

Get to Know Celebrity Colorist, Sherry Ratay

Sherry Ratay will be educating at Premiere Birmingham, October 22 – 23, 2017

Birmingham, AL, September 15, 2017 | At this year's Premiere Birmingham attendees will have two opportunities to learn from internationally-acclaimed, award-winning color expert and salon owner, Sherry Ratay. Along with the complimentary classroom education that is included with a Show Pass Purchase, attendees will have the opportunity to get hands-on education directly from Sherry Ratay. In this workshop, they will learn signature money making techniques including how to look at the canvas before you start to create. Sherry will present seasonal haircolor change, a technique to transform a one-dimensional haircolor into a vivacious perfectly balanced balayage. As well as the Soft European Sombre which is blended and textured and Baby Lights, where soft delicate light strands live closer to the regrowth area transitioning from season to season.



We sat down with Sherry Ratay, to get to know more about the celebrity colorist behind this exciting workshop.

Q: What can attendees expect from your workshop at Premiere Birmingham? What is the main takeaway you would like attendees to get?

A: I hope to help the attendees to see that the haircut and haircolor need to live within each other, one without the other is just that "the other". The main takeaway that I hope to have the attendees understand is that I will show them how to dissect a haircut and explain where to place the balayage technique. The Balayage technique is done beautifully when the cut and color co-exist with each other.

Q: Best advice you could give to your fellow artists?

A: I have a lot of these... Follow your heart, and set goals! Shut that little voice off in your head that makes you question your ability to try something different. Find many mentors for your personal and professional self and always ASK QUESTIONS.

Q: If you could have any celebrity as a client, past or present, who would it be?

A: There are two celebrities that I would like to do their haircolor. Julia Roberts, I would create the deep amber shades within her long hair to enhance her skin tone and Kris Jenner, I would create some dimension within her hair, it has been too monochromatic for WAY TOO LONG.

Q: What past trend would you love to see back in style?

A: I am happy to see that the baby lights are back in, it takes the ombre to the next level of beauty... baby lights were hot in the 90's.

Q: Favorite current trend?

A: I am happy to see the Balayage with babylights done together, it creates dimension within any haircut and style. When you create dimension within a style you no longer just see the exterior silhouette.

Q: Best advice you have ever received?

A: Respect your money, set goals, and sit at the table (Author-Sheryl Sandberg).

Q: What is your favorite color?

A: For haircolor it would be anything that is a correction. Favorite color for me would be Red.

Q: What is your favorite food?

A: My favorite food would be a plate of Prosciutto, Burrata and tomatoes with a glass of Chianti Classic.

Q: What do you do when you are not working?

A: I catch up on my housewives shows, tending to my roses, and working out (it's good for my mind).

Q: What are 3 things that can always brighten your day?

A: My kids, husband, and the beauty of a beautifully placed dimensional haircolor.



premiere **BIRMINGHAM**

The Southeastern Beauty Event

Q: Your ideal way of spending the weekend?

A: With the family at the beach with no agenda and a glass of wine.

Q: What's an interesting fact about you, that most people don't know?

A: I grew up in a very small(country) town in central Florida with a graduating class of 70 students and my first time on a plane was when I was 19 years old and I went to the Redken Symposium in Las Vegas.



More About the Show

Premiere Birmingham is hosted at the Birmingham-Jefferson Convention Complex, October 22 -23, 2017 in Birmingham, AL. For more information about the show including the full educational lineup, hotel reservations and to purchase a Show Pass visit www.premierebirminghamshow.biz. Also follow Premiere Birmingham on Facebook, Twitter and Instagram for exclusive prizes and stay up-to-date on all things Premiere Birmingham.

To Register to Attend Sherry's Workshop & Premiere Birmingham visit www.premierebirminghamshow.biz

REGISTER TODAY, SEATS ARE LIMITED!