

A black and white close-up portrait of Sacha Mascolo-Tarbucks. She has long, dark hair with bangs and is looking directly at the camera with a slight smile. She is wearing a dark top and a necklace with a small pendant. The background is plain and light-colored.

"I admire people like my dad. People who are down to earth and not ruthless, people who grow their business through nurturing others, and not at the cost of others"

SACHA MASCOLO-TARBUCK

Inspirational creative leader, astute businesswoman, wife and mother – Sacha Mascolo-Tarbucks has many roles and she excels in every one of them. HEAD For Business caught up with the energetic powerhouse to talk about her growing responsibilities in hairdressing's biggest empire

A black and white close-up portrait of a woman with long, dark hair and bangs, looking directly at the camera with a slight smile. The image serves as the background for the magazine cover.

Head

FOR BUSINESS

EDITED BY LISA SIMMONS

**DIVINE
DESIGN**
THE CHAPEL,
ISLINGTON

**DIVIDE AND
CONQUER**
PAUL EDMONDS
SETS OUT HIS STALL

SPOTLIGHT ON

WIN A PORTABLE ASUS PC INSIDE!

**SACHA
MASCOLO-TARBUCK**



SACHA IS INVOLVED
AT EVERY LEVEL

Hairdressing is an industry that breeds wisdom, accomplishment and visionary leadership on the most youthful of shoulders. Sacha Mascolo-Tarback is a case in point. More than 20 years' of hairdressing experience and a helicopter view of the business, all from a woman in her thirties.

Admittedly, being in the "family" business has placed her at the coalface of just about every aspect of the industry. Session work, done. Product development, done. New salon concepts, done. Art team leadership, done.

Sacha's schedule

To get a snapshot of how this unstoppable woman spends her time, HEAD For Business can disclose just some of the projects on her to-do list. Sacha leads the Toni&Guy Art Team of no less than 40 gifted professionals; together they are creating nine new cuts and colours and three editorial looks to build their latest collection. They will provide hair services for around 20 shows each Fashion Week season, so right now, in the lull between the fashion

frenzy, they are focusing on DVD shoots, step-by-steps, collections and *The Book*.

The Book is an inspirational coffee-table piece, edited by Sacha, that accepts contributions from the 400 Toni&Guy salons and 9,000 staff around the world. There are around 25 separate shoots to deal with in the coming months and Sacha will oversee them all. Her management method is one of mentoring and coaching rather than dictating because "we are an old company full of young people and that's our strength. I listen to them to help us grow and learn," says Sacha.

A good chunk of time is set apart for product development. Label.m is a thriving brand launched six years ago and there are now a staggering 46 products in the range. "I get deeply involved with product development because it's one of my passions. Everything from the package design to the scent, texture and most importantly the results, are on my agenda," explains Sacha.

The Model.Me range was a pioneering partnership, with models providing the "face" of each range. Success has meant that Sacha regularly fields approaches from other well-known faces eager to develop a Model.Me range of their own. Sacha has achieved an in-depth understanding of the product life cycle that gives her a "boardroom to bathroom shelf" perspective of the way retail is purchased.

The job description

Global creative director of Toni&Guy is a bit of a misnomer because in reality, when it comes to Toni&Guy, Sacha is involved on every level. She also maintains a creative directorship of Essentials while her brother and father take care of business.

"This year I am coaching the Essentials creative team in their own window campaign shoots, so they will have a real sense of accountability," says Sacha.

Hairdressing is in the blood, but working with Anthony for 15 years and her father for 20 has given Sacha a foot in both the business and the artistic camps. She has due regard for the technology that allows her to achieve the cornerstones of good commerce – information and communication.

"I'm working with different suppliers to achieve a totally organic product. If you read your labels you will discover that's much rarer than you think"

"We have Salon Genius that connects all our businesses, web micro sites and televisions in all the salons. There is no doubt the information and communication these things provide improve our business. The London Fashion Week blog we did was great; we did the show, chose two pictures and uploaded our hair story hours later!" Sacha reports.

From the re-design of the Regent Street store to sitting on the GMTV sofa and everywhere in between, the underlying theme of Sacha's job description is creativity and working with her many teams.

EVERYTHING I KNOW

IN TEN YEARS TIME I'LL BE...

My father is trying to slowly step away from the business. So in ten years time I expect he will be relaxing on lots of holidays and I will be holding the reins.



IN THE MORNING I GET UP FOR...

Ultimately it's my children, my husband and the fantastic and inspiring things I do that make me jump out of bed in the morning, but those few moments of peace are essential. I'm an early bird and I usually get up about 5.30am to have some space of my own.

I CAN'T LIVE WITHOUT...

My family and my BlackBerry, I would be lost without both of them.

MY BIGGEST MISTAKE...

Successful people don't dwell on mistakes, they learn from them and integrate them, then move on.

IF I COULD GO BACK TEN YEARS...

I wouldn't change a thing. From working as a junior to travelling the world I've loved every challenge and every moment.

MY CAREER HIGH SO FAR IS...

It's one huge high. I've been able to learn from some amazing people – Guido Palau, David Bailey, Anthony Mascolo and my dad.

I OWE IT ALL TO...

My dad and my mum. My dad inspires me in



business and my mum makes my dad who he is. They came from nothing and still have such lovely, kind and grounded attitudes.