



ICONIC

by the



MHFED 2015 - 2025

CELEBRATING EXCELLENCE AT EVERY STAGE.
APPRENTICES, AWARD WINNERS, AND THE FUTURE OF THE CRAFT



FOREWORD – By Adam Sloan

It gives me immense pride to introduce The Iconic Book — a heartfelt celebration of everything that is good, honest, creative, and life-changing about the Hairdressing and Barbering industry.

Our world is powered by passion. It is built on the belief that we can shape not only hair, but people, confidence, careers, futures, and communities.

This book stands as a reminder of who we are, what we represent, and the difference we make every single day — one person, one haircut, one moment at a time.

Within these pages, we proudly feature some of the most respected and inspirational leaders in our craft:

**Akin Konizi,
Bruno Giamattei,
Desmond Murray,
Patrick Cameron,
Lee Stafford,
Josh Lamonaca.**

True icons who have earned their place not through luck, but through relentless dedication, excellence, and generosity of knowledge.



***Adam Sloan CEO & Founder of The
MHFed and HairFed***



The idea for The Iconic Book was born from a simple but powerful mission: to inspire, include, and elevate students across the entire United Kingdom. Through our national photographic competition, we witnessed talent that genuinely moved us. The standard was outstanding, the passion undeniable, and the creativity unforgettable.

We were truly honoured to host our judging day at the City & Guilds Headquarters, where some of the highest-profile professionals in the industry came together not for status, spotlight, or ego — but for the students.

What made this moment truly historic is that it became the first competition to unite all four home nations — Scotland, England, Wales, and Northern Ireland. That unity reflects exactly what our industry stands for: shared passion, shared pride, and shared purpose.

“The real stars of this book are the students. Their courage and creativity breathe life into every page. What you hold is not just a record of work, but a vision of what comes next. Here, the next generation begins.”



Finally, I want to express a very special message to Damian Owen, whose drive, humility, and relentless commitment helped carry this vision across all four nations.

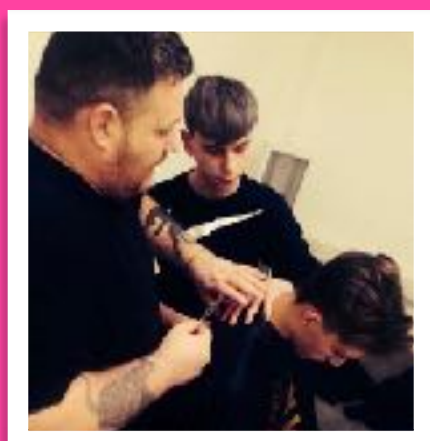
Damian, your heart is as big as your presence, and this project simply would not have been possible without you.

This book is not just a collection. It is a moment in time. A legacy of belief. And a reminder that talent lives everywhere — it just needs a chance.

With pride and gratitude,
Adam Sloan
Founder, The MHFed & The Hairfed.



Damian Owen received the first MHFed Fellow Award — the highest honour within MHFed — a heartfelt acknowledgement of his contribution, influence, and unwavering dedication to the barbering industry.



WHAT THEY SAY ABOUT US AT THE MHFED.



Montel Campbell - First Scottish Winner of Apprentice of the Year.



Ollie Foster - First English Winner of Apprentice of the Year.



Emma Mackay - Senior Product Lead - City & Guilds

"Winning the MHFed Apprentice of the Year was a monumental moment in my life and really set the precedent for the rest of my career, my first ever Salon International I cut hair on the MHFed stand and I'll never forget that. 10 years later I am travelling the world doing education with dfs formula & Josh O.P"

"Winning the title of English apprentice barber of the year gave me the push I needed at a vital point in my career. Getting the chance to speak on the mic and present our own individual flare became natural and I have since gone on to now educate around the world."

"Since MHFed launched these awards, the level of talent has continued to rise year after year, setting new benchmarks for excellence. Each cut, style, and finish tells a story of passion and precision - showcasing why hairdressing and barbering remain to be some of the most dynamic and inspiring crafts today. These talented individuals are shaping the future of our sector, and we couldn't be prouder to celebrate their achievements. MHFed's unwavering commitment to education perfectly aligns with the values of City & Guilds, creating a powerful partnership that is driving progress across our industry and qualifications."



Oliver Stephenson
Industry Manager- Hair,
Beauty & Barbering

I am immensely proud of the winners and the extraordinary creativity showcased in this ICONIC Apprenticeship showcase, since MHFed began these awards, the talent grows year upon year. MHFed's deep-rooted commitment to educational excellence mirrors the values of City & Guilds, creating a powerful synergy that drives progress across our industry and City & Guilds Qualifications. Together with Adam and the wider MHFed team, I look forward to shaping the future—raising the profile of our craft, inspiring innovation, and empowering the next generation of talent to redefine what's possible.



Diane Mitchell - Lead
Independent Assessor - Hair
Professional City & Guilds

"I am incredibly proud of this year's winners and the outstanding talent showcased at the ICONIC Apprenticeship Showcase. Each year, the standard continues to rise, highlighting the passion and creativity within our industry.

MHFed's commitment to excellence closely aligns with the values of City & Guilds, and together we are helping to shape the future of our profession. Working alongside Adam and the MHFed team, I look forward to inspiring the next generation and celebrating the innovation that continues to drive our industry forward."



Desmond Murray -
Hairdressing Legend

"Education is the true craft behind every great haircut. What MHFed has built is not just skill, but belief — belief in young people, belief in standards, and belief that this industry deserves to be taught with pride, structure, and purpose."

THE ICONS



AKIN KONIZI

INTERNATIONAL
CREATIVE DIRECTOR
HOB SALONS & HOB
ACADEMY

BRITISH HAIRDRESSER
OF THE YEAR
2008, 2009, 2011, 2013

ARTISTIC TEAM OF THE
YEAR 2008

LONDON HAIRDRESSER
OF THE YEAR
2005

EASTERN HAIRDRESSER
OF THE YEAR
2001



**BRUNO MARC
GIAMETTI**

3 X BRITISH
HAIRDRESSING
AWARDS (BHA)

1 X BHA HALL OF FAME:
2 X BHA ART TEAM OF
THE YEAR

2 X SOUTHERN
HAIRDRESSER OF THE
YEAR

2 X TRIBUTE BIG SHOT



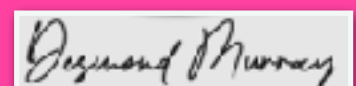
DESMOND MURRAY

MEN'S HAIRDRESSER OF
THE YEAR: 2009, 2018
AFRO HAIRDRESSER OF
THE YEAR: 2003, 2005,
2007

AVANT GARDE
HAIRDRESSER OF THE
YEAR FINALIST: 2024.
LONDON HAIRDRESSER
OF THE YEAR: 2006,
2008, 2010, 2017, 2018

INTERNATIONAL
AWARDS
AIPP BEST
PHOTOGRAPHIC
COLLECTION OF THE
YEAR: 2010.

AIPP AVANT GARDE
COLLECTION OF THE
YEAR: 2009.



THE ICONS



JOSH LAMONACA

2025 - BRITISH
HAIRDRESSING
AWARDS MEN'S
HAIRDRESSER OF THE
YEAR

WINNER – BEST ALL
ROUND BARBER 2023
(MODERN BARBER
AWARDS)

EDUCATOR OF THE
YEAR – NYC
BARBERCON 2017
EDUCATOR OF THE
YEAR – FESTIVAL
BARBER ROME 2018

[MENSPIRE]



LEE STAFFORD

BHA MENS
HAIRDRESSER OF THE
YEAR 1997
MOST INFLUENTIAL
HAIRDRESSER OF THE

YEAR 2001
FELLOWSHIP OF
HAIRDRESSERS AWARDS.

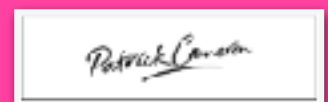
BEST BRITISH
HAIRDRESSER 2004
NHF
CELEBRITY HAIRDRESSER
OF THE YEAR 2006



**PATRICK CAMERON
MBE**

MBE (MEMBER OF THE
ORDER OF THE BRITISH
EMPIRE)
2022

INTERNATIONAL
LEGEND AWARD AT THE
AIPP AWARDS 2017-2018



These Icons gave their time willingly and wholeheartedly, offering their knowledge, encouragement, and belief to our emerging talent. They were once apprentices themselves and fully understand the importance of investing in the next generation. They shared their journey not for recognition or status, but to inspire — because they once stood exactly where these students stand today. To witness such genuine commitment to the future of our craft is something I will never forget.

As the artistic force behind HOB Salons & Academy, **Akin Konizi** is responsible for leading the creative direction of the HOB brand.

Uniting skill with integrity and a genuine passion to share his knowledge, Akin is one of the world's finest educators and most respected stylists in the industry. Admired by his contemporaries as an icon and a master of his craft, Akin's work is instantly recognisable. A defining influence on the hairdressing industry, Akin is acclaimed for pioneering hairdressing, and his flair and signature style is emulated all over the world.

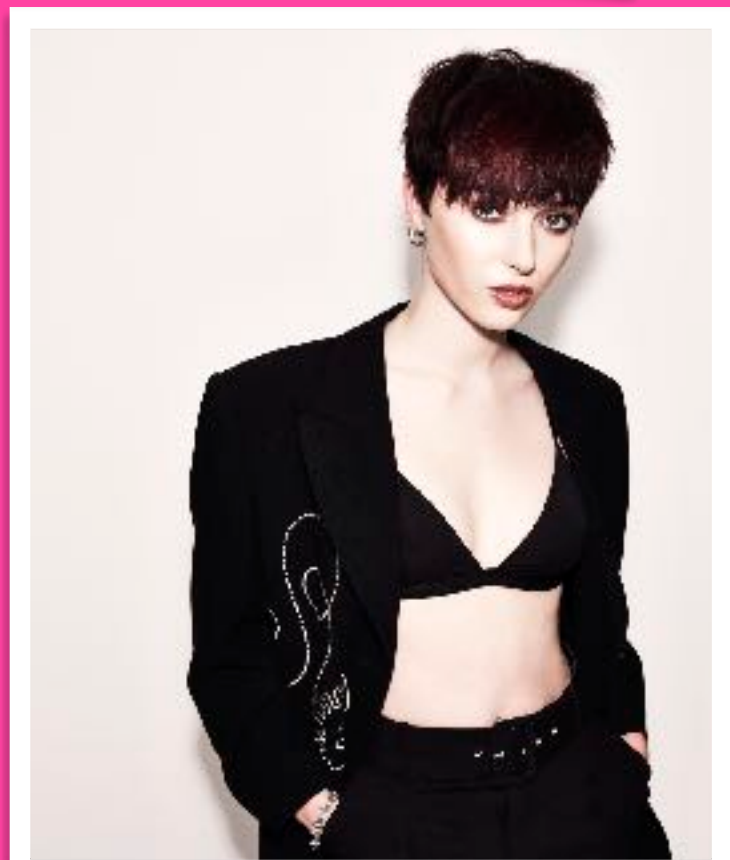
During his prolific career, he has amassed numerous awards including the acclaimed British Hairdresser of the Year award a record-equalling four times.

Since joining forces with partners Clive Collins and Paul Simbler at HOB Salons, Akin's vision and drive for uncompromising excellence has been instrumental in establishing the 17-salon group as one of the UK's leading hairdressing brands.

Based at the renowned HOB Academy, which he opened in 2007, Akin leads the HOB Creative & Education Teams in delivering first-class education to established hairdressers from around the world. Recent international assignments have seen Akin on stage in nearly every continent, demonstrating, presenting, or producing hair shows in Barcelona, Los Angeles, Poland, South Africa, and Monaco on behalf of product powerhouse Wella.

Akin has also been flown to the Aspya Conference in Singapore and to the Hair Expo in Sydney to demonstrate his work. Closer to home, recent engagements have included the Alternative Hair Show at the Royal Albert Hall, Pro Hair Live and HJ Live, as well as showing at the Wella Global Trend Vision Finals at Salon International, judging the Australian Hair Fashion Awards and being an official mentor for the UK Wella Trend Vision Awards. Akin's reach and influence also extends into product development, as proven by Dyson when they assigned him the role as ambassador for the first Dyson hairdryer, where he played an integral role in the development of the product and its launch into the global market.





Bruno Marc Giamattei is the creative force behind JOICO EMEA and the Marc Antoni Group – a wealth of knowledge, a figurehead within the industry, and an incredible hairdresser.

Despite having a prominent presence in the hairdressing industry for over thirty years,

Bruno continues to strive for perfection through his work, pushing himself and the JOICO EMEA and Marc Antoni Art Team to achieve creative excellence.

Bruno's greatest achievements include winning multiple British Hairdressing Awards; winning 'Artistic Team of the Year' twice and three times winner of the 'Southern Hairdresser of the Year', which earned him a firm place in the British Hairdressing Hall of Fame, along with his tenure as President of the Fellowship for British Hairdressing.



BRUNO MARC GIAMATTEI

One piece of advice you'd give to someone starting out in the industry?

"Find yourself a great mentor."

When did you realize you wanted to be a hairstylist?

"It's in my blood. My father founded Marc Antoni."

Favourite cut?

"It has to be the classic graduated bob, as it shows precision and perfection of the craft."

Unforgettable career moment?

"It's in my blood. My father founded Marc Antoni almost 60 years ago and when I decided to join the family business, he sent me to London to train. I found the environment exciting, love the salon trends and music – it had a great buzz. I loved it!"



What made you join the JOICO family?

"I am a people person - I know within 2 minutes of meeting someone what I make of them. When I met Eric and Danielle from JOICO, I felt like I had known them for years. It just felt right, and I have never looked back."

Favourite cut?

"It has to be the classic graduated bob, as it shows precision and perfection of the craft."

Unforgettable career moment?

"Winning the British Hairdressers Award Southern Hairdresser of the Year and Artistic Team of the Year, as well as being inducted into the Hall of Fame, all on the same evening in 2014."

Favourite JOICO Product?

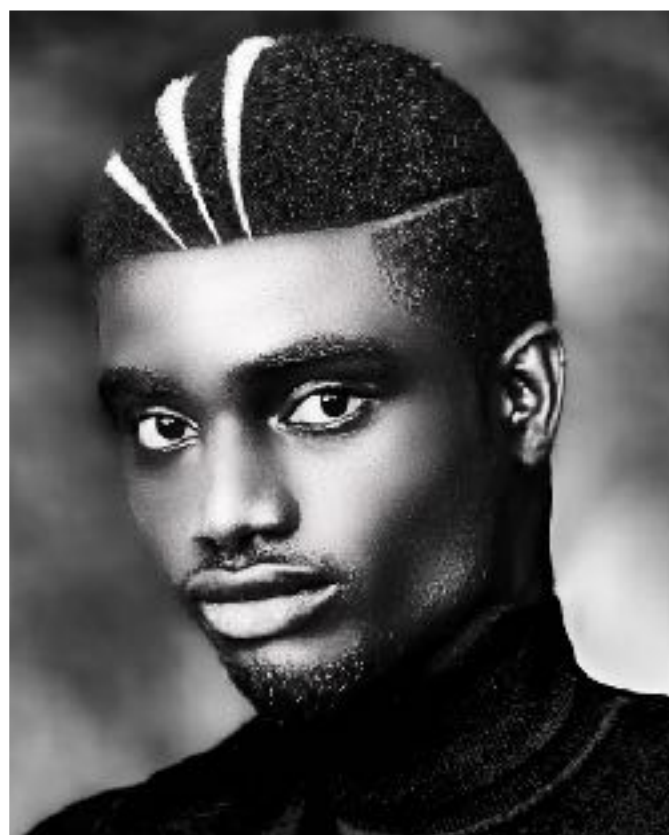
"Rise Up Powder Spray – it's gives the hair a lift and a total buzz!"



DESMOND MURRAY

Throughout his career, Desmond has continually pushed creative boundaries, earning recognition for his passion and excellence in both hairdressing and photography. Already inducted into the British Hairdressing Awards Hall of Fame, he was named Men's Hairdresser of the Year in 2009.

This was followed by international recognition from AIPP, awarding his collection Best Photographic Collection of the Year, celebrating both his hair artistry and photographic skill.



A close-up portrait of Josh Lamonaca, a man with short, dark hair styled back, light blue eyes, and a well-groomed beard. He is wearing a dark, possibly black, shirt. The background is a solid, neutral grey. A bright pink rectangular box is positioned over the lower part of his face and neck, containing his name in white text.

JOSH LAMONACA

With over 20 years of experience and a commitment to continuous innovation, Josh's unique approach to education merges classic technique with progressive design and philosophy.

Internationally recognized for pushing the boundaries of modern barbering and hair education, **Josh Lamonaca** has redefined what it means to be an educator in the hair industry.

His dynamic teaching style resonates across

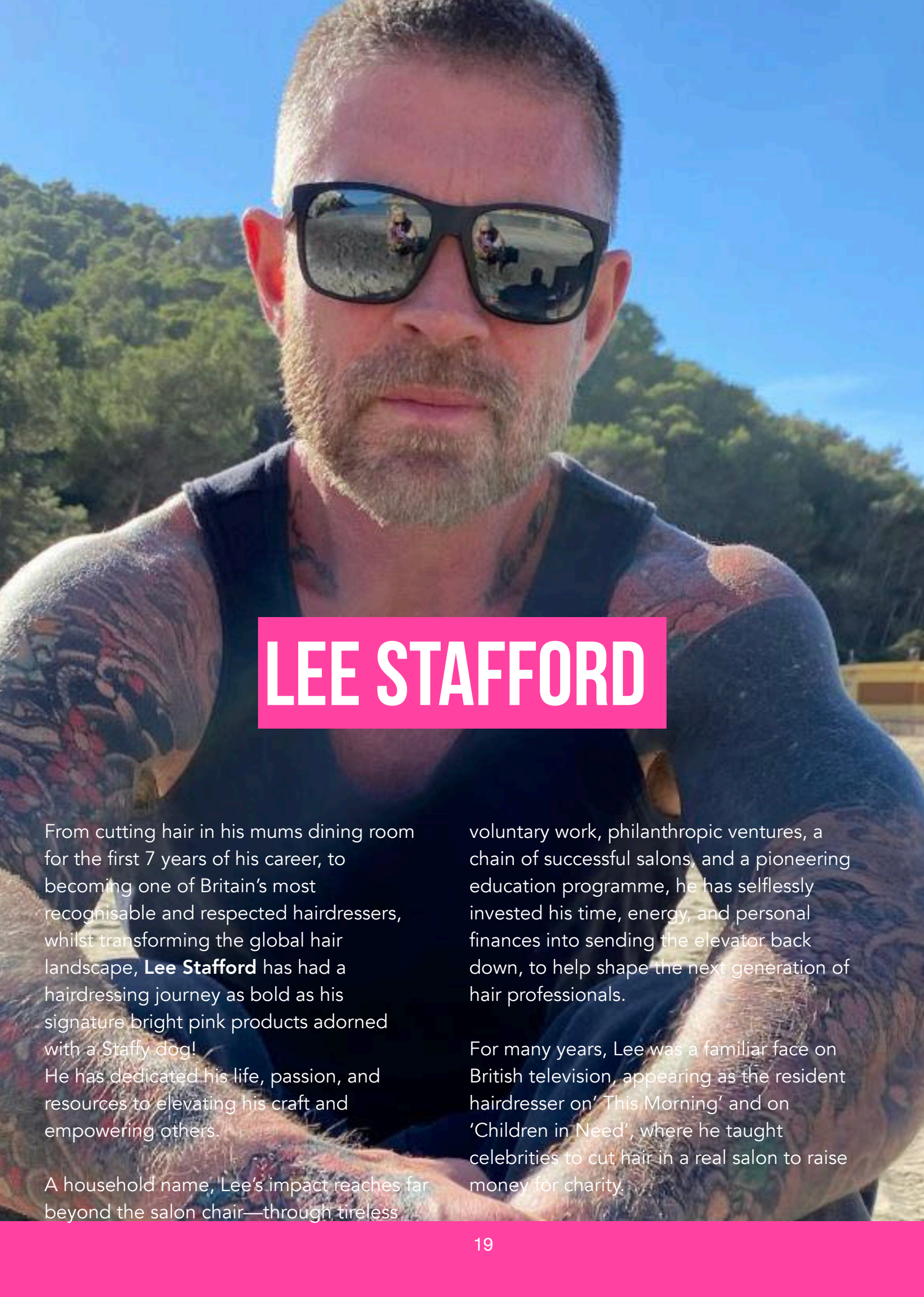
cultures and generations, making complex concepts accessible, inspiring, and transformative.

As co-founder of MENSPIRE, Josh has seamlessly blended creativity with structure, offering a new language of haircutting that inspires thousands across the globe.

Josh is more than an educator—he's a mentor, an artist, and a visionary.



Josh's ability to empower stylists and barbers with confidence, discipline, and creative freedom has made him a global force in modern men's hair education. Driven by passion and precision, and guided by purpose, Josh Lamonaca continues to shape the future of the industry specialising in mens hair.



LEE STAFFORD

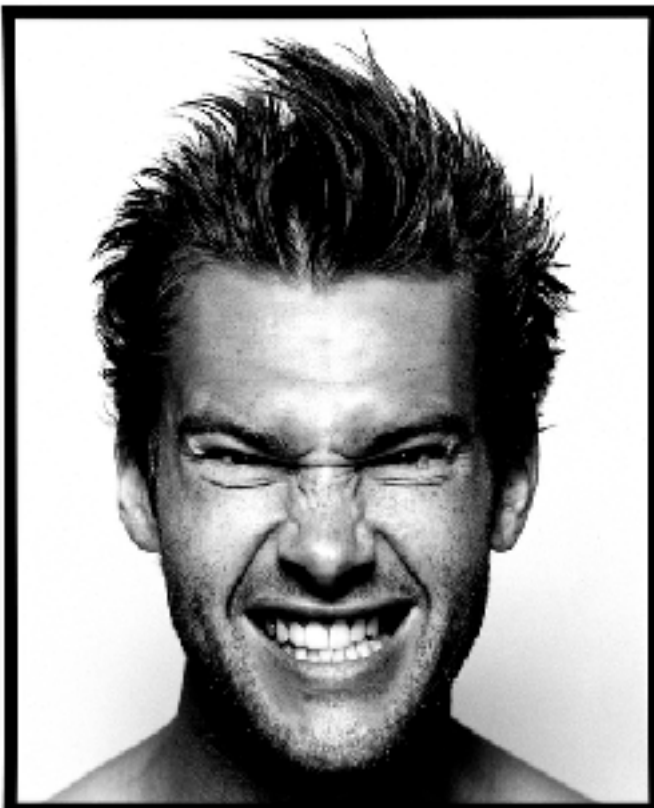
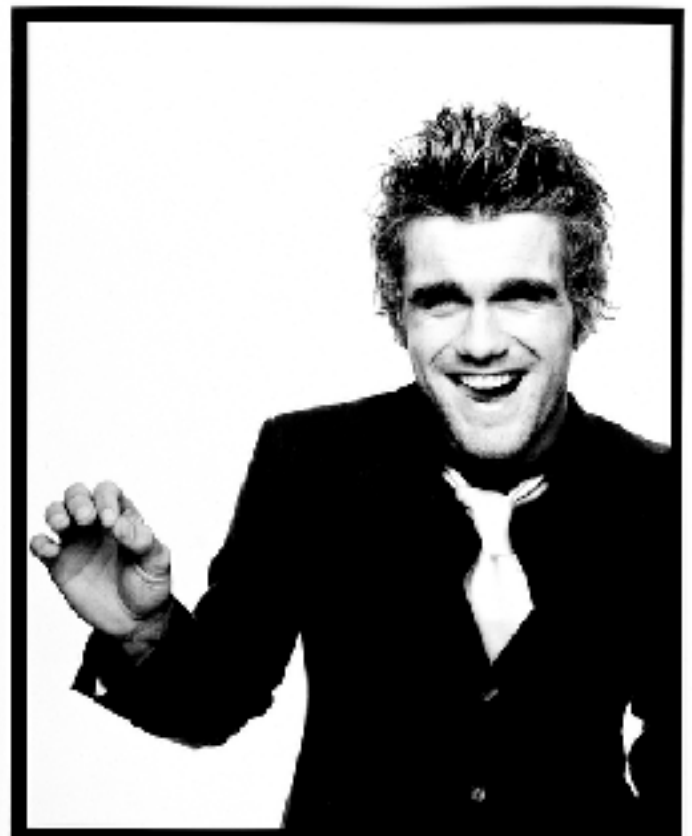
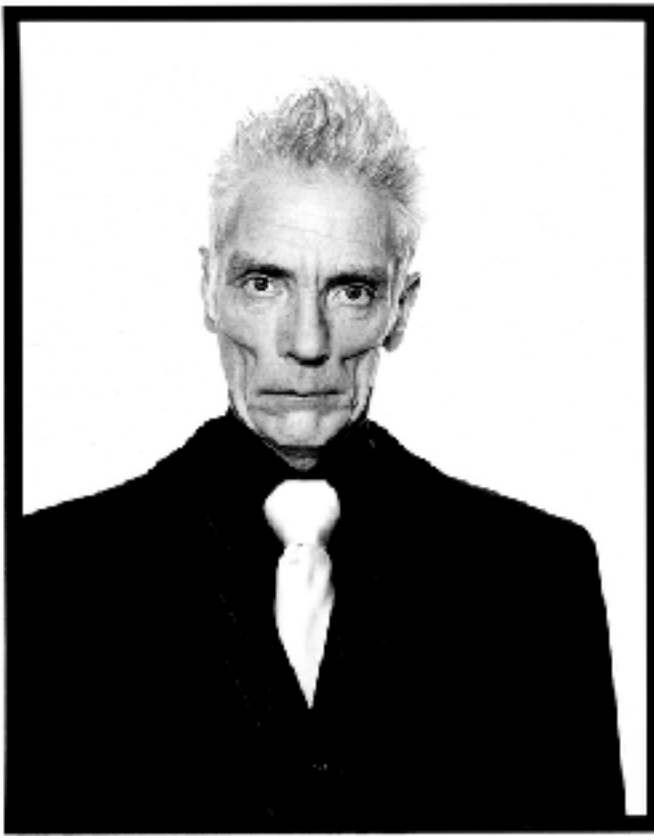
From cutting hair in his mums dining room for the first 7 years of his career, to becoming one of Britain's most recognisable and respected hairdressers, whilst transforming the global hair landscape, **Lee Stafford** has had a hairdressing journey as bold as his signature bright pink products adorned with a Staffy dog!

He has dedicated his life, passion, and resources to elevating his craft and empowering others.

A household name, Lee's impact reaches far beyond the salon chair—through tireless

voluntary work, philanthropic ventures, a chain of successful salons, and a pioneering education programme, he has selflessly invested his time, energy, and personal finances into sending the elevator back down, to help shape the next generation of hair professionals.

For many years, Lee was a familiar face on British television, appearing as the resident hairdresser on 'This Morning' and on 'Children in Need', where he taught celebrities to cut hair in a real salon to raise money for charity.



Throughout his extraordinary career spanning more than four decades, Lee has been recognised with over 50 industry awards for his product innovations and creative excellence. His accolades include some of the industry's highest honours, such as HJ's Men's British Hairdresser of the Year, Most Influential Hairdresser of the Year, The Fellowship's Best Hairdresser of the Year, and Creative Head Most Wanted Education Expert.

Whether training celebrities for charity, revolutionising hairdressing education in FE colleges across the UK and mentoring hundreds of aspiring hairdressers, Lee's unwavering commitment to giving back makes him not just a leader and icon in the hair Industry but a true force for good.

His career has spanned over 40 years, he has experienced stratospheric highs and lows, overcoming personal challenges and turned them into a platform for change. Lee's story is one of talent, resilience, generosity and service—proof that true legacy is measured not in awards or profits, but in the opportunities and hope created for others and the lives uplifted up along the way as a consequence.

When hairdressers look for inspiration when dressing long hair, they look to one man for creativity, inspiration and motivation – **Patrick Cameron.**

Having travelled to the four corners of the world many times, Patrick is acknowledged by his peers as the leading name in long hair. Since arriving in the UK from New Zealand in 1987, Patrick has worked in association with global brand, Wella.

Patrick is also the consummate professional, inspiring hairdressers with his unique blend of education and fantastic ability to make even the most complex hairstyle look easy.

Audiences at his stage performances are always enthralled by the theatrical and fun element Patrick injects into his shows.

A regular presenter at the most prestigious global hairdressing events, Patrick has demonstrated his skills at Cosmoprof, the IBS, The World Hairdressing Congress, The Alternative Hair show, The World Championship, The London Hair Collections, The World Congress in Sydney, Looks in Rimini, The Austrian Hair Congress, Top Hair in Dusseldorf, Salon Look and Salon International in London.

Education is paramount to any hairdresser's growth and development. Patrick's passion is to increase awareness in long hair dressing and dispel the myth that it's complicated. Inspiring hairdressers around the world to achieve success they never thought possible.

Patrick's Online Digital education was born and honed during lockdown. From March 2020 when Covid took hold Patrick went live, globally, to thousands on Facebook and Instagram every Monday night, and his reach has continued to grow and grow to this day.



PATRICK CAMERON MBE





His platform Access Long Hair is the industry's leading education destination allowing hairdressers to monetise their skills.

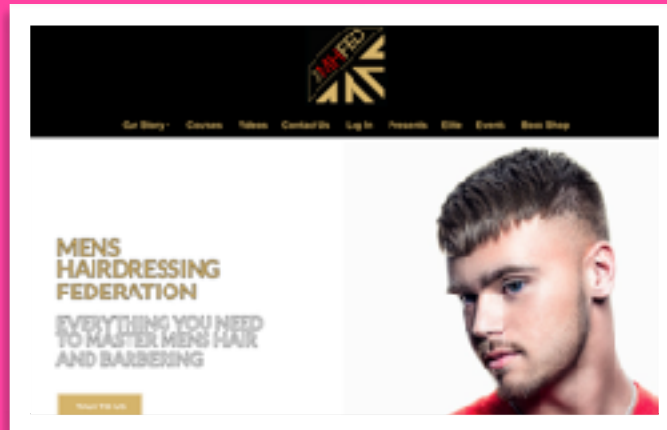
Patrick is now hailed as the foremost content creator in dressing long hair.

His philosophy is to connect the industry, using the power of creativity to help focus and give confidence in a positive way, during one of the hardest times our industry has ever seen.

Patrick has been awarded a prestigious MBE from Her Majesty the Queen for his contribution to British Hairdressing, particularly during Covid 19.



Above shows how the MHFed website looked in 2012



How the [MHFED.com](https://www.mhfed.com) website looks today.

Who Is The MHFed & What Do We Stand For?

Since its inception in 2012, The Men's Hairdressing Federation (MHFed) has championed a bold vision: to inspire the very best in men's hairdressing and barbering, and to raise professional standards across the industry.

The MHFed was Built on the belief that opportunity, creativity, and quality education should be accessible to all, MHFed has grown from a grassroots

movement into a globally recognised training body

MHFed's mission is simple but powerful: to equip barbers and stylists with the tools, training, and confidence they need to lead successful, sustainable careers. Whether you're just starting out or refining your signature style, MHFed provides a path forward.

The organisation is an approved City & Guilds centre, offering apprenticeships and formal qualifications that hold weight in salons and colleges alike.



For Men's Hair & Barbering resources scan to visit our website [mhfed.com](https://www.mhfed.com)

For Hairdressing resources scan to visit our website [hairfed.com](https://www.hairfed.com)



At its heart, MHFed is more than an educational provider — it's a community, a standard-setter, and a creative force.

Through global collaborations, flagship events, and finely curated media, MHFed tells the story of men's hair in motion.

The MHFed nurtures talent, supports innovation, and ensures that greatness in barbering is rewarded, shared, and continually improved.



Images above Madame Jo Jo's, Young Feds, Fellowship, Haircon, Education in India & Japan.

What We Do:

Comprehensive Training & Courses

MHFed delivers a broad spectrum of training offerings designed to meet barbers where they are in their journey:

Academic / Diploma-style courses — structured learning in technical and creative disciplines.

MHFed - All Courses

1-to-1 bespoke coaching — custom programmes tailored to your goals, whether you want to master a technique or elevate your full repertoire. **MHFed 1-2-1 courses**

Continual Professional Development (CPD) — in collaboration with colleges and educational providers, MHFed runs CPD modules to keep educators and students aligned with industry trends and curriculum needs.

Digital education — for an annual subscription, members unlock HD step-by-step video tutorials (covering cuts, fades, techniques by talent like Josh Lamonaca) plus downloadable learning materials.

These courses are built with real barbershop life in mind — after all, understanding how to run quality work under pressure, manage expectations, and deliver consistent excellence is part of the craft.



Creative Collaborations & Visual Storytelling

A hallmark of MHFed's identity is its commitment to photographic storytelling and creative expression.

From the early days, MHFed partnered with renowned photographers like **Desmond Murray** to produce iconic shoots that brought barbering into the visual arts world. [MHFed - Our Story](#)

These collections are more than portfolios — they are expressions of identity, heritage, and innovation. Each collaboration becomes part of the federation's visual legacy, offering inspiration to stylists and audiences alike. By featuring barbering as an art form, MHFed raises the bar for what's possible in men's hair, pushing practitioners to think not just about cuts, but about mood, narrative, and atmosphere.



In God We Trust — The Birth of a Signature

In 2014, MHFed took a decisive creative leap. In collaboration with internationally respected photographer **Desmond Murray**.

MHFed launched its first-ever Ambassador photoshoot — *In God We Trust*.

The shoot was conceived as more than a collection; it was the prize for excellence. Run alongside an MHFed Barber of the Year awards initiative, the photoshoot rewarded standout talent with the opportunity to step onto a global creative stage. **The first winner, Stewart Martin of Esteem Hair, Norwich**, set the benchmark — signalling the calibre, ambition, and intent behind the movement.

In God We Trust became MHFed's creative flag in the

ground. Through this single act, MHFed announced itself to magazines, barbers, stylists, and apprentices worldwide — declaring that men's hairdressing would be seen, celebrated, and held to international standards. The shoot brought together MHFed's emerging ambassadors: craftspeople driven by ambition and united under one theme — **trust**. Trust in self. Trust in craft. Trust in the journey. The title was not simply provocative; it was a declaration of belief. Creative direction and concept were led by Adam Sloan, with Aaron **Dorn**, newly appointed Creative Director, helping shape the vision — mentoring, coordinating, and ensuring every image pushed boundaries. The collection was later presented to peers at The Fellowship in 2014, cementing *In God We Trust* as the *foundation of MHFed's collaborative and ambassador-led identity*.

Photographer: Desmond Murray

Hair: Stewart Martin, Martin Fox, Aaron Dorn, Adam Sloan, Kevin Luchman, Tracey Ann Smith, Joe Sloan, Mucktaru Kargbo

Make-up: Emma Miles

Styling: Darren Knight

Location: Waterloo



I wanted to create a collection that felt timeless — a reflection of integrity, faith, and craftsmanship. The message behind this shoot was simple yet powerful: never judge a book by its cover. The models featured in this collection are all men of the cloth.

Their presence reminds us that strength, style, and spirituality can coexist — that true character runs far deeper than appearances. In a world that often makes assumptions based on what we see, this collection challenges us to look beyond the surface and recognise the human story beneath.

What a collective of the best talent in British Hairdressing and Barbering came together to create this incredible collaborative shoot. Everyone brought their A-game — from inspired models and storyboards to mood boards, styling, and the artistry of our make-up team. Each individual completely bought into the concept and helped shape something truly special.

Our multi-award-winning photographer and hairdresser, Desmond Murray, captured the essence of “In God We Trust” through his lens with pure magic. Desmond even picked up his scissors, cutting and styling a few of the male models himself alongside our team to ensure every detail felt authentic. The energy, creativity and skill in that studio will stay with me forever. It stands as proof of what can be achieved when a team comes together with shared passion and purpose. I’m incredibly proud that this collection has reached audiences across the globe — a testament to the power of collaboration and faith in our craft.

Adam Sloan



STEWART MARTIN MHFED 2014 BARBER
THE YEAR



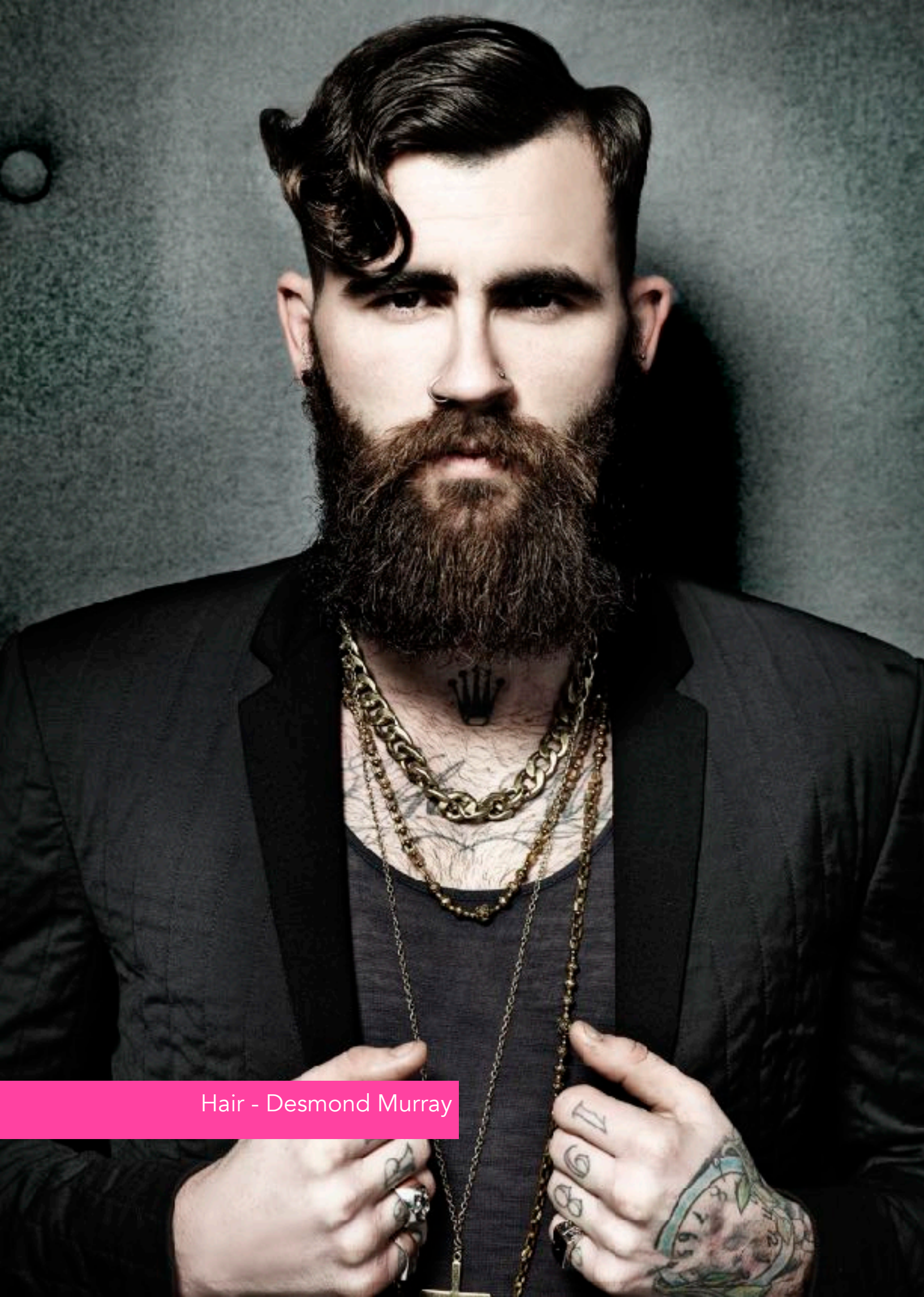
Hair - Adam Sloan
Salon - The Big Yin (Southend)



Hair - Tracey Ann Smith



Hair - Martin Fox



Hair - Desmond Murray



Hair - Desmond Murray



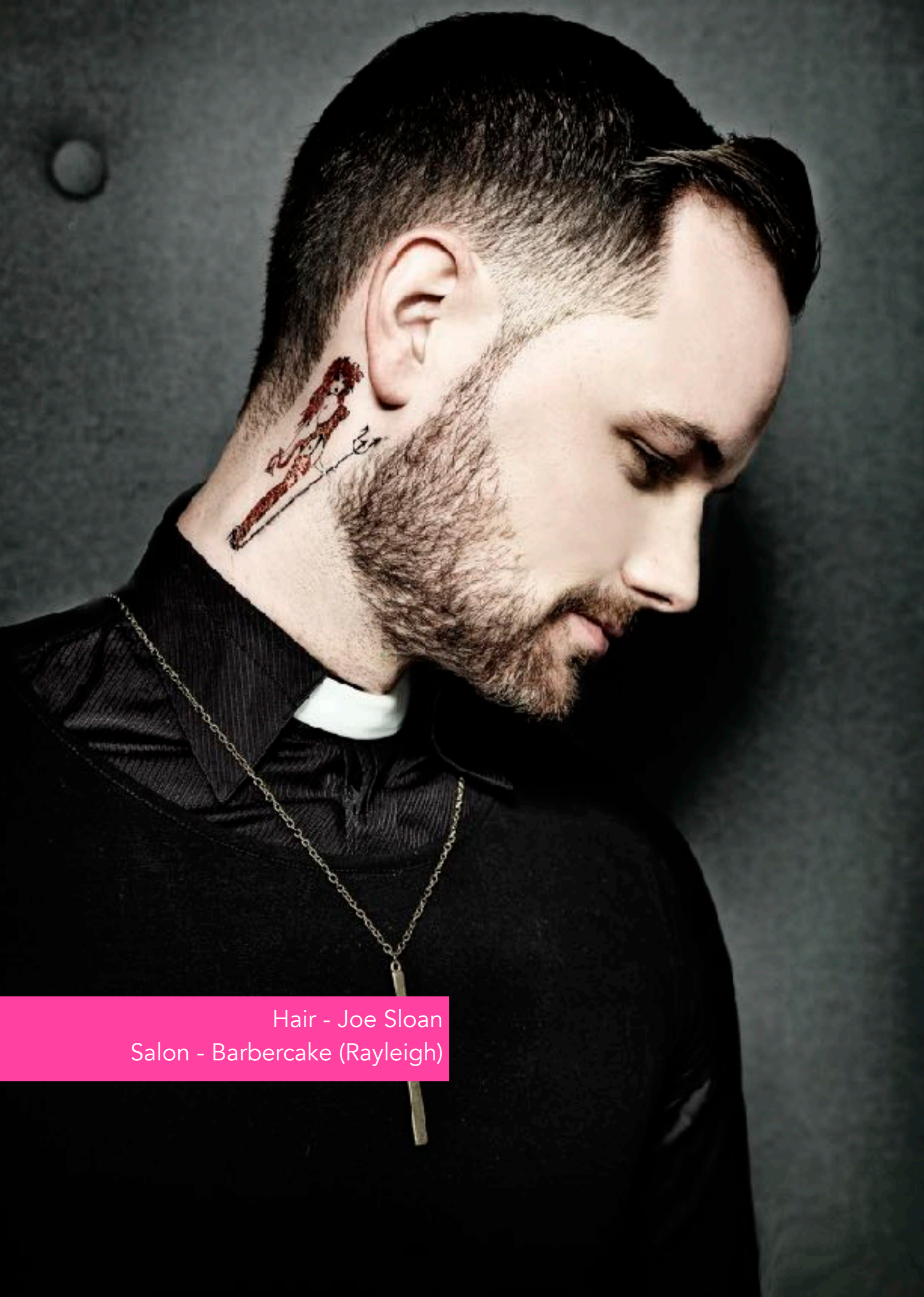
Hair - Stewart Martin



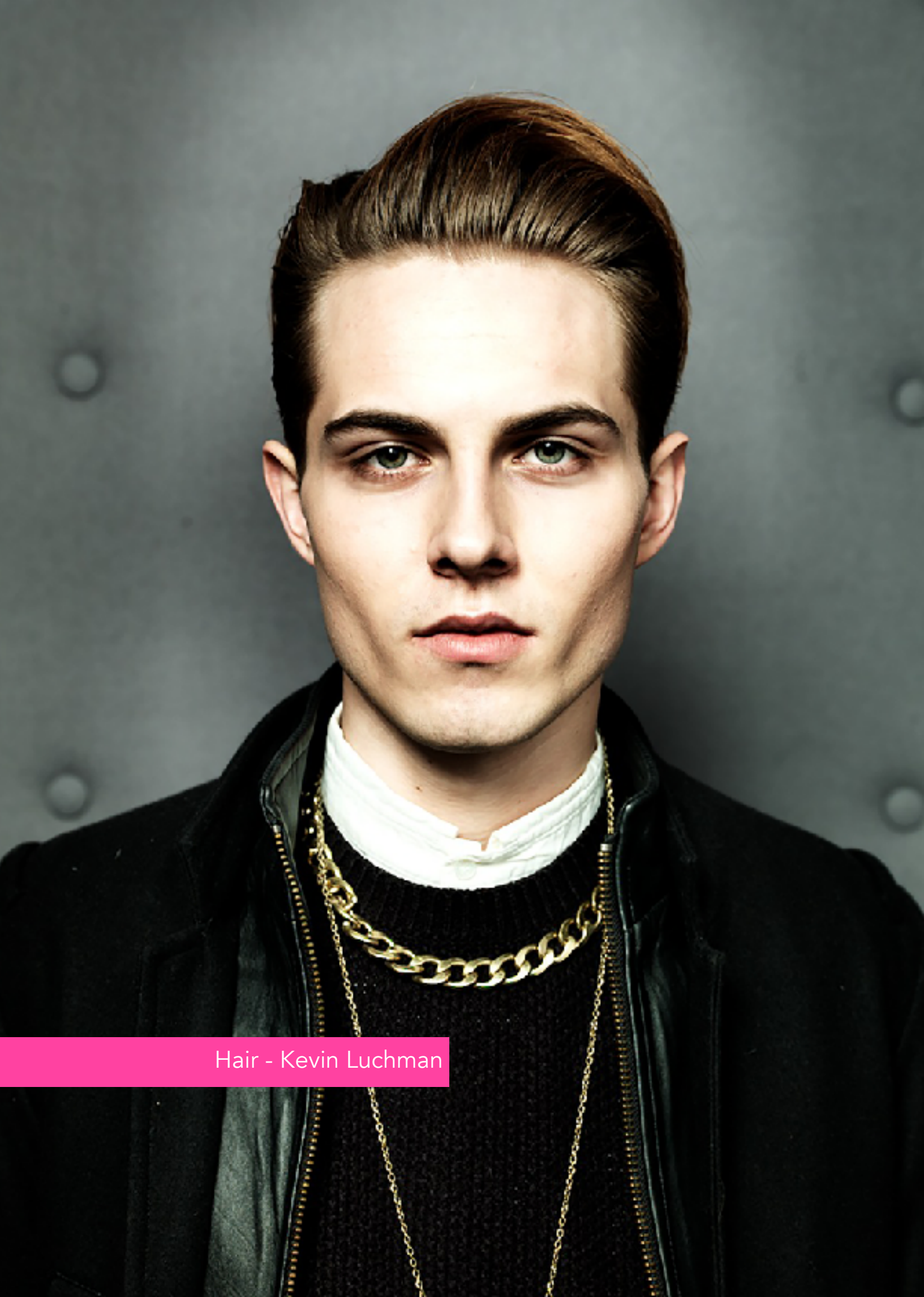
Hair - Aaron Dorn aarondorn.com



Hair - Adam Sloan
Salon - The Big Yin (Southend)



Hair - Joe Sloan
Salon - Barbercake (Rayleigh)



Hair - Kevin Luchman



Hair - Aaron Dorn &
Adam Sloan

GOD WE TRUST



GLOBALLY PUBLISHED

THE PANINI SHOOT

**Collaborations - MHFed / City and Guilds Apprentice Barber of the Year.
2017/18 Location - Old Laundry Studios, SW London
Photographer - Desmond Murray**

What an unveiling of talent this shoot was! Inspired by the nostalgic magic of the Home International Panini football sticker books, this collection brought together the rising stars of British and Irish barbering. The finalists of the National Apprentice Barber of the Year stepped into the spotlight, each representing their nation with pride, passion, and individuality.

Pictured below : Left to Right
Wales – Dominic Camargo Northern Ireland – Eamonn Magill Photographer
Desmond Murray Scotland – Montel Campbell England – Ollie Foster

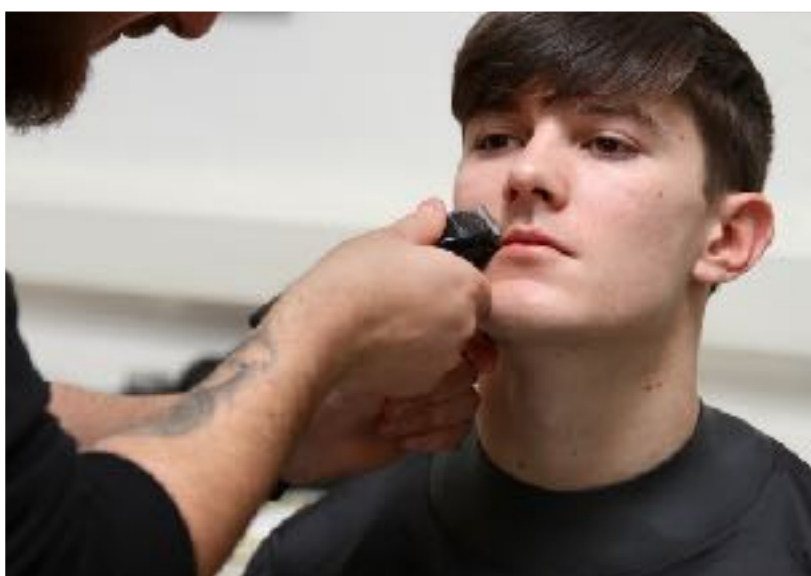


These young men truly embraced the shoot. Eamonn brought an authentic passion and natural Irish flair; Oliver has since gone on to become an international platform artist; Montel now travels the world as an educator; and Dominic absolutely delivered on set.

Supporting them were an incredible team of mentors — Damian Owen, Danny Robinson, Joe Sloan, and Tariq Howes — whose guidance elevated the energy and professionalism of the day.

Make-up and styling were led by Andrea Louca, and the collection was captured beautifully through the lens of Desmond Murray.

What an incredible day we had pulling this all together in London. A collection full of pride, promise, and the unmistakable spirit of the next generation.





Hair by Eamonn MaGill

2017/18 Northern Ireland
Apprentice of the year.



Hair - Montel Campbell 2017/18 Scottish Apprentice
Barber of the Year



Hair - Dominic Camargo 2017/18 Wales Apprentice
Barber of the year.



Hair - Ollie Foster 2017/18 England Apprentice
Barber of the year

THE ROD STEWART COLLECTION

Collaboration - MHFed & City and Guilds Apprentice Barber of the Year. 2018/19

Photographer - Desmond Murray

Hair - Declan Williams, T.J Wright, Kerri Mulgrew, Jay Burns, Ben Clifford-Stephenson

Location - Old Laundry Studios, South West London.

Make up - Cadence Jade Pearson Styling Joey Bevan



The Brief

The Rod Stewart Collection was inspired by one of Britain's most iconic style pioneers. Rod Stewart's clothing style is instantly recognisable—bold, flamboyant, and unmistakably his own. Rock 'n' roll attitude fused with sharp British tailoring formed the foundation of this creative brief.

The Location

The competition winners gathered at The Old Laundry Unit, Battersea, London—an exceptional space steeped in history, character, and creative energy. Its raw industrial aesthetic and authentic London vibe provided the perfect backdrop for an editorial shoot of this calibre.

The Shoot

Talent from all four UK nations came together to produce striking, front-cover-worthy editorial imagery. Guided by industry mentors and captured through the lens of Desmond Murray, the shoot delivered both technical excellence and creative depth.

The Winners

This collection showcased four outstanding apprentice winners:

- Jay Burns – England
- T J Wright – Northern Ireland
- Declan Williams – Wales
- Kerri Mulgrew – Scotland

They were joined by UK Qualified Barber Winner, **Ben Clifford-Stephenson**, whose contribution further elevated the collection.

The Creative Process

Each winner worked closely with their mentors, clothing stylists, and **Desmond Murray** to achieve a true editorial finish. Every look was carefully considered and expertly executed—honouring Rod Stewart's influence while allowing each individual's creativity and identity to shine.

The Outcome

The energy throughout the shoot was electric. Passion, collaboration, and creativity combined to produce a powerful and cohesive collection. The Rod Stewart Collection stands as a celebration of individuality, British style heritage, and the future talent of our industry.





Hair - Declan Williams

2018/19 Wales Apprentice
Barber of the Year.



Hair - T.J Wright
People 1st College Belfast

2018/19 Northern Ireland
Apprentice Barber of the Year.

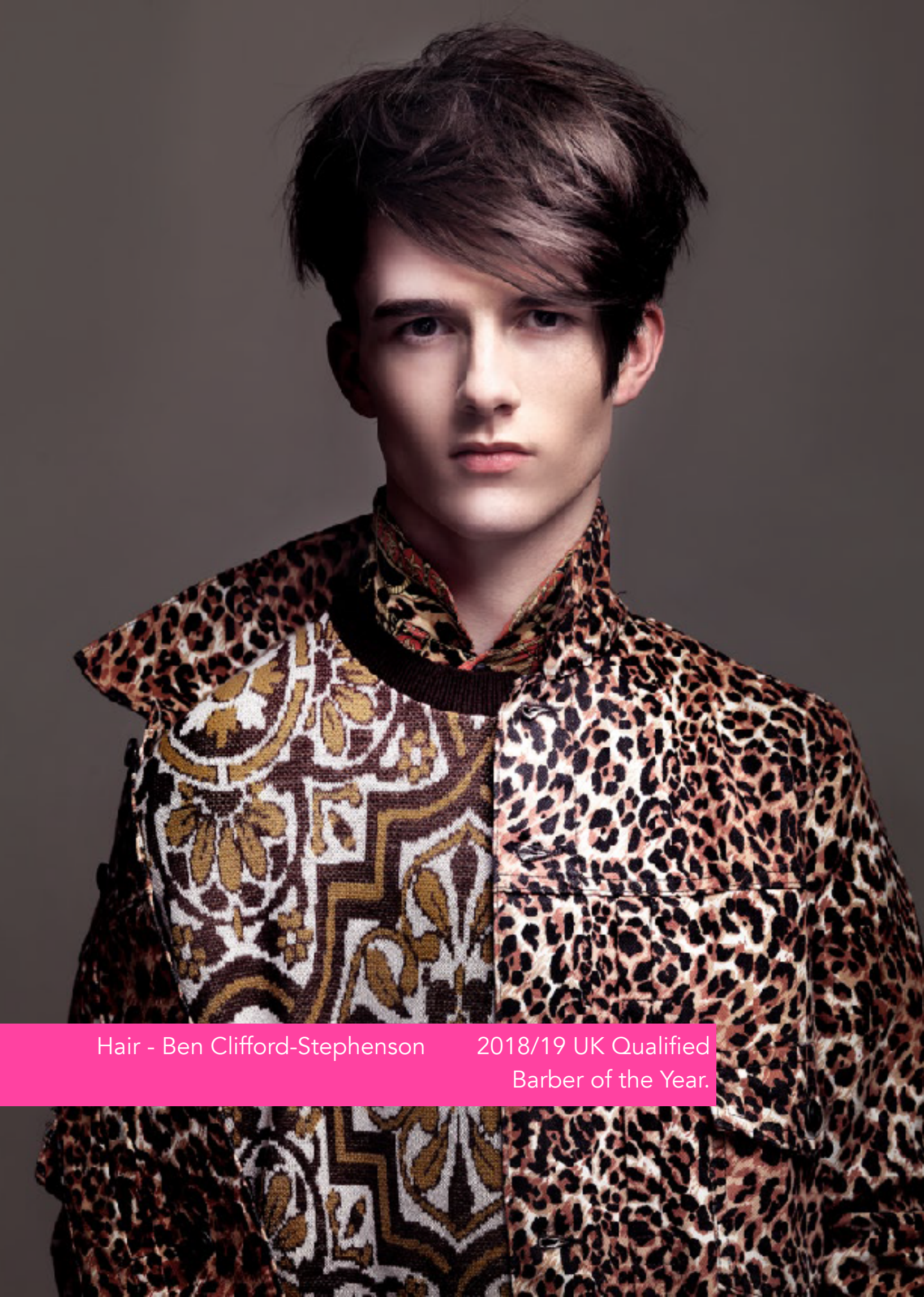


Hair - Kerri Mulgrew

2018/19 Scottish Apprentice
Barber of the Year.



Hair - Jay Burns 2018/19 England Apprentice
Barber of the Year.



Hair - Ben Clifford-Stephenson

2018/19 UK Qualified
Barber of the Year.

PUBLISHED



TO WATCH THE BEHIND
THE SCENES VIDEO
SCAN THIS CODE OR
CLICK [MHFED.COM/
COMPETITIONS](http://MHFED.COM/COMPETITIONS)



THE COVID COLLECTION

Collaboration - MHFed & City and Guilds Qualified & Apprentice Barber of the Year.
2020/21

Photographer - None - Competition run online.

Location - Pandemic Restrictions

The 2020 MHFed Competition stands as a poignant chapter in our timeline.

Our winners were unable to attend the planned photoshoot as the UK—and indeed the world—entered lockdown during the global COVID-19 pandemic, a moment that has since become part of social history.

The 2020 MHFed Competition will forever be remembered as a truly unique moment in our industry's history.

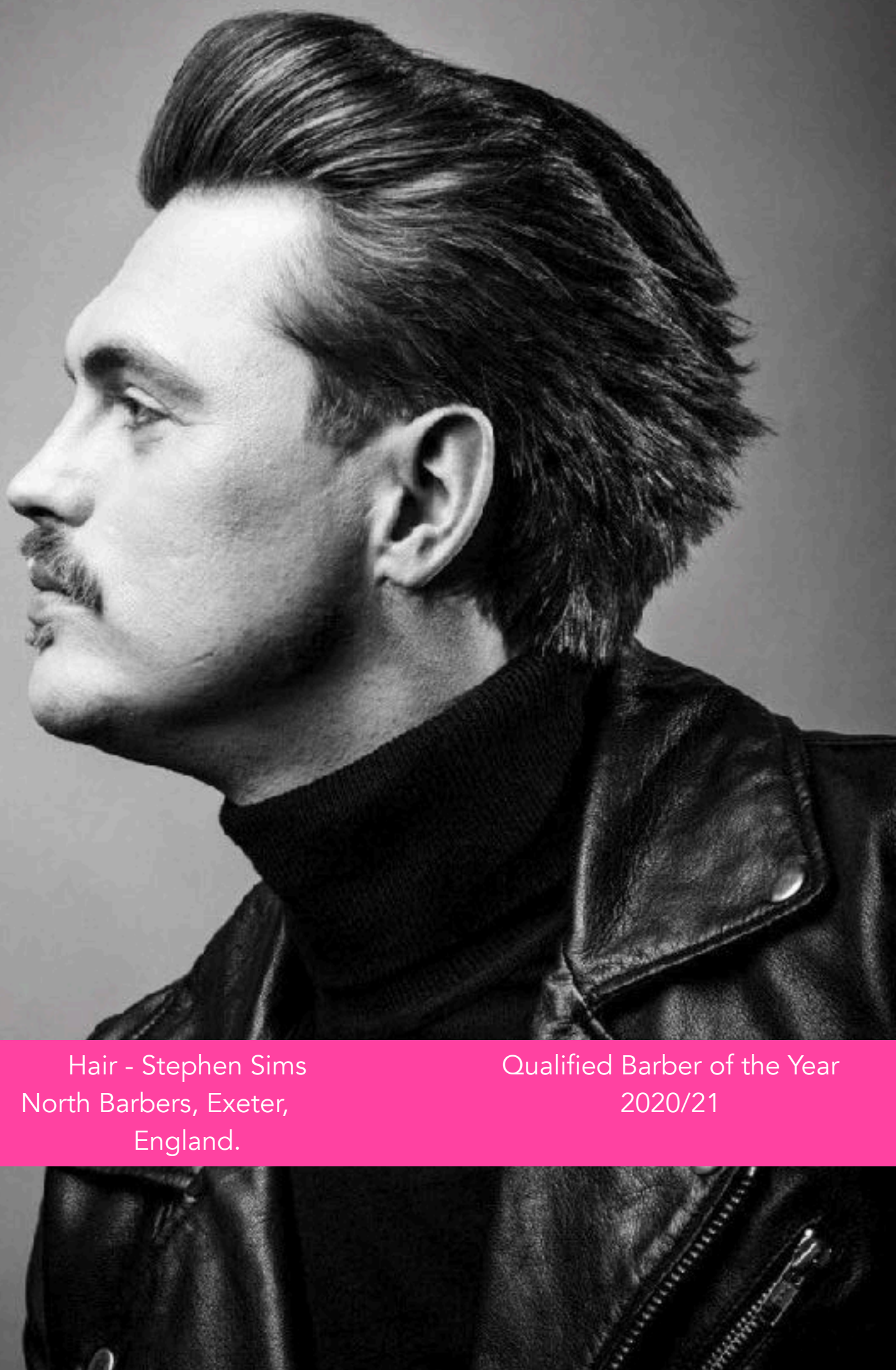
Our winners were unable to attend the planned photoshoot due to the unprecedented circumstances of the national lockdown — a defining period in both UK and global social history during the COVID-19 pandemic.

Despite these challenges, each winner demonstrated outstanding skill, creativity, and resilience, representing the very best of our barbering community.

Despite the restrictions and uncertainty of that year, each of these talented individuals continued to represent the spirit of the MHFed — passion, professionalism, and pride in their craft.

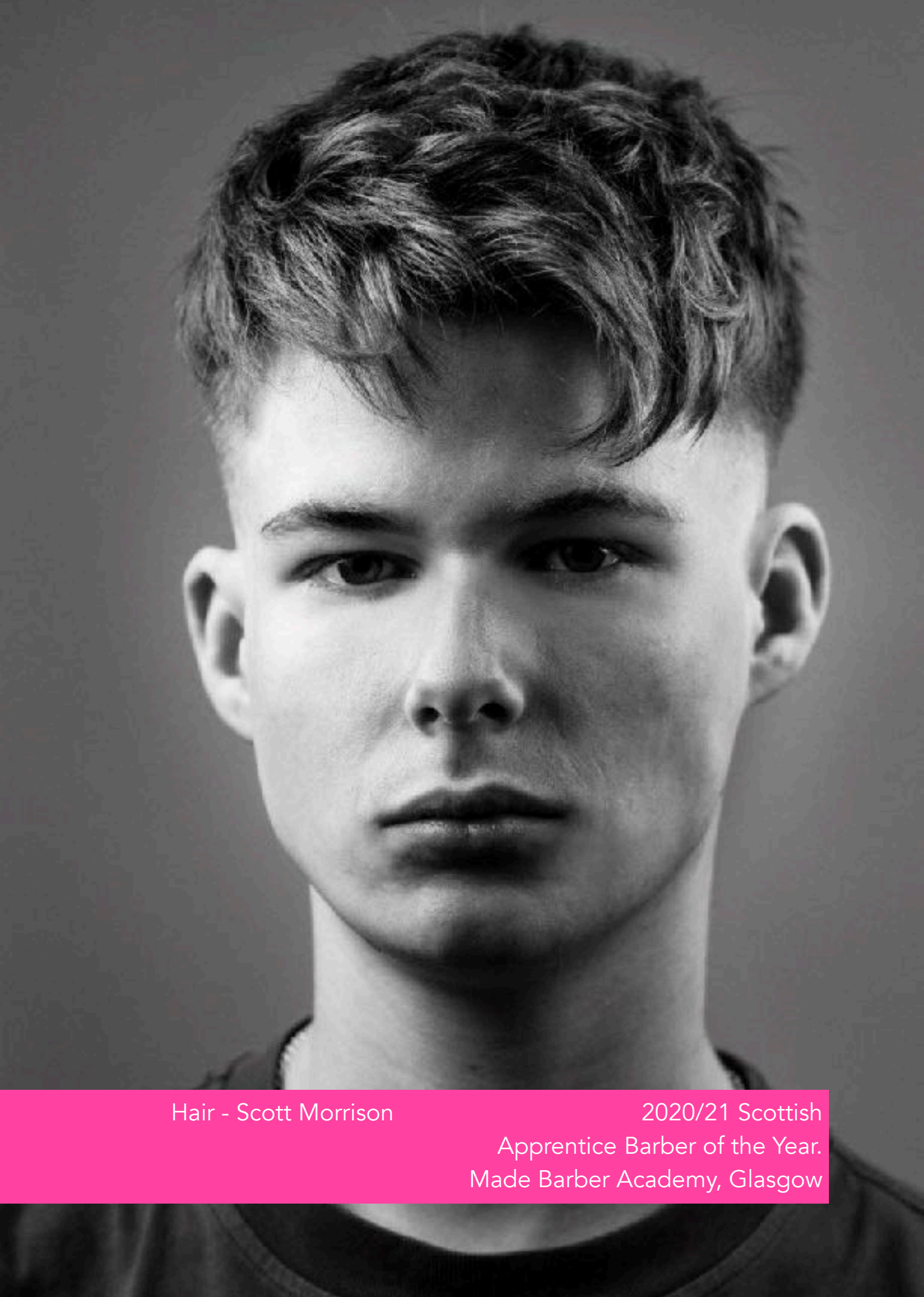
Their achievements during such extraordinary times remind us that creativity and education will always find a way to shine, no matter the challenges we face.





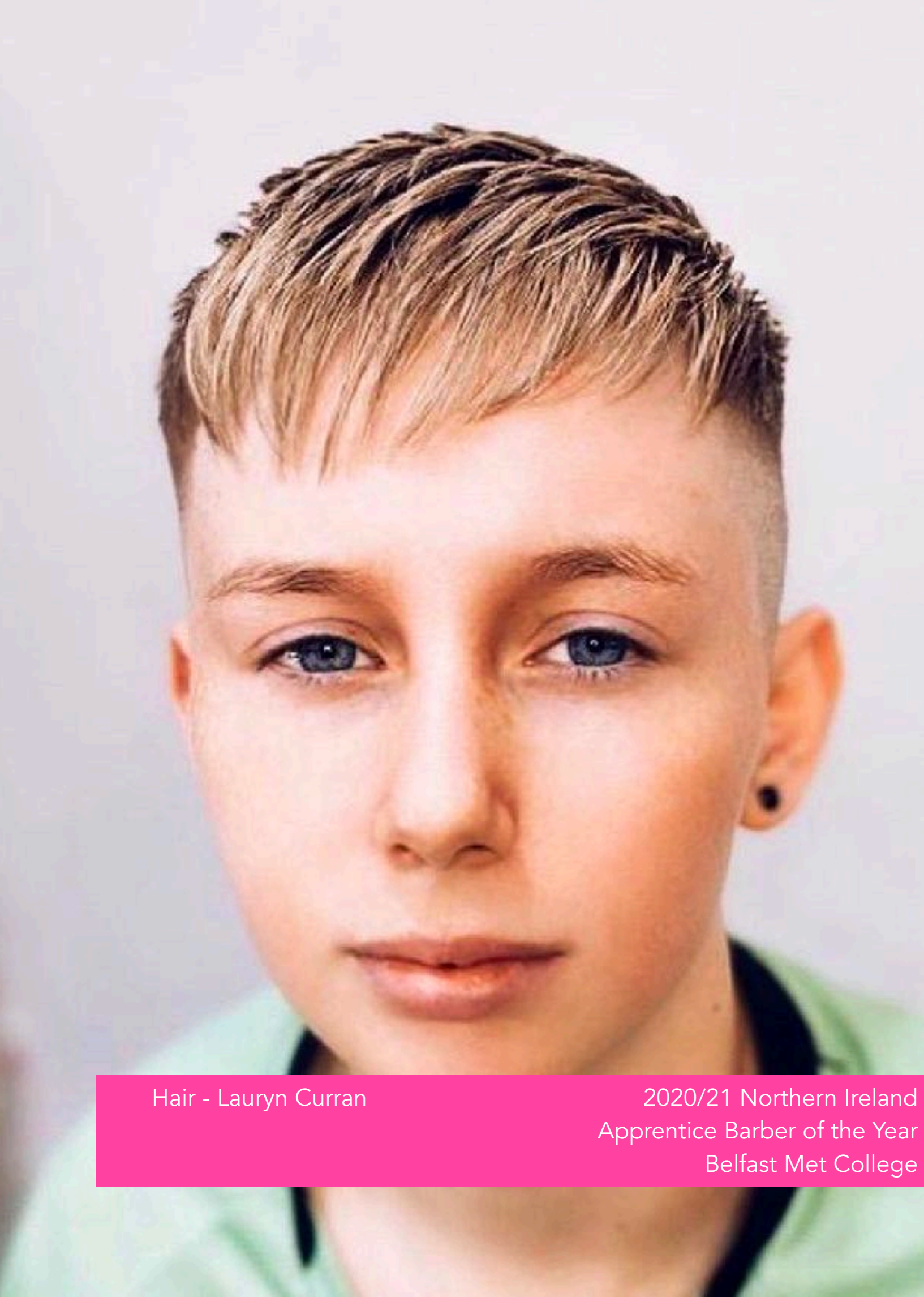
Hair - Stephen Sims
North Barbers, Exeter,
England.

Qualified Barber of the Year
2020/21



Hair - Scott Morrison

2020/21 Scottish
Apprentice Barber of the Year.
Made Barber Academy, Glasgow



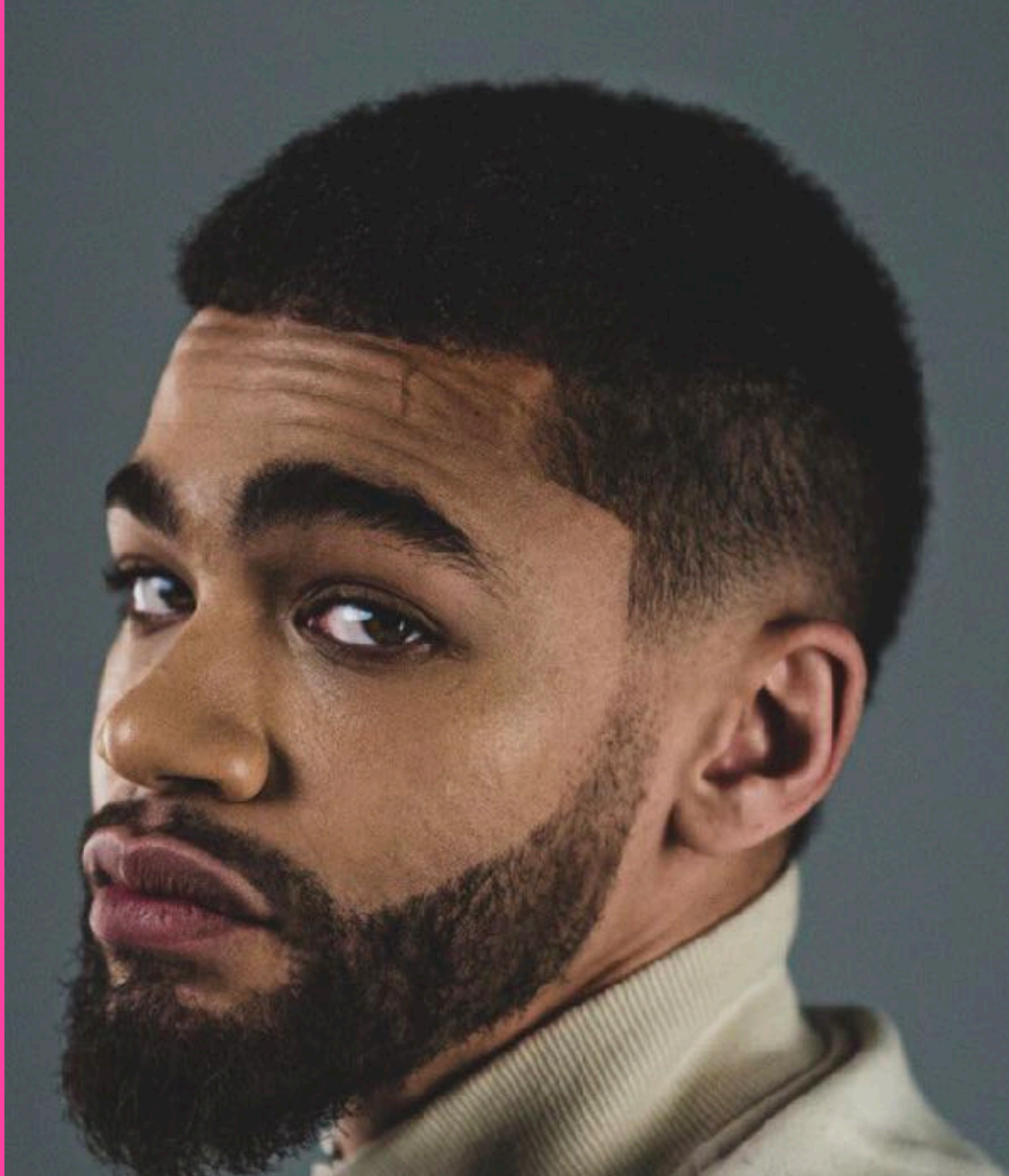
Hair - Lauryn Curran

2020/21 Northern Ireland
Apprentice Barber of the Year
Belfast Met College



Hair - Theo Connor
Oldham College / Danny & Co
Barbers

England – Apprentice Barber of the
Year 2020/21



Hair - Tariq Howes

Avenue Barbers, Cardiff Qualified
2020/21 Afro Barber of the Year



Hair - James Phillips
2020/21 Wales Apprentice

Barber of the Year.
Avenue Male Grooming Cardiff

**"HAIRDRESSERS AND BARBERS
MUST CLOSE." - BBC NEWS**

**"FORCED TO CLOSE UNDER
LOCKDOWN RESTRICTIONS."
- THE INDEPENDENT**

The COVID years were without question some of the toughest our industry has ever faced. For barbers, hairdressers, educators, salon owners and students alike, the pandemic was not just a shutdown of businesses — it was a shutdown of routine, confidence, creativity, and human connection.

Financial hardship hit immediately and deeply. Salons and barbershops were forced to close their doors for prolonged periods, income disappeared overnight, and many business owners were left juggling rent, utilities, staff support, and personal survival with little certainty of when — or if — normality would return. For self-employed barbers and freelance stylists, the pressure was relentless, and for some, devastating.

For students, the impact was equally profound. Training that relies so heavily on hands-on learning, physical presence, repetition and confidence-building was suddenly removed. Practical skills were interrupted, muscle memory stalled, and valuable chair time vanished. Communication skills — so vital in our profession — were dulled by isolation, screens, and distance learning. Confidence suffered, anxiety increased, and many young people questioned their own ability and future within the industry.

Mental health challenges became a silent but significant part of this period. Uncertainty, lack of structure, isolation from peers, and fear of falling behind created anxiety for students and educators alike. Tutors worked tirelessly to support learners remotely, often reinventing

**"SALONS HAVE BEEN CLOSED SINCE
23 MARCH." - SKY NEWS**

**"MANDATORY CLOSURE REMOVED
ALL TRADING INCOME OVERNIGHT."
- FINANCIAL TIMES**

how education could be delivered while navigating their own personal and professional pressures. Yet, even in the midst of this disruption, we made a conscious decision: the industry would not stop creating.

We recognised the importance of purpose, motivation, and aspiration — and that is why our online competitions had to go ahead. Both the student competitions and the qualified barber competition took place during this time, despite the limitations. There were no professional shoots, no studios, no ideal conditions — only determination, imagination, and resilience.

What emerged was nothing short of remarkable.

The COVID Collection stands as a powerful testament to what can be achieved under the most challenging circumstances. The results were outstanding, not because conditions were perfect, but because they weren't. Colleges adapted, tutors guided, and students pushed themselves beyond what they thought was possible. Creativity thrived in adversity, and resilience became the defining skill of a generation.

This collection is not just about hair — it is about survival, growth, and belief. It reflects an industry that refused to stand still, educators who refused to give up on their learners, and students who showed courage, adaptability, and heart during one of the most uncertain periods in modern history.

The COVID years tested us all — but they also revealed the true strength of our community.

THE MHFED & HAIRFED SHOOT

Collaboration - MHFed/Hairfed & City and Guilds Apprentice Barber/Hairdresser of the Year.
2022/23

Photographer - Desmond Murray

Hair - Edson McCall, Clare Bartles-Smith, Zoheb Zarwar, Sarah McGarvey, Demi Kelis-Patmore, Harriet Crisp. **Location** - MHFed Studios **Make up** - Olivia Tinson

Styling - Adam Sloan

We chose the Feds Education Studio as the setting for the MHFed / HairFed winners' photoshoot — a space perfectly suited to mark a landmark moment in UK apprentice history.

The atmosphere was electric as Scotland's Apprentice Barber Winner Edson McCall and Highly Commended Sarah McGarvey worked alongside England's Apprentice Barber Winner Clare Bartles-Smith and Highly Commended Zoheb Zarwar, producing striking,

front-cover editorial looks that reflected both technical excellence and creative confidence.

This shoot also marked the first City & Guilds / HairFed Apprentice Hairdressing Awards, delivered under the guidance of HairFed Director Steve Turner and Jude Bale.

Demi Patmore, England's Apprentice Hairdresser of the Year, and Highly Recommended Harriet Crisp each created multiple editorial looks, expertly developed under the

exceptional eye of Desmond Murray.

Special thanks go to stylists Jude Bale and Matthew David Andrews, with make-up artistry by Olivia Tinson, whose combined talents elevated the collection to true editorial standard.

History was made — for the first time, barbering and hairdressing apprentices from across the United Kingdom stood side by side, representing the future of our industry with skill, pride, and creativity.





Hair - Edson McCall

2022/23 Scottish Apprentice
Barber of the Year.



Hair - Clare Bartles-Smith

2022/23 English Apprentice Barber
of the Year.



Hair - Zoheb Zarwar

2022/23 Highly Commended
English Barber of the year.



Hair - Sarah McGarvey

2022/23 Highly Commended
Scottish Barber of the Year.



Hair - Demi Kelis-Patmore

2022/23 English Apprentice
Hairdresser of the Year.



Hair - Demi Kelis-Patmore

2022/23 English Apprentice
Hairdresser of the Year.



Hair - Harriet Crisp

2022/23 Highly Commended
Hairdresser of the Year.



Hair - Harriet Crisp

2022/23 Highly Commended
Hairdresser of the Year.



To watch the
bts video click
[here](#)



THE STYLE COLLECTION

Collaboration - MHFed and City & Guilds Apprentice Barber & Hairdresser of the Year.
2023/24

Photographer - Desmond Murray

Hair - Alison Brightwell, Ellis Gold, Lucy Ross, Matt Comber, Jamie Williamson.

Location - Menspire Studios **Make up** - Jacy Garland **Styling** - SydneyTurner

We chose to shoot the "Style Collection" at our original Young Fed Josh Lamonaca's amazing creative space, Menspire Academy in St Albans. Desmond Murray loved the space and soon started to motivate the Winners with his vision for the shoot. Alison Brightwell, British qualified Barber of the Year created cool editorial looks. Ellis Gold, English Apprentice Barber of the

year delivered excellent images. James Williamson, Northern Ireland's Apprentice Barber of the year rocked his looks on his model.

City and Guilds Qualified Hairdresser of the year Matt Comber produced a stunning couple of images with his model. Lucy Ross, City and Guilds Apprentice Hairdresser of the year achieved a couple of different looks on her model

to complete the shoot finale.

Special mention to Sydney Turner for the amazing clothes styling, mentor Steve Turner, Danny Robinson for his videography and Jacy Garland for her professional make-up skills.

What a day we had showcasing the future talent in the United Kingdom.





Hair - Alison Brightwell

2023/24 British Barber of the
Year.



Hair - Alison Brightwell

2023/24 British Barber of the
Year.



Hair - Ellis Gold

2023/24 English Apprentice
Barber of the Year.



Hair - Ellis Gold

2023/24 English Apprentice
Barber of the Year.



Hair - Jamie Williamson

2023/24 Northern Ireland
Apprentice Barber of the Year.



Hair - Jamie Williamson

2023/24 Northern Ireland
Apprentice Barber of the Year.



Hair - Lucy Ross

2023/24 English Apprentice
Hairdresser of the Year.



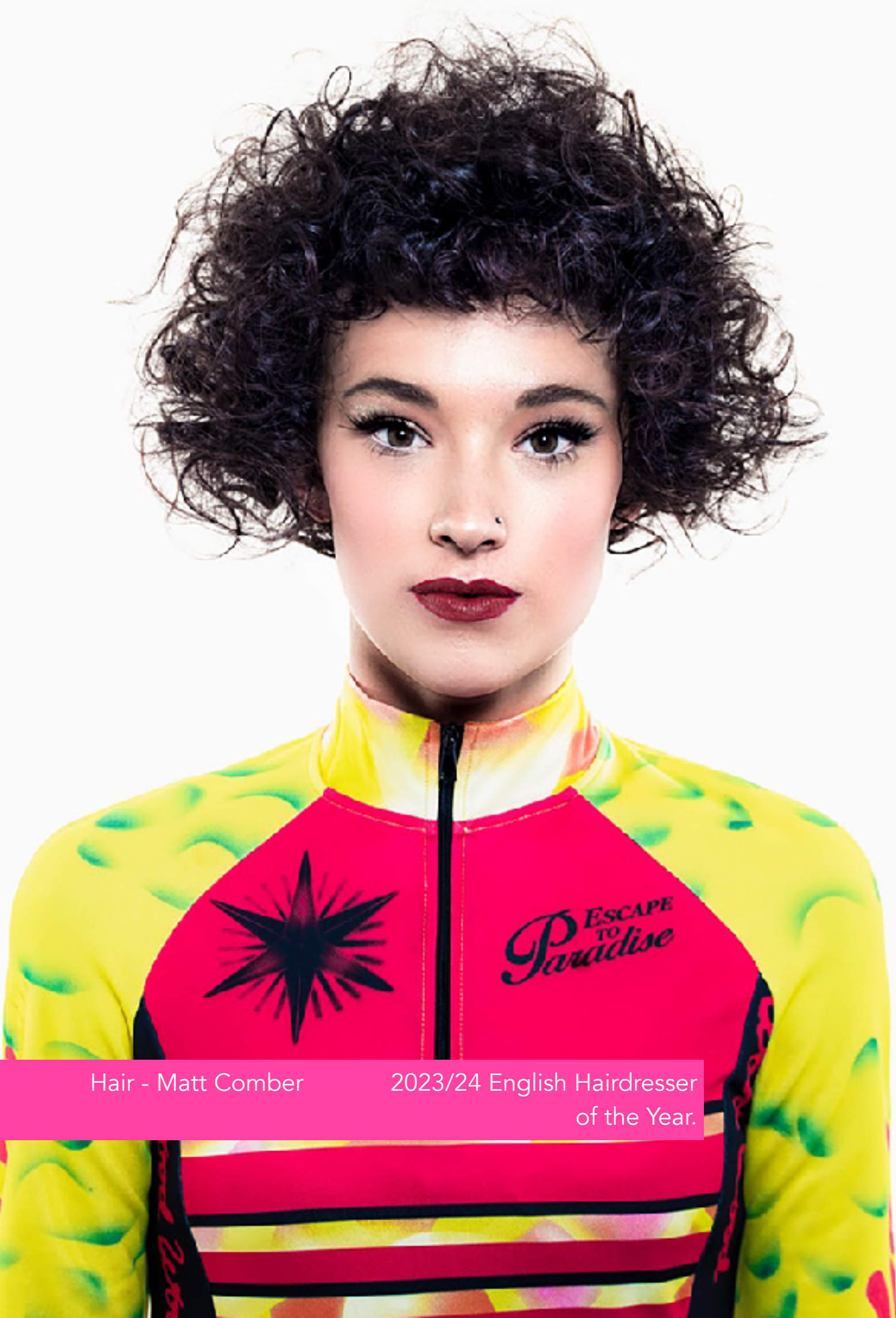
Hair - Lucy Ross

2023/24 English Apprentice
Hairdresser of the Year.



Hair - Matt Comber

2023/24 English Hairdresser
of the Year.



Hair - Matt Comber

2023/24 English Hairdresser
of the Year.



To watch the bts video click [here](#)



THE RETRO COLLECTION

Collaboration - MHFed & City and Guilds Apprentice Barber & Hairdresser of the Year.
2024/25

Photographer - Desmond Murray

Hair - Oliver Costello, Nathan Armstrong, Bethany Jayne King, Kathryn Phillips

Location - Tower Bridge Studios, London

Make up Andrea Stark **Styling** Natalie Jenkin-Smith

We choose this location for the winners as it's been used by The Apprentice TV show, Amazon, Netflix, Sony Music, BBC, FIFA, TikTok and Warner Bros to name but a few who use the space.

The Winners all arrived with their models all the way from Northern Ireland, Wales and England.

Oliver Costello, Northern Ireland's Apprentice Barber of the Year created amazing mullet images with his model. Nathan Armstrong, National Apprentice Barber of the Year created a couple of editorial textured male images both Winners worked in harmony with the artists and Desmond.

Bethany Jane King, HairFed National Apprentice Hairdresser of the Year model

had been previously coloured, cut and styled on set. She created a great front cover look alongside her mentor and Desmond.

Our HairFed Qualified Hairdresser of the year Kathryn Phillips. Her model had let her down and a friend stepped in on the day, not a model but they created a great editorial shot, working alongside Desmond, clothes stylists and makeup artist, to show Kathryn's talent under pressure.

A special thank you to Desmond Murray-photography, Natalie Jenkins-Smith for her amazing retro clothing and styling, Andrea Stark, superb make up and Danny Robinson for the outstanding videography helping to capture a day in the life of these amazing winners.



To watch the behind the scenes video click [here](#)





Hair - Oliver Costello
Belfast Met College

2024/25 Northern Ireland
Apprentice Hairdresser of the Year.



Hair - Oliver Costello
Belfast Met College

2024/25 Northern Ireland
Apprentice Hairdresser of the



Hair - Nathan Armstrong

2024/25 National Apprentice
Hairdresser of the Year.



Hair - Nathan Armstrong

2024/25 National Apprentice
Hairdresser of the Year.



Hair - Bethany Jayne King

2024/25 UK Apprentice
Hairdresser of the Year.



Hair - Bethany Jayne King

2024/25 UK Apprentice
Hairdresser of the Year.



Hair - Kathryn Phillips

2024/25 National Hairdresser of
the Year.

LOOKING AHEAD: THE FUTURE OF THE MHFED

As we close this book, the future of the MHFed feels more promising and more powerful than ever. What began as a movement to raise the standard of men's hairdressing has grown into a national force for education, creativity, and opportunity. The next chapter builds on that legacy with renewed focus and ambition.

Gold-Standard Education with City & Guilds
Our partnership with *City & Guilds* remains at the heart of our mission. Together, we continue to deliver **gold-standard barbering education—training that equips learners with the skills, confidence, and professionalism needed for a successful career.**

From apprenticeships to advanced qualifications, our shared goal is simple: **to set the benchmark for excellence in modern barbering.**

Championing the Next Generation
The MHFed will always stand for talent—supporting apprentices, nurturing creativity, and opening pathways that help young barbers grow. Through events, workshops, competitions, and hands-on experiences, we aim to inspire learners to push further, think bigger, and take pride in mastering their craft.

Growing Collaborations & Industry Impact
Our collaborations with leading artists, educators, photographers, and brands will continue to strengthen. These partnerships keep the MHFed connected to culture and creativity, ensuring our learners experience the industry at its very best.

A Future Built Together

The journey doesn't end here. The MHFed will keep evolving, elevating, and setting new standards—today and for the generations of barbers still to come.

The future is bright.
The future is collaborative.
And the future of barbering belongs to those willing to learn, create, and grow together.



To follow our journey go to mhfed.com



Adam Sloan & Ann Herman
(Ann helped shape the MHFed at the start of our journey)

ACKNOWLEDGEMENTS

We extend our gratitude to everyone who has helped shape the journey of the MHFed — from founders to educators, ambassadors, students, collaborators, and supporters. This book and everything MHFed stands for would not exist without you.

Special thanks to our founding members & core team:

The MHFed Education Team — our dedicated educators, platform artists, and mentors whose passion and expertise continue to raise the bar across barbering education.

To our global community of ambassadors, stylists, collaborators & creative partners:

Your artistry, commitment, and collaboration have helped build a legacy of excellence, creativity, and inspiration. We honour the many names who've stood with us on stage, in shoots, in competitions and educational initiatives — too many to list fully here.

To our apprentices, students, and competition entrants:

Your ambition, talent, and desire to learn affirm our mission. Thank you for trusting MHFed and City & Guilds with your development — for bringing energy, curiosity, and creativity to every course, every cut, every challenge.

To our partners & supporters:

We're especially grateful to City & Guilds for their ongoing partnership and support, helping us deliver gold-standard barbering qualifications and opportunities for the next generation. To our many brand partners, event collaborators, photographers, model-supply networks, hair-model volunteers, and everyone behind the scenes — thank you for your contribution to building a community, not just a federation.

To our supporters, friends, family & clients:

Your belief in our vision and your support of our events, academy, and mission has carried us from the early days to the global stage.

We are grateful for your loyalty, your trust, and your shared passion for barbering excellence.

"Iconic is published with pride and heartfelt gratitude — to the college tutors, salon and barbershop employers who guide, support, and mentor their students. And to every talented barber/hairdresser who entered, whether featured or not. Your commitment and love for the craft are truly inspiring, and I am grateful to have shared a small part in your journey."

— Adam Sloan

ICONIC

by the



MHFED 2015 - 2025

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