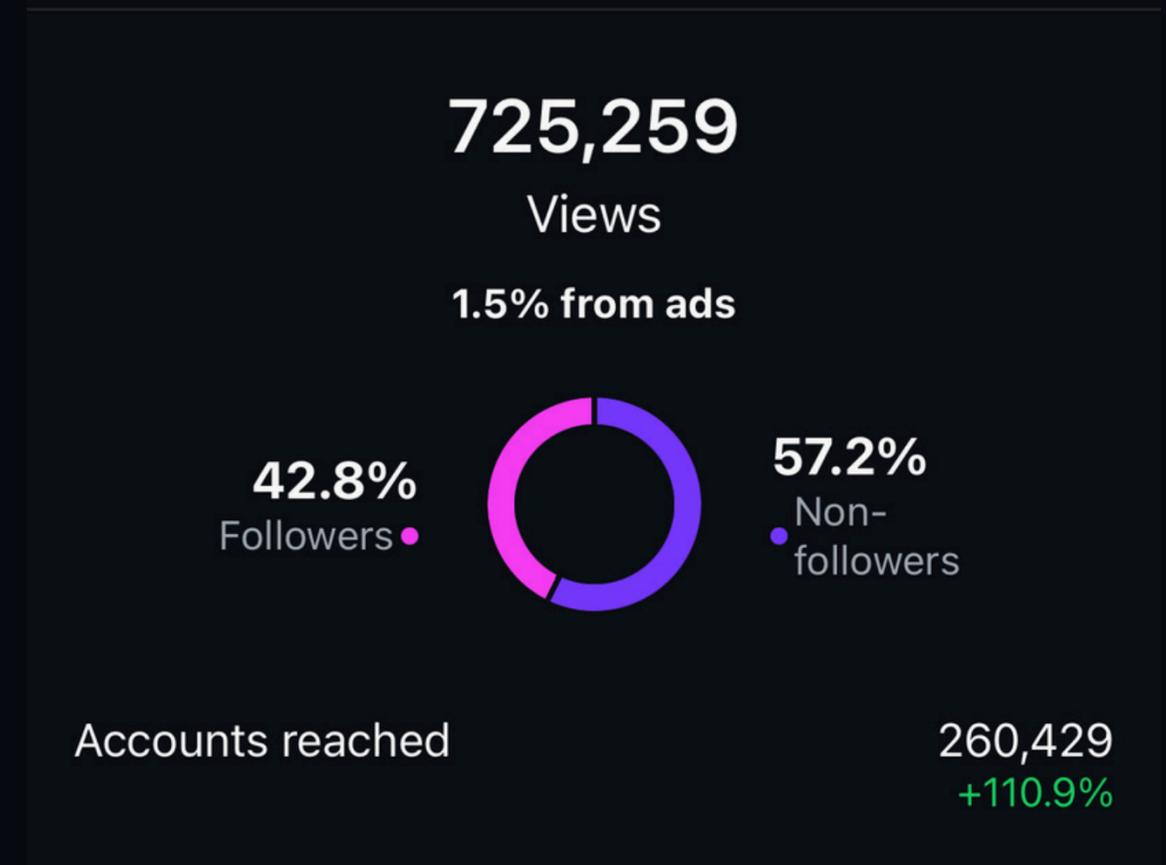
We've invested heavily in organic growth, supported by a dedicated social media marketing manager who creates daily content across our platforms. As a result, our reach is growing rapidly, and we're on track to reach 40,000 followers by the end of the year. This momentum is directly translating into increased sales.

To scale even further, we plan to introduce regular paid advertising to amplify our reach. Our goal is to reinvest one-third of our profits directly into growth—ensuring continued visibility, community building, and long-term impact.



DATA ANALYSIS

This data analysis highlights our growth and reach from June - July.



Insights	24 Jun-23 Jul
Views	↗ 725.3K >
Interactions	↗ 20.6K >
New followers	3866 >
Content you shared	151 >

Growth		
Overall	31,819	3635
Follows	Followers +12.6% vs Jun 23	3957
Unfollows		322

Client World Demography

43 + Countries

- | | |
|------------------------|----------------------|
| 1 United Kingdom 25.6% | 11 Sweden 1.18% |
| 2 United States 24.7% | 12 Cyprus 1.06% |
| 3 Italy 4.6% | 13 New Zealand 0.8% |
| 4 Australia 4.4% | 14 Ireland 0.8% |
| 5 Canada 3.5% | 15 Japan 0.8% |
| 6 Germany 3.5% | 16 Mexico 0.59% |
| 7 France 3.4% | 17 Romania 0.58% |
| 8 Netherlands 3.3% | 18 China 0.55% |
| 9 Brazil 3.1% | 19 Denmark 0.5% |
| 10 South Korea 2.8% | 20 UAE 0.5% |
| 11 Spain 2.1% | 21 Hong Kong 0.5% |
| 12 Portugal 2% | 22 Finland 4.7% |
| 13 Switzerland 2% | 23 Belgium 0.35% |
| 14 Georgia 1.7% | 24 Greece 0.35% |
| 15 Austria 1.3% | 25 South Africa 1.3% |



INDUSTRY CHANGE / WHY US

FREELANCING

Over 70% of session stylists and freelancers now operate independently, yet most education platforms still focus on salon-based technical training.

Hair Mastery delivers career-growth tools built for freelancers and Salon based Hairdresser combining flexible access with emotional intelligence and backstage tested workflows.

HOLISTIC

Creative burnout, anxiety, and self-doubt are rising in the hair industry especially in high-pressure environments like fashion weeks and salons.

Hair Mastery wants to go beyond technique, integrating mindset coaching, body awareness, and nervous system regulation because creative mastery starts from within.

BEGINNING

With 450+ paying users and a growing instructor network, Hair Mastery is not just an idea

It's a working platform. Founded in 2021 and built with real-world credibility, we're on track to lead a new category in hybrid education and conscious career development for hair professionals.



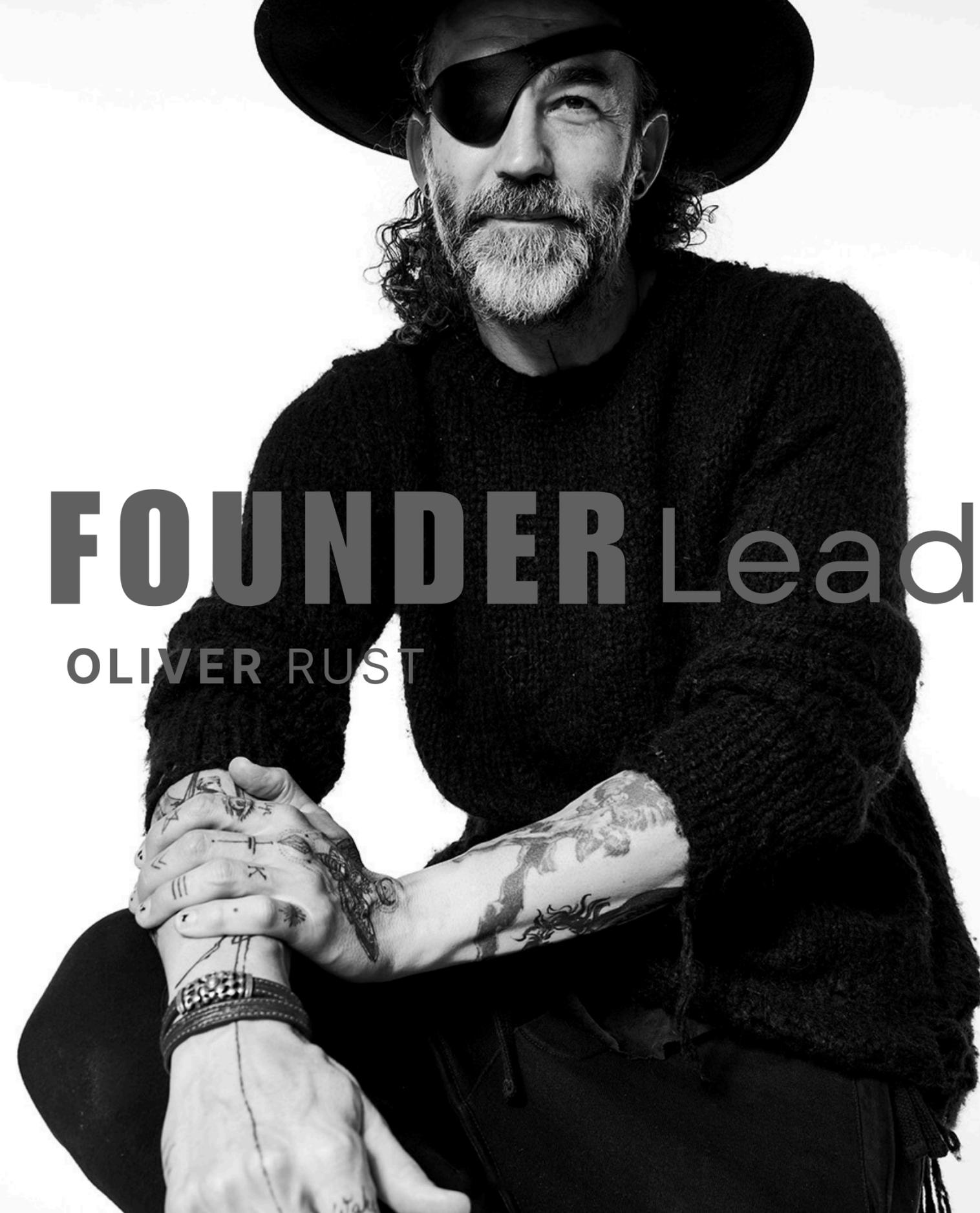
FOUNDER Lead

PABLO KUEMIN

Pablo Kuemin is an award-winning hairstylist and visionary wig artist based in Paris with over 17 years of experience across the fashion, film, and creative industries. He began his journey at the renowned Kuhn Intercoiffure in Switzerland, where his talent was quickly recognised – earning eight major awards within three years, including two titles of Swiss Hairdresser of the Year.

Driven by both precision and purpose, Pablo became Art Director at Haar Vital, a global medical wig company, at just 22, designing hairpieces for clients ranging from cancer survivors to couture designers. His artistic contributions have since spanned the worlds of fashion and art including museum exhibitions at the Getty, a €14,000 Sotheby's auction at Art Basel, and regular collaborations with American Vogue, i-D, LV and Hermès.

Pablo's career includes leading Shows at Paris Fashion Week with a Team over 25 People and working on the biggest campaigns around the world and signed with one of the best Talent agency's. Today, as the founder of Hair Mastery, he is redefining hair education by combining technical training with creative mindset work empowering stylists to grow, thrive, and lead in a changing industry.



FOUNDER Lead

OLIVER RUST

Oliver Rust – Visual Artist & Co-Founder of Hair Mastery is a Swiss visual artist, filmmaker, and photographer with over 25 years of international experience capturing the human essence through images that speak without words. Known for his intuitive eye and emotional depth, Oliver creates powerful visuals that explore presence, raw beauty, and the stories behind every face.

Over the years, his lens has travelled the world—from intimate portraits to large-scale productions for global brands. His unique ability to work with people and draw out authenticity has made him a trusted creative partner in the fashion, beauty, and hair industries.

Oliver's connection to hair runs deep: he photographed and filmed two global Schwarzkopf Essential Looks campaigns, created advertising content for Schwarzkopf Professional, and produced the full suite of educational films, edits, and trailers for Hair Mastery's celebrated masterclasses featuring Pablo Kümin and Eugene Souleiman.

As co-founder of Hair Mastery, Oliver brings not only technical excellence but a cinematic, emotional approach to hair education—merging visual storytelling with soul, and helping to shape a new era of creative learning for hairstylists around the world.

OUR CLASSES

5 active Masterclasses with 48 Videos and over 23 hours of content.

We currently offer 5 active masterclasses featuring a total of 48 videos and over 23 hours of high-quality content, created by renowned artists Eugene Souleiman and Pablo Kuemin.

The videos range in length from 8 minutes to 1.5 hours, balancing depth with attention span.

Each masterclass is crafted with care by our professional editing team, who spend up to a month on every production.

The goal is simple: to keep the content engaging, visually dynamic, and focused on delivering valuable insights without ever feeling repetitive or dull.



SINGLE CLASSES

Scaling our Out-reach

We aim to diversify our platform and expand our reach by collaborating with as many high-profile instructors as possible. To support this, we are introducing single classes, which can be produced more quickly than full masterclasses. This approach allows us to release fresh content more frequently, attract a wider audience, and drive consistent sales growth.



OUR INSTRUCTORS

So far we have 2 active Instructors with 2 more being produced first half of the year.



EUGENE SOULEIMAN

[eugenesouleiman](#)

141K Followers

Insructor

1 Masterclass 12 Videos



PABLO KUEMIN

[@pablokuemin](#)

21.5K Followers

Founder

4 Masterclasses -36 Videos



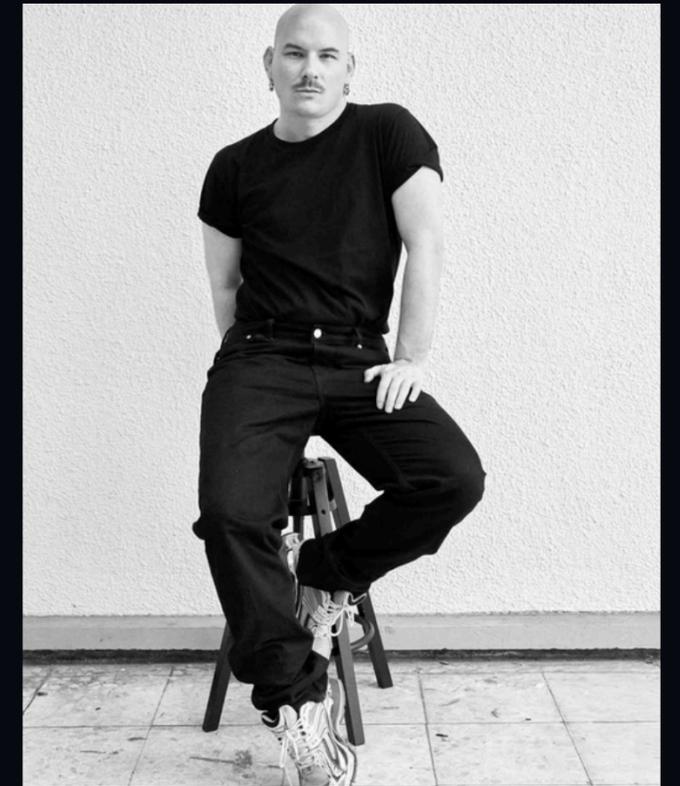
MERRIA DEARMAN

[@merriadearman](#)

12.8K Followers

Insructor

Masterclass coming soon



JEAN BAPTISTE SANTES

[@jeanbaptiste.santens](#)

72K Followers

Insructor

Masterclass coming soon

OUR PARTNERS

MDi —
VISION
V8.0

M Division is our distribution partner in New Zealand and Australia.



They have a strong presence in the press and operate one of the largest distribution networks in Australia within their ecosystem.

RAVE

Rave is our distribution partner for the Asian market.



All of our videos will be professionally translated into Korean, and Japanese, and distributed through Rave's marketing channels across the Asian market.

**WHAT'S
TO COME**

We are actively seeking global distribution partners



We are currently in discussions with various networks in the UK, the US, and across Europe to establish new distribution partnerships and expand our international presence.

OUR COMMUNITY

We're proud to have received over 130 five-star reviews on Google, along with positive feedback from respected industry leaders. In all our years of operation, we've never received a single negative review or comment about our content—something we take great pride in and work hard to maintain.



Primoz Vogrincic

3 reviews • 0 photos



★★★★★ 11 weeks ago

Excellent. Worth every spend second.



Ivanka Troncheva

5 reviews • 5 photos



★★★★★ 15 weeks ago

Last month, I purchased a subscription to Wig Academy, and it has been one of the best decisions I've made for my professional development! The content is rich and varied, offering a wide range of courses that cater to different aspects of hair artistry.



Glenda T

3 reviews • 0 photos

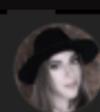


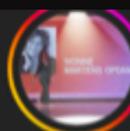
★★★★★ 21 weeks ago

The Wig Academy instructors are the best!!! They're very professional and creative. I'm so happy with everything they teaching. I learned so much 🥰

 **hairart_maylands**
@jobbanks2023, we can't wait to join this insight, we've recreated some of your work by fishing tips off @andrewotoolestudios while shooting together, but this is definitely worth it wait in gold!
Thanks heaps @eugenesouleiman

 **craignapmannair** commented:
@the_wig_academy this is very very exciting ❤️ Would love to join 🔥 28m

 **monica_eee** 2d
🔥🔥🔥 Never been more excited about a class in my life. I'm beyond ready to book a flight for the opportunity to learn from you. Thank you @eugenesouleiman for always being so open and gracious with your knowledge. 🙌🏻🖤🙌🏻

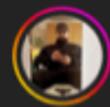
 **ivonnemartens** 1d
Omg this is what I need to grow! What an amazing opportunity this will be! Love to be part of this!

 **kycutwilson** 2d · ❤️ by author
This is a great video! Look forward to watching 🔥

Reply Hide

 **richardashforth** 2d · ❤️ by author
🔥

Reply Hide

 **ryanhumpagehair** 19h · ❤️ by author
Class of the century 🔥🔥🖤🖤🖤🖤🖤🖤
👍👍👍👍

Reply Hide

 **undergroundhairdresser** 2d · ❤️ by author
🔥🔥🔥🔥 That's what I'm Talk About ❤️

 **hairlovenyc** 2d · ❤️ by author
Omg I need this class 🔥🔥🔥🔥🔥🔥
🔥🔥

Reply Hide

 **tam.walsh** 1d · ❤️ by author
I'll be signing up as soon as I can
Amazing!

Reply Hide

 **hollymillshair** 2d · ❤️ by author
Where When How?

Reply Hide

 **kiasterlinghair** 2d · ❤️ by author
I cannot wait for this class 🙌🏻🙌🏻🙌🏻🙌🏻🙌🏻🙌🏻

Reply Hide

 **jameskendellhair** 2d · ❤️ by author
Utter madness @ainsley_waltor @barber.kills @ellie_cuts1 @joelrpatrick @rachaeldeehair_

 **claudiomiguelcabeleireiro** 2d · ❤️ by author
Eugene is out of this world. Chee 🔥🔥

 **cossakkasofficial** 2d · ❤️ by author
Wow 🔥

Reply Hide

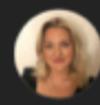
 **yourstruly.christinemarie** 1d · ❤️ by author
THE DREAM 🥰🔥❤️ @nathaliecairc @marrjooo @radnaberendsen

 **elenaivona.nl** 2d · ❤️ by author
OMG WOULD LOVEEEEEEE THIS!!!
❤️🔥❤️🔥❤️🔥❤️🔥❤️🔥❤️🔥❤️🔥❤️🔥

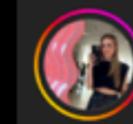
 **tam.walsh** 2d · ❤️ by author
❤️🔥❤️🔥❤️🔥❤️🔥❤️🔥

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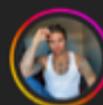
 **marrjooo** 1d · ❤️ by author
YES YES YES 🙌🏻🙌🏻
@yourstruly.christinemarie

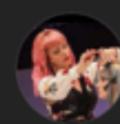
 **daynavaghanteague.hair** 2d
Wow!!! What an amazing opportunity
🥰🥰🥰🙌🏻

 **auracolorist** 2d · ❤️ by author
The world has been waiting for th
Reply Hide

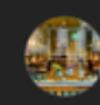
 **lauramac.hair** 1d · ❤️ by author
ready for this! ❤️

Reply Hide

 **jackmead_stylist** 1d · ❤️ by author
Absolute dream!! @benbrazzo @lydwolfehair @darcywhite @kathryndartnell @j.george.hair

 **efidavies** 2d · ❤️ by a
🔥🔥🔥

Reply Hide

 **sallybrookshair** 2d · ❤️ by author
@marlonjhawkins @elleforemanhair @ilariabellemohair @harryandreouha @ste_boi 🔥🔥🔥🔥

THANK YOU
