

WIG ART MASTERCLASS



The most incredible experience ever. My world is now complete knowing that people like you exist.

That's what stylists around the world are saying about JB's Masterclass—an experience that doesn't just teach, but transforms the way you work with wigs and hair.

WHY



Dear Hair Seekers,

Are you searching for something truly new?

A class that doesn't just show you another technique but reignites your love for the craft?

Something that makes you stop and think, "Wow... this is why I started doing hair."

Not another product-driven demo. Not another trend.

This is about creativity pure, raw, and unfiltered. I've seen it all traveling the world and seen it all but when I met JB, his artistry stopped me in my tracks.

His way of seeing hair, shaping it, feeling it... was unlike anything I'd seen before.

No joke — his creativity and insights surprised even me.

That's why I knew I had to give him a platform.

To let the world experience his talent firsthand.

And let me tell you the feedback so far has been nothing short of extraordinary.

See for yourself and scroll down

— **Pablo Kuemin**
Founder of Hair Mastery

2025

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Wig

Art

ABOUT THE CLASS

This isn't just another seminar it's a full immersion into the artistic universe of Jean-Baptiste Santens.

Over Two transformative days, JB will take you on a creative journey through time revisiting his signature looks as an evolving narrative, from the classical and historical roots of hairstyling to its limitless, modern future.

Through his unique eye, creations come to life right before you in a day filled with exchange, inspiration, and pure positive energy, preparing you for the two days of hands-on practice that follow. This experience is your creative holiday— a rare chance to step away from routine, reconnect with your artistry, and gain the in-depth insights and techniques that will forever change how you see and shape hair.



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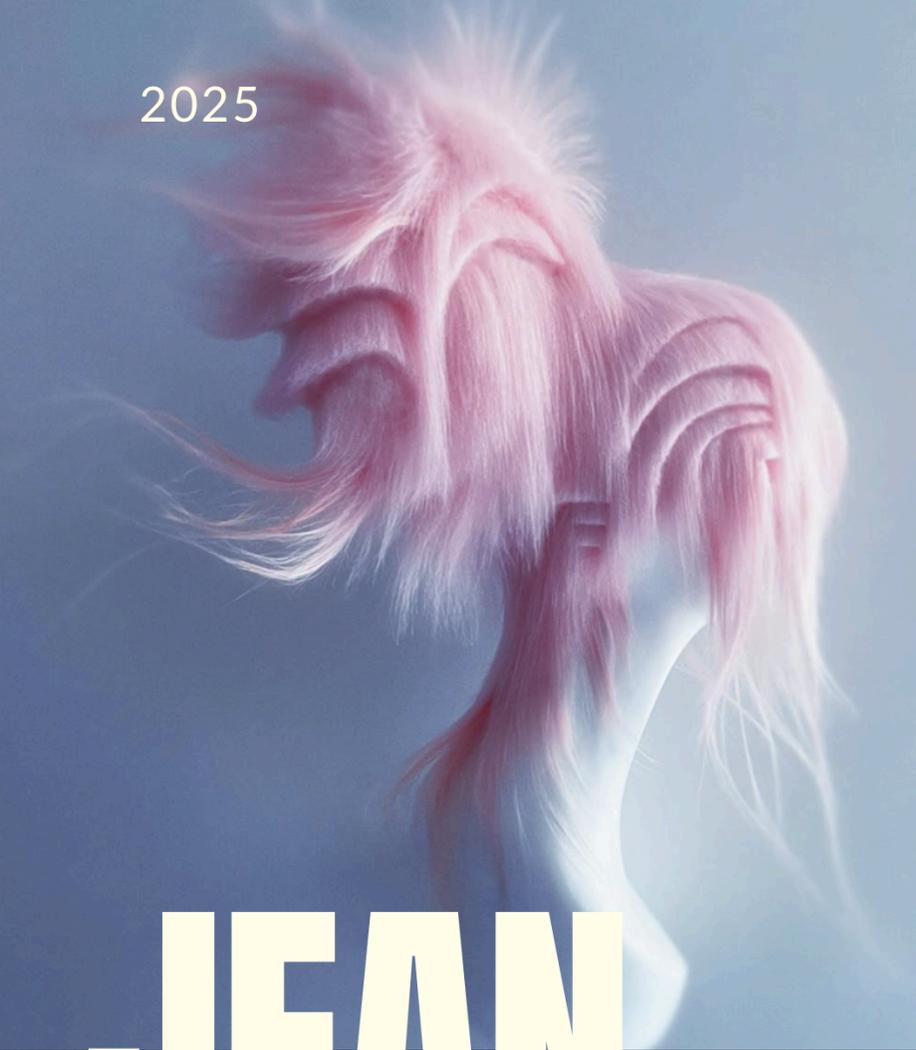
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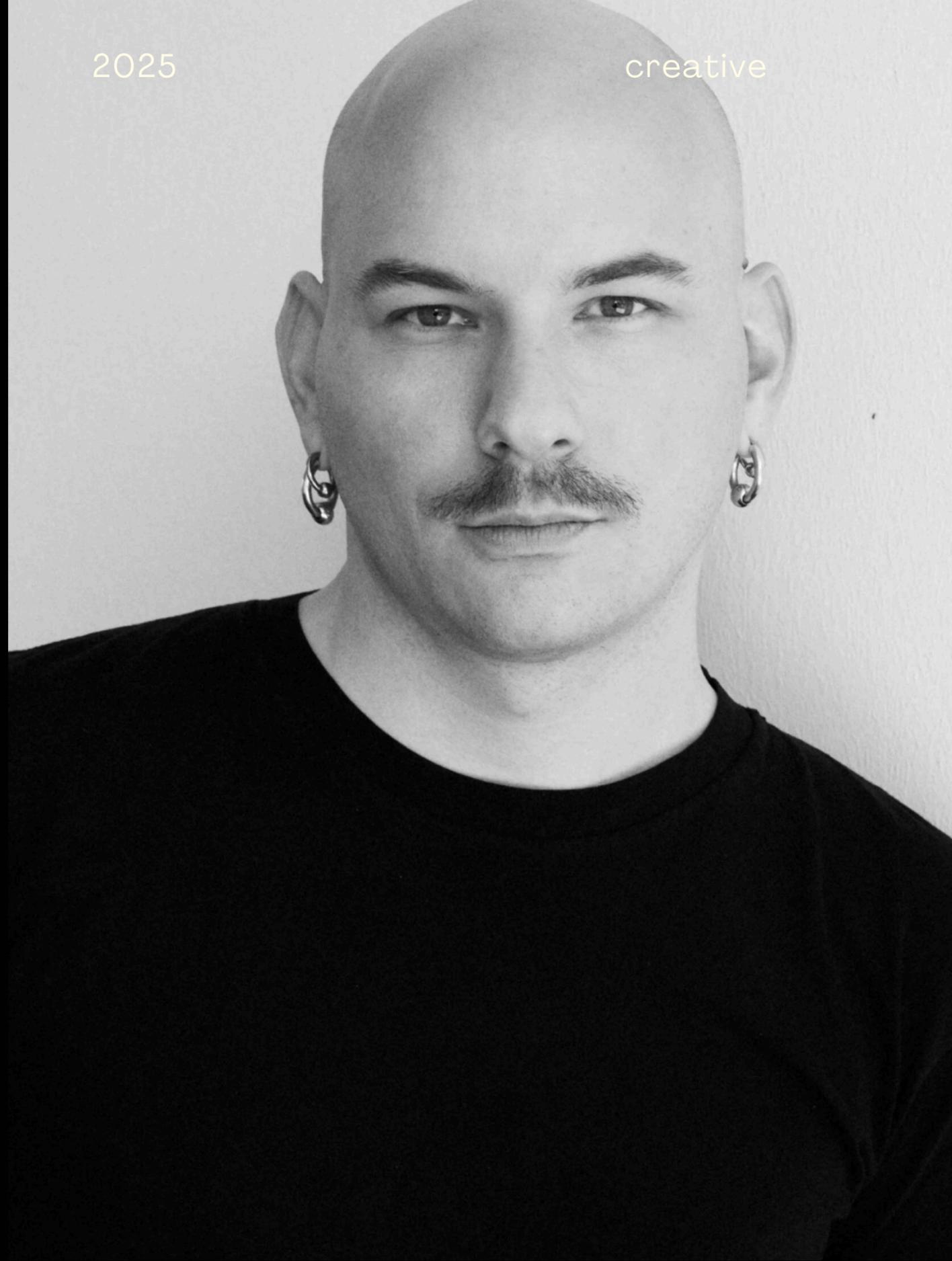
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JEAN

BAPTISTE SANTENS





Jean-Baptiste Santens is one of the most technically and creatively influential hairstylists of his generation. From an early start in world championship competitions—where he developed his precision and obsession with detail—Jean-Baptiste has consistently pushed the boundaries of what’s possible with hair.

He spent over five years as part of Guido Palau’s core team, working backstage at the world’s most iconic fashion shows. There, he helped shape runway looks for top designers, fusing structure with artistic freedom.

His experience in high fashion, editorial, and avant-garde styling gave birth to a signature style: sculptural, emotional, and unmistakably original.

What sets Jean-Baptiste apart is his ability to combine discipline, intuition, and visual storytelling. His creations are often described as “impossible” and “otherworldly,” inspiring thousands of hairdressers worldwide.

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VISION

To provide hairstylists with a creative holiday and give them insights to unseen techniques that will change and improve their understanding of hair and technical skills.



MISSION

To redefine how wigs are taught in the professional hair industry transforming a once niche skill into a global standard of artistry, opportunity, and expression.

LIST OF TOOLS



Tools to bring to the Seminar

- Wig Block Head We recommend the size - 22 inch
- Thinning Scissors and Normal scissors
- Hair Razor
- Wig Stand
- Hair Dryer **with Nozzle**
- Pin tail & Cutting Combs
- Round, Flatbush, Styling & Skellet Brush
- Flat Iron, Curling Irons
- Clips, Flat Clips, Cover Clips
- Wig Pins
- Wig Ribbon

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WHAT YOU LEARN

Across two powerful days, you'll dive deep into both demonstration and hands-on creation.

Under JB's personal guidance, you'll explore a variety of advanced techniques, creative principles, and hidden insights that define his artistic process.

Step by step, he'll walk you through building a complete look from concept to execution, revealing his secret methods and thought processes along the way techniques you can immediately take back to your own work and elevate your craft.

You Will Learn:

How to Work with Wigs

How to create creative Hairstyles and Step out of the Box

How to work with Synthetic and real hair

Creating polished Up-os's



WHAT PEOPLE SAY



Jb taught this Masterclass in more than 4 countries to dozens of students over the past. The feedback has been nothing short of phenomenal.

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

**Lisa Schoor**

3 reviews • 0 photos



4 weeks ago

NEW

Jean Baptiste Santen's class in Sydney was nothing short of mind-blowing! The level of creativity, knowledge, and inspiration shared throughout the session was truly over the top. This wasn't just a class - it was an experience. I walked away with new skills, fresh ideas, and a completely elevated perspective on wig artistry. I highly recommend to anyone serious about advancing their craft.

**Kerrie Stanley**

Local Guide • 5 reviews • 0 photos



4 weeks ago

NEW

Jean Baptiste IS the MASTER, the ultimate Artist and an amazing educator. He willingly shared his expertise with us and was so generous with his knowledge. LOVED, LOVED LOVED everything. So inspired!!!

[← Reply](#)

**Sarah Laidlaw**

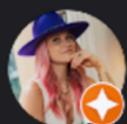
7 reviews • 0 photos



4 weeks ago

NEW

Jean Baptiste is the epitome of the word MASTER. An artist, a genius, a sculptor and a poet. I am in awe of everything he showed us. And he was so generous with his knowledge and techniques!! My soul is fulfilled by today's joy! Thankyouuu Jean Baptiste! J'adore toi!!!!

[← Reply](#)**Carolyn Gahan**

Local Guide • 19 reviews • 9 photos



4 weeks ago

NEW

Welp, that was the coolest thing I have ever been a part of. This type of education is once in a lifetime and I'm beyond happy with this class

**Albert Banuelos**

1 review · 1 photo



★★★★★ 6 weeks ago

This class with Jean Baptiste Santens was an absolutely amazing learning experience! The amount of knowledge and insight that was shared was incredible, and I truly feel privileged to have had the opportunity to learn and work with such a talented and creative artist. JB's passion and artistry made the class both inspiring and engaging. I'm already looking forward to the next opportunity to learn from him!

Al Banuelos

Postiche Wig Shop

**Caine Salway**

2 reviews · 0 photos

★★★★★ 4 weeks ago **NEW**

Such an amazing experience with creations out of this world. This Masterclass was so beautiful and I have learned so much

[← Reply](#)

DAYS & PRICES

LEVEL 1

999€

1 Day / Look & Learn

Including:

- Demo Certificate

LEVEL 2

1'499€

1 Day / Look & Learn
1 Day Hand`s On

Including:

- 2-day Course Certificate
- 1 Premium Wig worth 250€

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Join the Waitlist

Bookings@hair-mastery.com

CONTACT

**“SPACES ARE LIMITED. SECURE YOUR PLACE TODAY
AND STEP INTO A NEW LEVEL OF MASTERY.”**