



## JO HANSFORD

Described by Marie Claire as “the First Lady of Colour” and hailed by American *Vogue* as “the best tinter on the planet”, Jo Hansford MBE is an icon in hair colouring. Jo is held in the highest regard by her peers in the industry and her celebrity clientele, who include Elizabeth Hurley, Georgia Jagger and Erin O’Connor and HRH the Duchess of Cornwall.

Jo Hansford has judged the L’Oreal Colour Trophy internationally, including South Africa, Australia and India. Under Jo’s direction the Artistic team also travel extensively educating hairdressers across the globe.

More than just a legendary colourist, Jo is also an astute business woman. With the help of Joanna Hansford, her daughter and Managing Director of the company, Jo was runner up in the Everywoman Business Awards in 2005. The salon was runner up in the Global Salon Business Awards in 2006 and won the Financial Mail Enterprise Award for Sales and Marketing in 2000. In 2012, Jo Hansford was voted 'Best Hair Salon in Mayfair' in the Mayfair Awards and was also finalist in the 'London Hairdressing Salon of the Year' category in the London Lifestyle Awards

Jo was awarded an MBE for services to the hairdressing industry in November 2010, presented to her by the Princess Royal. ‘I am both humbled and honoured to receive such a prestigious award and be recognized for my dedication to the industry. Hairdressing has always been my passion and I am so fortunate to be in a career that is so rewarding and enjoyable. We should never stop learning... this industry is ever evolving and we must move with it... I still find it as exciting now as I did at the beginning of my career.’

The Jo Hansford Salon is located in Mayfair, the most fashionable destination in London, and is a testimony to Jo’s professionalism, passion and pure dedication to her career. Designed and finished to an outstanding level to create a relaxing yet unforgettable experience, Jo has succeeded in combining a welcoming atmosphere with the highest professional standards, leaving you in no doubt that you are in the hands of true experts. With some of London’s most talented and industry-leading hairdressers, the salon has an extensive International client base and is favoured by many celebrities and high profile individuals. Personally trained by Jo, our team of over 10 highly skilled colourists all share Jo’s continued passion for creating perfect hair colour.

From creating flawless highlights, to dramatic colour changes, you are in the safest hands. Our unique consultation process allows you to meet your colourist and gives you a chance to discuss your hair and what you would like to achieve, taking into consideration skin tone and eye colour, maintenance and lifestyle.