

# MASTER CLASS

**You're Invited to this Exclusive Keune Master Class in Atlanta as George and Luke Bring a Photo Shoot to Life!**

This program combines the best of two globally recognized talents in the hair industry: George Alderete, renowned for his dimensional color placement, practical, yet forward-thinking techniques, as well as avante-garde looks that have been featured on magazine covers all around the world and Luke Benson, celebrated for his cutting-edge, editorial-inspired design and finishing techniques that have graced red carpets, editorial spreads, and the most famous celebrities like Billie Eilish, Joe Jonas, Zayn Malik and Liam Payne!

**From Vision to Editorial**, join us for this unforgettable two-day experience where creativity, artistry, and collaboration collide. This Master Class invites you behind the scenes of a high-fashion photo shoot—from the spark of creative direction to the final camera click.

## **DAY ONE: Vision & Creative Direction**

Discover the secrets behind iconic editorial work as George and Luke guide you through live demos, mood board storytelling, and collaborative model prep. You'll meet the full creative team—including our photographer, makeup artist, and wardrobe stylist—and witness firsthand how ideas transform into visuals.

## **DAY TWO: Lights, Camera, Masterpiece**

Feel the rush of a real-time photo shoot, with opportunities to observe, ask questions, and gain rare insight into high-performance artistry. From final touches to on-set execution, you'll see how pros adapt and collaborate under pressure. Wrap it all up with raw image reveals, reflection, and a toast to the creativity we've just lived.

### **Why You Should Be There:**

- Collaborate and learn from two industry legends
- Explore advanced color, styling, and visual storytelling techniques
- Watch a full editorial shoot unfold—step by step
- Build your creative network and elevate your artistry

### **Spots are limited.**

Secure your place and be part of something truly special.

**June 29-30**

- ▶ Featuring: **George Alderete & Luke Benson**
- ▶ Location: **Atlanta, GA**
- ▶ Time: **9:00am-5:00pm EST**



*Scan QR code to reserve your tickets today!*

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