

2026

Editorial

Mindset

Growth

FASHION WEEK BOOTCAMP & RETREAT

“The Experience That Transforms Stylists Into Leaders.”

A rare program that doesn't just sharpen your craft, but elevates your presence, mindset, and confidence to thrive under pressure.

BY
PABLO KUEMIN

WHY



Backstage at Fashion Week and on Set, talent alone isn't enough. The stylists who truly stand out aren't just skilled with their hands—they know how to stay calm under pressure, move with clarity, and carry themselves with confidence.

Over 17 years of working behind the chair and backstage on Set and at major shows, Pablo saw the same truth again and again: what separates a good assistant from a great one, and a great one from a leader, is presence. That's why this Bootcamp was created.

It's not a product seminar or a generic workshop. It's an immersive, once-a-year experience designed to prepare you for the real demands of the fashion world. Here, you'll learn:

- How to be an exceptional assistant who lifts the whole team.
- How to conduct yourself with confidence and integrity.
- How to eventually step into leadership roles with authority and ease.

This is about more than technique it's about mastering yourself while mastering your craft. Each day combines advanced hairstyling education with personal development practices: ice baths, breathwork, Yoga, awareness training, mindset tools, and strategies for handling high-pressure environments. So as many Hairstyling techniques needed for backstage and on Set.

The result is transformation on two levels:

- As a stylist → sharpening your backstage skills, precision, and artistry.
- As a person → cultivating resilience, presence, and leadership that will carry you through every challenge in your career.

This is your opportunity to train like never before. To build the skill, mindset, and presence that set you apart no matter where your journey takes you next.

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ONCE A YEAR. UNLIKE ANY OTHER.

This is not just another workshop it's a rare, intimate experience designed for hairstylists who are ready to evolve.

Limited to just 12 participants, the Bootcamp creates the space, focus, and depth that crowded workshops can't. It's an intimate environment where true transformation happens both in your craft and in yourself. What makes this experience unique is not only the size, but the perspective of those leading it. Too often, education is delivered by assistants who haven't made the full journey. Here, you'll learn directly from those who have.

- From Pablo → an award-winning stylist and wig artist who has gone from backstage assistant to leading major shows. He'll share the real lessons of what it takes to succeed, grow, and lead at the highest levels.
- From Jason → a transformational coach with nearly two decades of experience in peak performance and personal development. He'll guide you through the inner journey —helping you strengthen your mindset, manage pressure, and grow with confidence.

Together, they'll prepare you for more than technical excellence. They'll equip you with the skills, awareness, and leadership presence that will define your career for years to come.

Mindset

Growth



VISION

To redefine fashion week and editorial education by blending technical mastery with personal growth empowering stylists to thrive under pressure, lead with confidence, and transform both their craft and themselves.



MISSION

To create an intimate, once-a-year Bootcamp where hairstylists not only master backstage techniques, but also develop the mindset, resilience, and presence required to succeed in the fast-paced world today.

WHAT YOU LEARN

Across the week, you'll develop both your craft and your character.— the fundamentals every stylist must know to the advanced techniques that separate professionals from true performers.

You Will Learn:

- The rules of assisting & backstage etiquette
- How to thrive in high-pressure environments
- Hands-on hair techniques for fashion week and on Set looks
- Creative & precision hairstyling for shows
- Building leadership as an assistant & stylist
- Tools for managing stress & pressure
- Breathwork & meditation for clarity and focus
- How to shift limiting beliefs & step into confidence

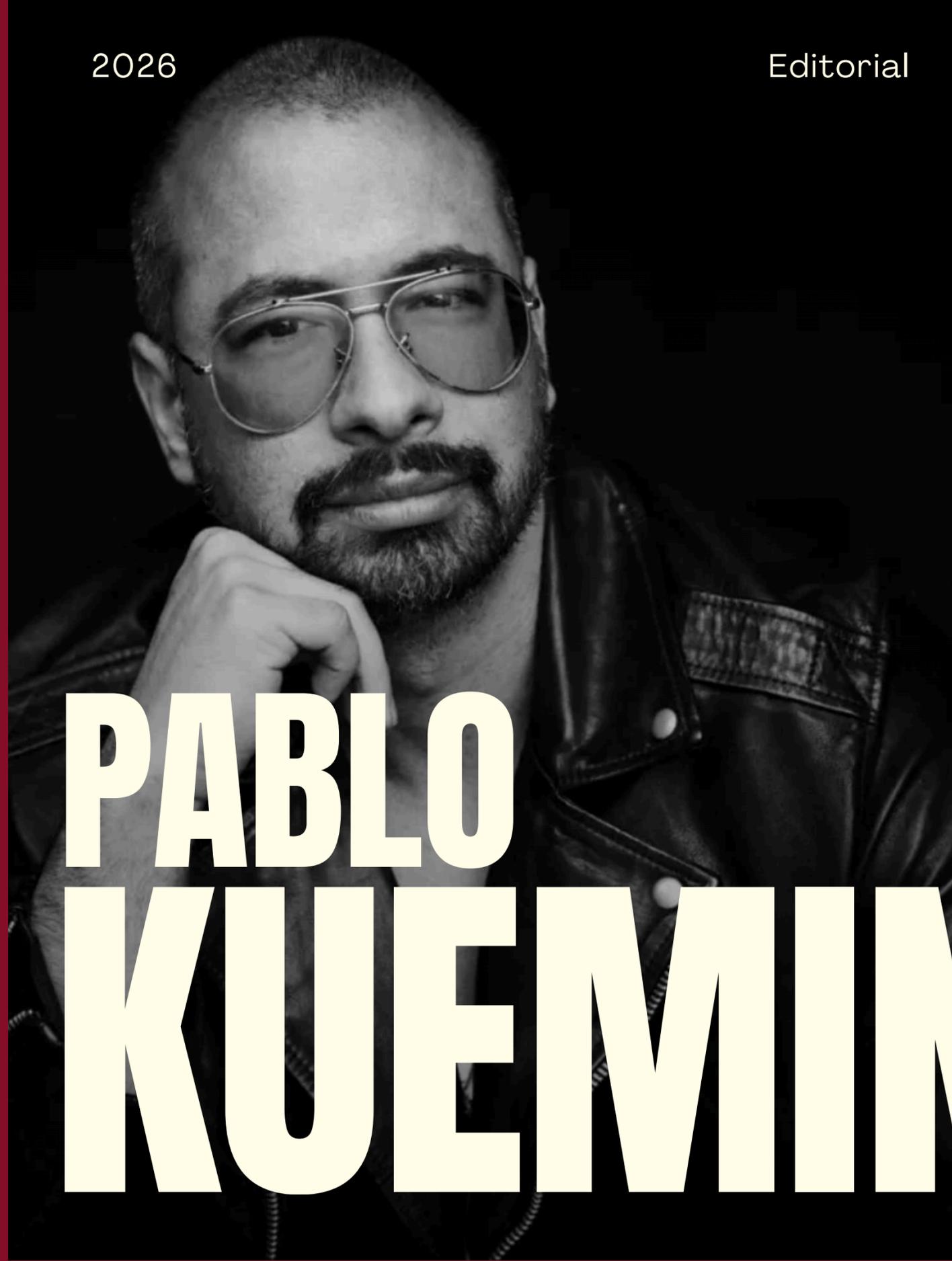


THE DAYS

A Typical Day Includes:

- Early Morning Reset → Yoga, qigong, or meditation to ground your focus and prepare your energy.
- Breakfast
- Morning Mindset → Jason leads lectures on awareness, resilience, and presence—giving you tools to stay calm and confident under pressure.
- Late Morning Practices → Guided meditations and breathwork sessions to integrate what you've learned and prepare your focus for the day ahead.
- Lunch & Reset → Nourishing meals prepared by our private chef, plus time to recharge.
- Afternoon Leadership Pablo shares real backstage leadership insights,
- Afternoon Hands on and Demo's leadership training is followed by a Look & Learn demo and guided hands-on session where you apply the techniques yourself.
- Break & Reflection → Time to pause, process, and connect with fellow participants.
- Evening Integration → Shared dinner, followed by a closing circle to reflect on the day and ground your progress.





PABLO KUEMIN

Pablo Kuemin is an award-winning hairstylist and visionary wig artist based in Paris, with over 17 years of experience across fashion, film, and on chair.

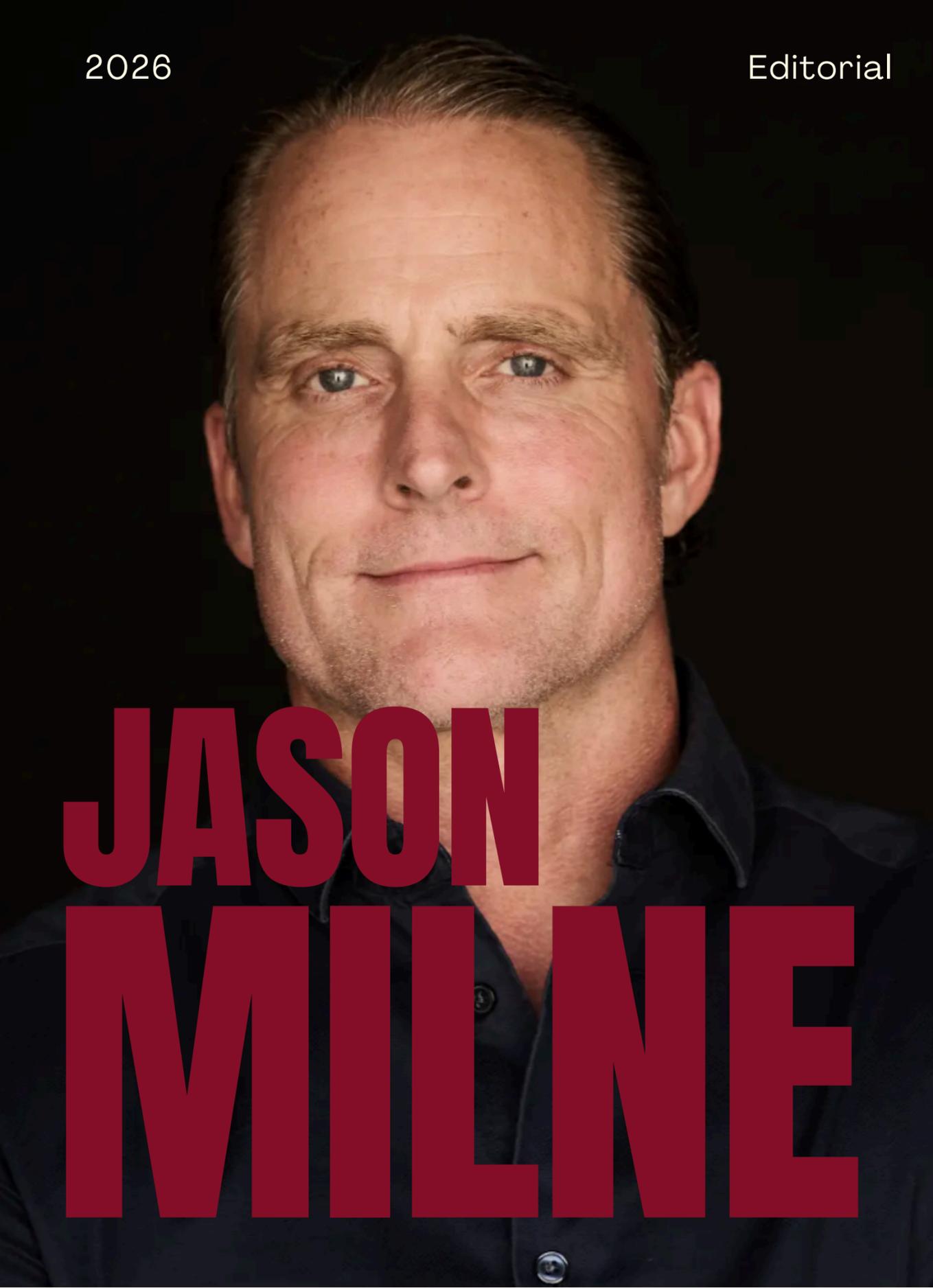
He began at Kuhn Intercoiffure in Switzerland, earning eight major awards in three years, including two titles of Swiss Hairdresser of the Year. At just 22, he became Art Director at Haar Vital, cutting wigs for charity and then creating wigs for both medical clients and the fashion and film industry.

From the start, Pablo has been dedicated to teaching. He has shared his expertise in more than 20 countries worldwide, combining technical mastery with a passion for education.

He worked as Eugene's 1st Assistant co-managing his team up to 40 assistants and now leads many different Shows by himself in Paris Fashion Week like Vetements, Kenzo etc having the availability to teach what it took to get there.

His work has appeared in the Getty Museum, Sotheby's Art Basel, American Vogue, i-D, Louis Vuitton, and Hermès and many more.

Today, as founder of Hair Mastery, he continues to empower stylists to grow, thrive, and lead in a changing industry.



JASON MILNE

Jason Milne is a transformational leader in peak performance, recovery, and personal development, with 19 years of experience spanning health, wellness, and coaching. As a sought-after speaker, transformational coach, and international retreat facilitator, Jason works with high-achieving individuals and forward-thinking organizations to catalyze radical inner change and sustainable external growth.

Blending ancient wisdom traditions with cutting-edge science, Jason integrates yoga, breathwork, qigong, energy healing, and somatic practices into a holistic framework for transformation.

He is the co-creator of the Apex Life Coaching Method and the founder of the Bio-R Deep Breath System, combining neuroscience, Eastern philosophy, and mind-body practices to unlock human potential.

Jason has taught over 25 teacher training programs in yoga, meditation, and spiritual development, served as Lead Teacher and Program Director at top institutions like Agama Yoga and Vikasa Yoga in Thailand, and was the Founder of Ananda Yoga Sanctuary in Maui, Hawaii. From 2007 to the present, his work as a breathwork, yoga, and qigong instructor has reached hundreds of students and clients across private coaching, international workshops, and immersive retreats.

In recent years, Jason has stepped deeper into recovery coaching, holding key roles such as Head Recovery Counsellor at Neoviva in Luzern and Residential Counsellor at The Kusunacht Practice in Zurich. He is a Certified Professional Recovery Coach (CPRC), an ICF-accredited Life Coach, and holds a Master of Education in Cross-Cultural Teaching.



YOUR SANCTUARY

UBUT - BALI



WE SPARE NO EXPENSE IN CRAFTING AN UNFORGETTABLE EXPERIENCE.

Nestled just steps from the vibrant energy of Ubud, Bali, Villa Slow Paradise and Villa Wellness Paradise offer an inviting space for reflection, connection, and comfort.

Designed with large gatherings in mind, these two neighboring villas form a lush tropical estate perfect for intimate retreats or creative collaborations. Because we'll be spending time together as a group, comfort and ease are essential.

Together, these two villas offer **12 serene bedrooms** each with an en-suite bathroom and flexible bedding options to suit your group's needs. The open floor plans in both villas include cozy living rooms, well-equipped kitchens, guest toilets, and ample space for shared meals or solo moments.

Outdoors, relax in two private infinity pools or recharge in the fully equipped gyms. Indulge in spa facilities with two massage beds per villa, and end your day under the stars on the rooftop terraces. A shared yoga shala is accessible from the parking area and includes a changing room and shower, ideal for group practices and peaceful meditation.

Located less than 1km from Ubud's famous Monkey Forest, the villas place you in the heart of Bali's cultural soul. Whether you're exploring temples and galleries or simply soaking in the beauty of surrounding rice fields, this retreat setting offers the best of both worlds: nature and culture.

Daily housekeeping, a dedicated villa manager, and a caring support staff ensure your stay is effortless.

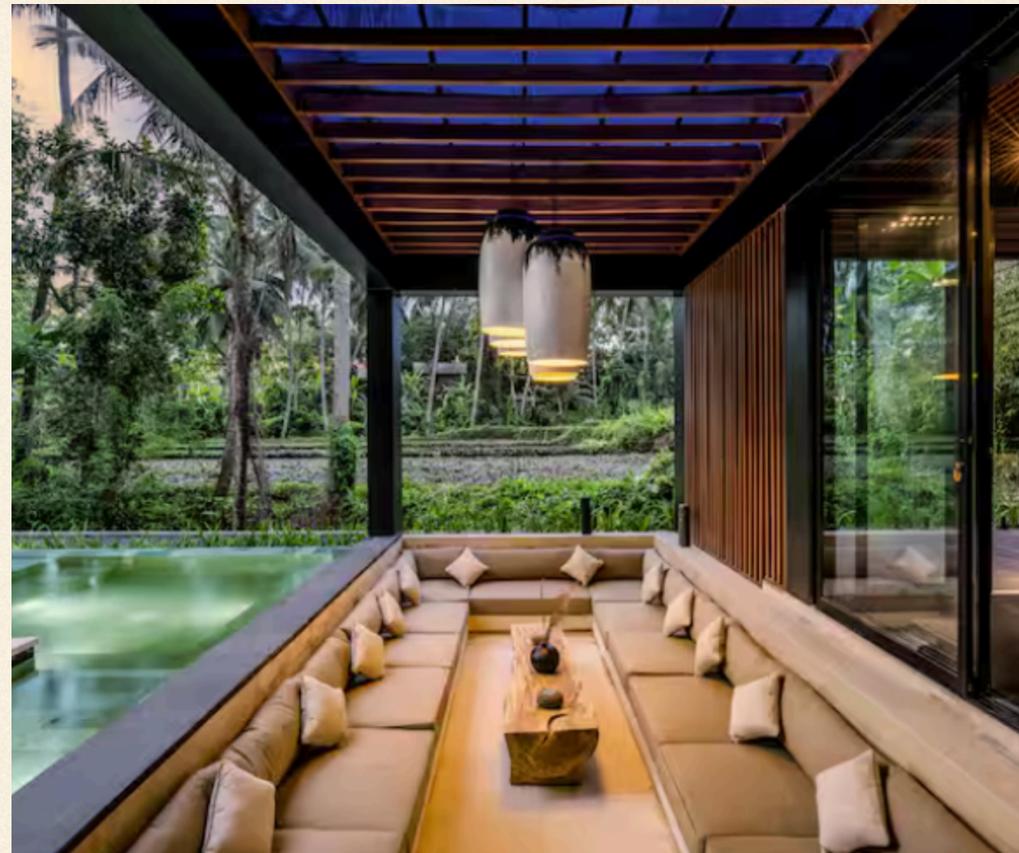
THE POOLS



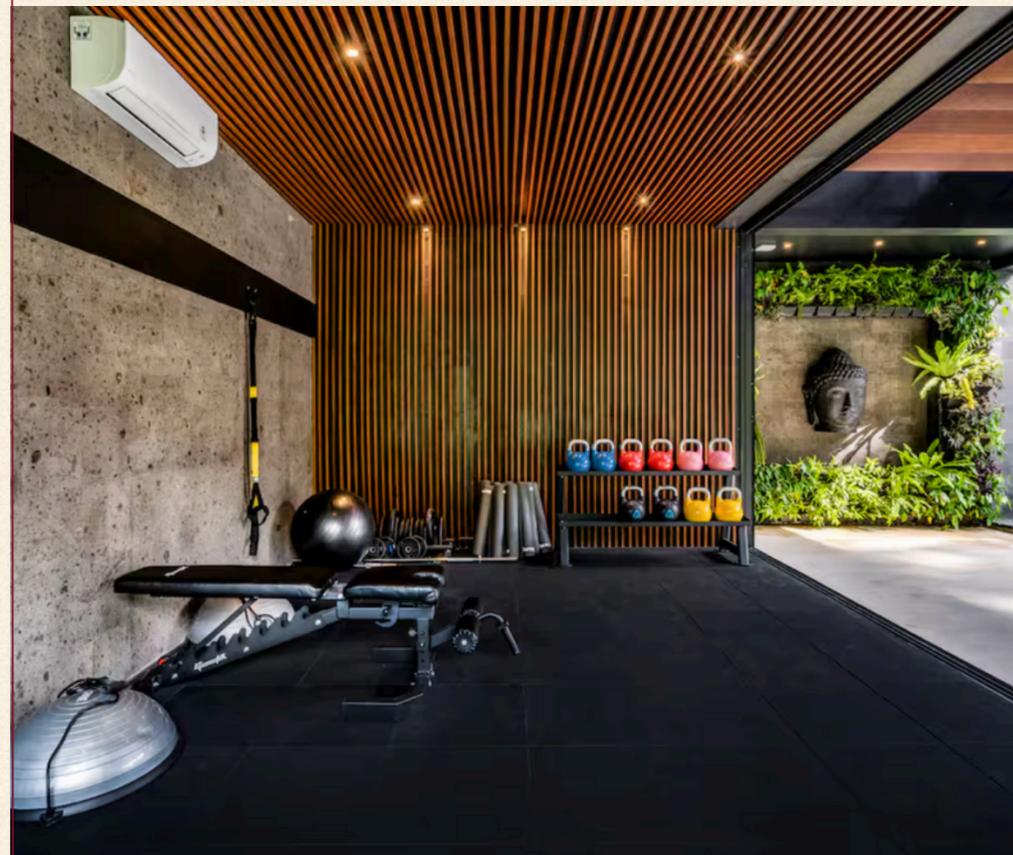
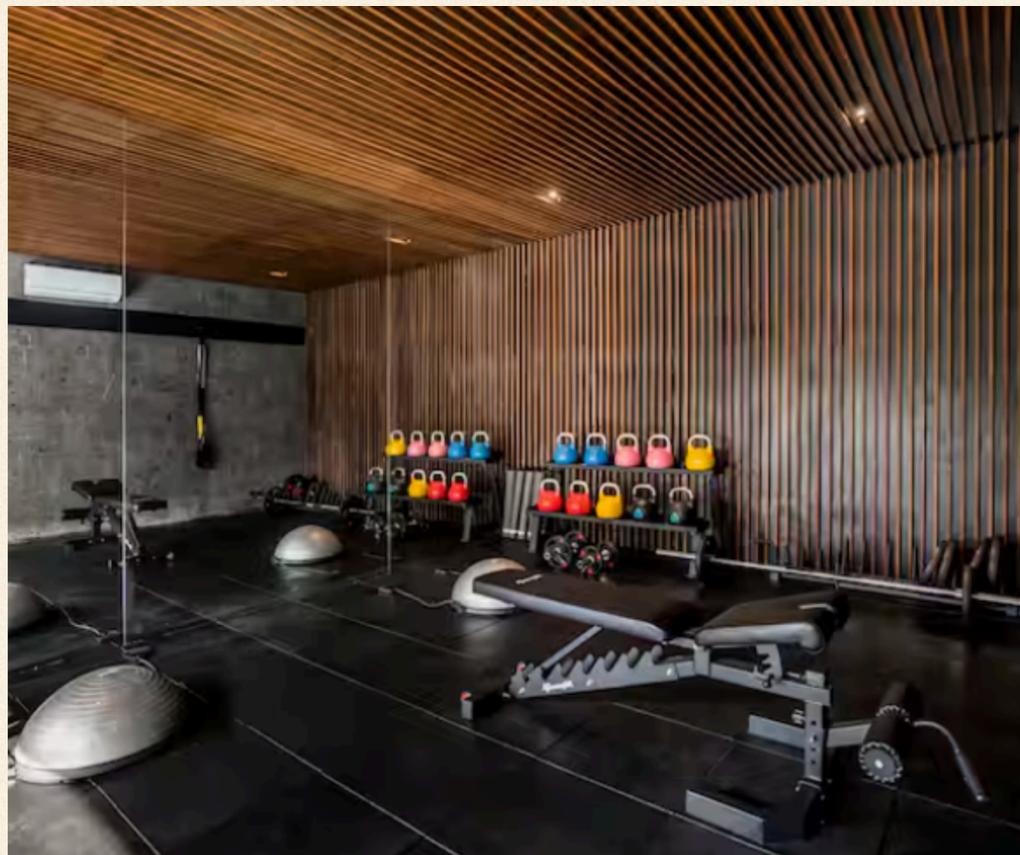
THE LIVING ROOMS



IN AND OUTSIDE DINNING



GYM AND SPA



STUDIO



BEDROOM DOUBLE BED



BEDROOM SINGLE BED



BATHROOMS



THE FOOD



WE SPARE NO EXPENSE IN CRAFTING AN UNFORGETTABLE EXPERIENCE.

To complement your journey, we've brought in a **private chef**, to serve you throughout the retreat.

Each meal is an experience in itself rooted in authentic Indonesian cuisine, made with seasonal ingredients, and presented with care. From vibrant tagines to fresh, fragrant salads and warm, comforting breads, every dish is designed to nourish both body and soul.

Whether we gather around the table for a relaxed breakfast or share a candlelit dinner under the stars, this is food that brings people together crafted and served with intention.

- A full breakfast will be served each morning to start your day with energy and balance.
- Lunch and dinner will each include a starter, main course, and dessert.



WHAT PEOPLE

SAY



Even to this Bootcamp is the first of it's kind we've taught Masterclasses in more than 10 countries to hundreds of students over the past 8 years. The feedback has been nothing short of phenomenal.

But don't just take our word for it see what stylists who have joined our last Boot Camp have to say:

**AP Education**

2 reviews · 9 photos

★★★★★ 4 days ago

NEW



Thank you, Pablo! This retreat was a truly life-changing experience — not only for my career, but also for self-love and personal growth. I highly recommend it to anyone who wants to step up to the next level. I received everything I hoped for and so much more. Thank you from the bottom of my heart.

— Aili Puss Education

**Jaimme-lee**

1 review · 0 photos

★★★★★ 4 days ago

NEW

Words wouldn't be able to describe how life changing the boot camp was for me! The last 5 days have changed my life, and I'm forever grateful for Pablo for bringing this to life. Having the combination of personal self love and learning hair from the best will something I'll forever be grateful for ❤️

**Arty Kay**

2 reviews · 3 photos

★★★★★ 8 hours ago

NEW

Inspired in paradise at the Bootcamp in Bali

If you looking for self reflection and inspiration to be a better session stylist this one is for you. Great memories. Great food and new skills 🌴❤️



**Anakin Love travel**

Local Guide • 0 reviews • 21 photos

★★★★★ 7 hours ago

NEW

A Life-Changing Bali Retreat – Inner & Outer Glow-Up!

★★★★★

I just got back from a week retreat in Bali with Pablo and Jason, and wow – it was truly life-changing. I walked away with practical skills for both my inner peace and outer confidence. Pablo is a genius in fashion and hairstyling – he shared pro tips that instantly upgraded how I present my skill set. Jason blew my mind with breath work, qigong, meditation, and yoga – simple practices that left me calmer and more energized than ever. Oh, and the villa?

Absolutely stunning – a dreamy oasis that felt like home the second we arrived. The staff?

Incredibly sweet and warm, always smiling, always going the extra mile. And the daily surprises? Little magical touches that kept the excitement alive every single day.

What makes this retreat one-of-a-kind? It's the perfect blend of inner healing + outer transformation. You won't find this combo anywhere else.

But the real magic? Pablo and Jason treat you like family. The vibe was warm, supportive, and full of love – no judgment, just growth.

I'd sign up again in a heartbeat. I left Bali renewed, equipped, and glowing. If you're on the fence – GO. You'll thank yourself. 🙏✨ thank you hair Mastery to create such a platform for us

**Tamika Ishmael**

1 review • 0 photos

★★★★★ 4 days ago

NEW

Attending the Fashion Week Bootcamp Retreat in Bali was truly a life-changing experience. From start to finish, it was the perfect balance of education, healing, and personal growth. Each day was filled with motivation and inspiration, whether we were learning fashion week hair tips and techniques from some of the best in the industry or taking time to set meaningful life goals and reflect on our purpose.

The breath work, yoga, healing sessions, and ice baths pushed me outside my comfort zone and helped me reconnect with myself on a deeper level. It wasn't just about mastering new skills—it was about transforming from the inside out.

I left Bali feeling refreshed, focused, and ready for a new journey—both in my career and my life. This experience reminded me that growth happens when you're willing to show up fully, mind, body, and spirit.

I will definitely be attending next year! I'm forever grateful to Pablo and Jason for this opportunity and for the forever new family I've become a part of!



EXTRAS



WE SPARE NO WORK IN CRAFTING AN UNFORGETTABLE EXPERIENCE.

"We're happy to arrange daily in-villa massages and airport transfers to make your experience as smooth and relaxing as possible. Just let us know if you're interested, and we'll take care of the rest."



LIST OF TOOLS



Tools to bring to the Seminar

- Color brush and bowl
- Training Head with Hair - **a good one**
- Wig Block Head We recommend the size - 22 inch
- Thinning Scissors and Normal scissors
- Hair Razor
- Hair Net
- Wig Stand
- Hair Dryer **with Nozzle**
- Pin tail & Cutting Combs
- Round, Flatbush, Styling & Skellet Brush
- Flat Iron, Curling Irons 3 sizes
- Clips, Flat Clips, Cover Clips
- Wig Pins
- Hair Pins
- Wig Ribbon
- Eyebrow Razzor
- Hair Products: Hairspray, Mouse, Gel, Styling Creme etc.

TIERS

TIER 1

3400€

TIER 1 – SINGLE BED
(TWIN ROOM)

Including:

- Full Week Food worth 580€
- Shared Room 900€
- 1 Full Lace Wig worth 500€
- Journal 15€
- Certificate
- Full Training 4900€

Total Worth : 6`895€

Only. 3`400€

TIER 2

3800€

TIER 2 – PRIVATE ROOM
(KINGSIZE BED)

Including:

- Full Week Food worth 580€
- Private Room 1800€
- 1 Full Lace Wig worth 750€
- Journal 15€
- 1 Year Online H-M Sub worth 439€
- Certificate
- Full Training 4900€

Total Worth : 8`484€

Only. 4`200€

TIER 3

5200€

TIER 3 – PRIVATE ROOM
(PRIVATE ROOM + VIP PERKS)

Including:

- Food worth 580€
- Private Room 1800€
- 1 Full Lace Wig worth 1200€
- Journal 15€
- 1 Year Online H-M Sub worth 439€
- Certificate
- Full Training 4900€
- 3 Free Massages worth over 90€
- 1 Month 1 to 1 coaching w- 2500€

Total Worth : 11`524€

Only. 5`200€