

2026 ACADEMY PROGRAM

THE POWER — OF PLACEMENT

July 19-20, 2026 • 9am-5pm

ARTISTS

James Helton & Jessica Bartolucci

LOCATION

Montreal, Québec, Canada

PRICING*

\$750 USD/CAN or, 750 Keune Rewards

Color and cut aren't separate—they're partners. And when you design them together, the results are unforgettable.

The Power of Placement is a two-day Keune Academy workshop created for stylists who want to unlock the synergy between haircutting and color. This is where technical precision meets artistic collaboration, giving you the tools to make every cut and color more purposeful for your client.

Day 1, you'll learn how elevation, angle, and density change the way light reflects and color shows through. James and Jessica will demo two dynamic cuts & colors— Cut 1 will be long layers and a lived-in foiling placement application and Cut 2 will be a cropped bob that illustrates a trend forward block coloring technique—each crafted to showcase the harmony of cut and color flow.

Day 2, is all hands-on. Attendees will color and cut a mannequin to maximize tone visibility and balance. You'll finish with styling and social sessions that sharpen your eye and strengthen your confidence. This isn't just another haircut or color class—it's a new way of thinking about collaboration, consultation, and design.

Why You Should Attend:

- Discover how shape, elevation & density change color visibility
- Watch live demos of cuts and colors customized for each other
- Gain hands-on practice cutting and coloring mannequins
- Learn finishing techniques that showcase both shape and shade
- Build confidence in cross-discipline collaboration

You'll walk away with sharper design skills, stronger consultation strategies, and the confidence to deliver results where color and cut amplify each other every time. You're not just placing color and cutting hair—you're creating impact.

Keune Welcome Lounge**

Connect • Share • Belong

Arriving early? Join us for an optional evening gathering designed to ease into your Academy experience. The Keune Welcome Lounge takes place on the arrival evening—before the event officially begins—and offers a relaxed space to unwind, meet fellow attendees, and share your "Why Keune" story at our interactive Story Wall. Enjoy light bites, signature Keune cocktails, and a chance to connect in true Keune Family style.

*Price is for admission ticket; does not include the travel package costs. **Official location and times will be included in your Academy Event invitation.



Scan or click QR code to reserve your tickets today! Keune Rewards can be used to purchase Academy Tickets, 124Go Business Programs, In-salon Programs, and Special Events at KeuneRewardsNA.com.