

2026

creative

commercial

editorial

WIG MASTERCLASS

“The Best Class of My Career.”

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



WHY



Why This Wig Masterclass Exists

This class didn't come out of a business plan—it came out of need.

For years, stylists from around the world approached me, asking for in-depth education on wigs. Not just surface-level tricks, but the kind of real, practical knowledge I had built working across every corner of the industry: medical wigs, fashion weeks, editorial shoots, film, and art.

The turning point came in 2017, when I held my very first Wig Masterclass in London. Out of twelve students, only one was local. The rest had flown in from places like Canada, Mexico, South Africa, and Taiwan. That's when it hit me—stylists were so hungry for this education that they were willing to cross oceans for it.

Since then, I've refined and evolved the class through constant feedback from students and from the fast-changing industry we work in. The result is this three-day intensive: a blend of Look & Learn sessions with hands-on practice, packed with techniques you can use immediately in real life. And No you will not watch me doing the same hair for hours.. **I hate this kind of seminars.**

ABOUT THE CLASS

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

Over three 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.

Last, so by the end of the course you'll not only know the techniques, you'll have practiced them and feel ready to use them in your own work.

This is education you can immediately put into action—whether backstage, in a salon, on set, or in creative projects.

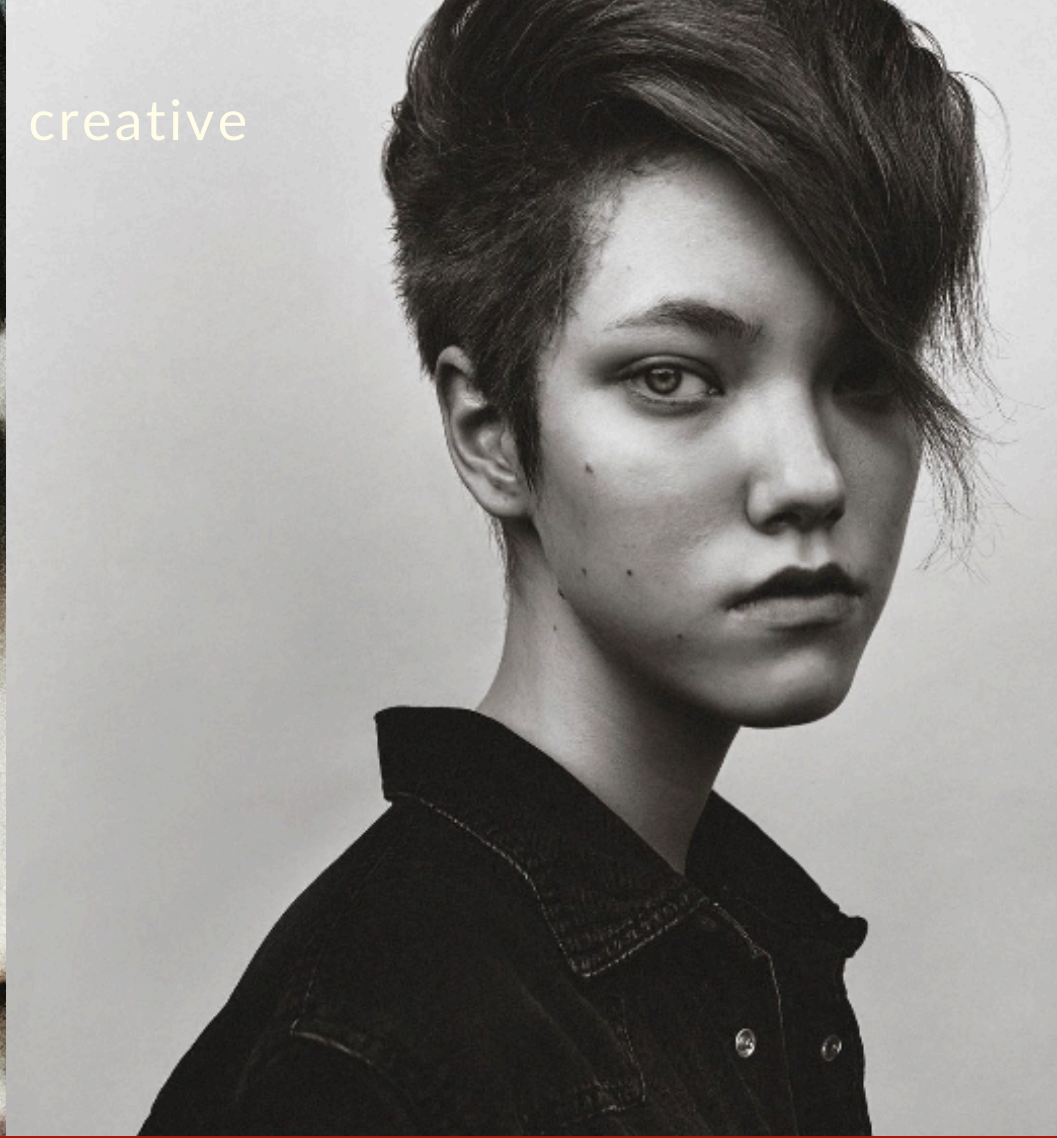
2026

creative

commercial

editorial

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. 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.



VISION

To provide hairstylists with clear, practical, and innovative wig techniques that elevate their craft, while building the confidence and creativity to apply them immediately in real-world settings.



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

- Tweezer
- Color brush and bowl
- Training Head with Hair
- Wig Block Head We recommend the size - 22 inch
- Thinning Scissors and Normal scissors
- Hair Razor
- Wig Stand
- Hair Dryer **with Nozzle**
- A small Kitchen Butter Knife
- Pin tail & Cutting Combs
- Round, Flatbush, Styling & Skellet Brush
- Flat Iron, Curling Irons
- Clips, Flat Clips, Cover Clips
- Wig Pins
- Wig Ribbon
- Eyebrow Razzor

Contact us to get a Wig Styling Kit.

WHAT YOU LEARN

Across three days, you'll build a complete foundation in wig work—from the fundamentals every stylist must know to the advanced techniques that separate professionals from true masters. Each lesson is designed to be practical, hands-on, and immediately useful in your career.

You Will Learn:

- The art of different wig wraps
- Foundations of wig work for every setting
- Understanding types of wigs and when to use them
- Professional application techniques
- Wig & product theory for better results
- How to cut wigs with precision
- How to style wigs naturally
- How to style wigs creatively
- Professional wig maintenance methods
- Techniques to expand wig length
- How to color wigs safely and effectively
- How to bleach knots for a natural finish
- Creating polished up-dos on wigs



2026

creative

commercial

editorial

WHAT PEOPLE SAY



We've taught this Masterclass 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 us have to say:



4,915 K FOLLOWER



Excellent class! Pablo has shared a tremendous amount of information that I look forward to referencing over and over. A very well paced class that manages to work for beginners and experts alike. Pablo is a wonderful teacher and shares a lot of technical skills and experience with helpful detailed instructions and a good sense of humor.

LAUREN C



24.9K FOLLOWER



Hands down, the best class of my 25 year career! So much info and easy to retain. Thank you.

ERICKA VERRETT



1,197K FOLLOWER



Pablo has a lifetime worth of knowledge! In 3 days I learned so much about cutting, coloring, prepping, and styling wigs. There were even some bonus techniques I never even considered when working with wigs. He is truly a master at his craft. For anyone with any interest in working with wigs I would highly recommend this class!

MICHELLE BOWDEN

2026

creative

commercial

editorial



3,586K FOLLOWER



This was easily by far one of the best classes I have attended.

When it came to wigs, I've been kind of winging it, and hoped for it to work out. But I really wanted to finally invest so I don't have to "hope for the best" every time.

I really love to learn the how's and the why's...well oh my lord did I get exactly what I wanted and needed and way beyond more as well. Wow.

MIO SOTA

PART 1



14.2K FOLLOWER



Wow—what an incredible experience! Pablo is nothing short of a creative powerhouse with a true gift for wigs and education. His forward-thinking approach and inspiring energy reignited a fire in me I didn't even realize needed lighting!

After 25 years in the hairdressing industry, I've seen and done a lot—but wigs were always that one area I felt unsure about. That all changed thanks to Pablo. His teaching style is empowering, uplifting, and packed with knowledge that's not only practical but deeply inspiring.

Now, I feel confident, comfortable, and absolutely buzzing to bring these new skills into my toolkit. Thank you, Pablo—you are a true game-changer!

ANDREW SMITH



3,586K FOLLOWER



The way Pablo broke everything down, fountain of knowledge, all the pro tips, the creativity, the flow of the class from start to finish, were absolutely spectacular.

I would recommend this for anybody at any stage in their career. Pablo made a very safe and kind space for everybody and it was just such a nice vibe the whole time.

Whether you want to utilize the techniques for your guests behind the chair, or utilize for editorial or avant garde purposes, or just feel inspired - you get it all.

MIO SOTA

PART 2

TIER

TIER 1

799€

1 Day / Look & Learn

Including:

- Demo Certificate

TIER 2

1`499€

1 Day / Look & Learn

1 Day Hand`s On

Including:

- 2-day Course Certificate
- 1 Dark Full Lace Wig worth 635€
- Course Program Pdf

Total Worth of extras : 635€

TIER 3

1`999€

1 Day / Look & Learn

2 Days Hand`s On

Including:

- 3-day Course Certificate
- 1 Dark Full Lace Wig worth 635€
- 1 Blonde Full Lace Wig worth 750€
- Course Program Pdf
- 1 Year Free Subscription to Hair Mastery worth 439€.

Total Worth of extras: 1`824€

2026

creative

commercial

editorial

Join the Waitlist

Bookings@hair-mastery.com

CONTACT

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