



Daniel Mostyn

CHANGING
THE FACE
OF THE
INDUSTRY
ONE
'DIRTY
GIRL' AT A
TIME



ONCE SOMEONE EXPERIENCES THE UNDENIABLE PASSION, ENTHUSIASM AND WORLD CLASS SKILL OF DANIEL MOSTYN, THEY TEND TO BE HOOKED FOR

LIFE. YOU ONLY NEED TO WALK THROUGH THE DOORS OF THE INTERNATIONALLY IN-DEMAND HAIRDRESSER'S SYDNEY SALON DIRTY GIRL TO REALISE DANIEL AND HIS TEAM HAVE THE EDGE. THE LOW-LIT, THUMPING CREATIVE SPACE EXUDES A PALPABLE EDGINESS AND SEXINESS, WHICH IS PROFOUNDLY WELCOMING. DANIEL AND THE DIRTY GIRL STUDIO HE INSPIRED CERTAINLY KNOW HOW TO LEAVE A LASTING IMPRESSION...

"Hairdressing was never my dream; I wanted to be a pro golfer!" laughs Daniel. And while it's true he was a gifted junior golfer, his passion for the sport waned, forcing him to find a 'real job.' At the age of 17 Daniel found his career epiphany when he found himself spellbound in front of a North Shore salon.

"I saw a dude in the salon surrounded by women, and thought to myself: does he actually get paid for that? They weren't convinced with me in my sports gear and golf-focused resume, but within the hour I was handing out rollers and sweeping skirting boards. That was the beginning of a lasting love affair..." he muses.

Recently wrapping with Alicia Keys and her creative entourage on the singing sensation's tour of the UK, Paris, and the US, star stylist Daniel's mission is to "dramatically change the face of the industry, one Dirty Girl at a time."

The charismatic owner and director of the Sydney salon has seemingly burst onto the hairdressing scene, but the 30 year old has in fact been building his empire carefully but strategically, defining his brand and working on his celebrity clientele for the last five years - which was when the Dirty Girl dream was born.

Recognisable by his striking appearance awash with exotic tattoos, this young creative started his career in Sydney before jetting off overseas, hungry for experience in the world's fashion capitals. And that's what he did, training in some of the most prestigious academies in France and Paris, but most notably the highly reputable Vidal Sassoon School in London. By the ripe young age of 22, Daniel had scored the title of Art Director at the high-end, West End salon, RUSH, in London. Further arming him with the ammunition to make his business vision a reality, Daniel made his next decisive step at the age of 25 when the doors of his Newtown industrial-chic salon opened wide, claiming his territory with brute determination and persistence.

Dirty Girl's team hosts a posse of some of the most talented stylists and art directors in Sydney, headed by Mostyn himself, who conducts gritty hairdressing boot camps, ensuring all on board embody the exceptional standards of the brand - ultimately becoming a true Dirty Girl.

Heading back overseas in August to join Alicia Keys' style team, Daniel travelled with the multi award-winning R&B artist to London, Paris, LA and NYC, where she showcased Dirty Girl hairstyles both on stage and the red carpet stating, "Each style Daniel created was perfectly suited to my hair type and had a real edginess, which was so refreshing." His talents earned him another gig with her in October, this time in Hong Kong.

"Daniel is a true diamond in the hair industry. We will see amazing things from this man, internationally. I'll definitely be working with him in the future!" Enthused soul songstress Keys. Daniel is consistently at the pulse of up-to-the-minute international trends and techniques, which he delivers with raw passion to his clientele. He is cementing himself as a true talent within the industry, one worthy of global acclaim. This man eats, sleeps, talks and walks hairdressing, with many exciting international ventures in the pipeline for the Dirty Girl Empire - including the invitation to stand as the global artistic director of new Australian hair cosmetic company, Xcessive.

And in the words of Alicia Keys, the style icon herself, "Daniel Mostyn really is the new rock star of hairdressing."

Enough said.



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I handed to Alicia personally a scrapbook of styles I had created for her. I was determined to work with her so I made sure I had the knowledge and clear passion for her hair.

HOW DOES THE CELEBRITY WORK BENEFIT YOUR CLIENTS?

Celebrity direction is always exciting for the client, but it benefits them directly due to the cities I visit. I was lucky enough to touch down in seven cities this year, and from this pulled loads of style and trend inspiration, which I draw on in the salon. Also, being surrounded by international inspiration such as fashion stylists and artists has impacted my brand, flowing onto the client.

WHAT CELEBRITY WOULD YOU MOST LIKE TO WORK WITH AND WHY?

Madonna! She is the ever-changing goddess of pop. She did what Gaga is doing (on a larger scale, a career spanning decades), twenty years ago. It would be so challenging to work with Madonna, both now and back in the day. Her hairstyles over the years have been phenomenal.

HOW DO YOU MANAGE CELEBRITY WORK WHILE MAINTAINING CLIENTELE?

First is ensuring the right people are in place to back you up which in turn enables you to have the trust. Beyond the obvious, being skill set, I hire staff on their positive energy and direction, goal orientation and a beautiful foundation. They must have willingness for growth and you need to ask the question: can they be brand proud?

The foundation you build in this business needs to be sustainable and the system in place must run like clockwork, weather you are there or not. You need a failsafe brand method for madness!

I am lucky that my clientele understand that I often have to go away on short notice for Alicia Keys or Xcessive. In the end, it only allows me continue to grow as a stylist, and they benefit from that directly. Plus, I always have great stories to tell!

KEY POINTS FOR MAKING A NAME FOR YOURSELF AND STILL RUNNING A SALON?

Establish a brand and do whatever it takes to ensure that brand builds consistently and cements a presence in the market. Engage the right publicity team (I work with umm...communications) that understands your brand and has the very passion you do for your company. Build the right environment which will in turn, create the right team. It's also important to sustain the excitement through growth.

WHERE DO YOU SEE THE DIRTY GIRL EMPIRE HEADING? EXPANSION? OVERSEAS SALONS?

I want to open a New York salon within the next two years. I do, however, want to keep the brand boutique and unique.



WHERE DID THE INSPIRATION FOR YOUR SALON COME FROM? HOW LONG HAVE YOU HAVE THE VISION FOR?

I want to cater for today's woman. My inspiration comes from wanting to achieve a place/salon of acceptance with a touch of risqué - a fine line. I want to let a woman explore the dirty side of her mind. I mean hair (smiles).

I began building my plan while working in London and I still have the original plan in a 300-page manual! Amazingly, I am on track with the visual aspect of the salon. I had the cement goal of owning salons in Sydney and New York; I'm half way there.

The philosophy of how we cut hair has of course changed, as trends and people's needs have evolved.

WHAT ARE YOUR TIPS FOR BUILDING A SUCCESSFUL BUSINESS IN A HAIR-SATURATED MARKET?

Relentless ambition to create a new brand that the current climate can identify with. Be prepared to pull a 90 hour week, on your head, every week to ensure this happens. We strive to exceed clients' growing expectations, evolving to meet these in a highly competitive industry. I pride myself on making every session special.

How did you get into celebrity styling?

My foot in the door was Alicia Keys who I met at my salon a few years ago through my brother and her bass player, Steve Mostyn. I said 'I'm going to do your hair one day.' She laughed and said 'ok!' A year and a half later I was in New York on business, and



WHO WAS YOUR INSPIRATION WITHIN THE INDUSTRY?

Vidal Sassoon because he built his own philosophy of 'hair'. The brand he built was my inspiration! His first salon went bust but he believed in his brand and kept on it-and the rest is history. Sassoon gave women an identity in the late 50's and early 60's. He created the first textured bob, which took four days to create!

WHAT IS THE VIBE OF DIRTY GIRL? HOW DID YOU CREATE THIS?

Intensity. Engaging. Exciting. Dirty. Sexy. I created this vibe and indeed philosophy through daring to dream, setting the right goals and making them a reality. It's cliché but I think you have to be happy to make mistakes in business to learn.

"Daniel Mostyn really is the new rock star of hairdressing."
Alicia Keys