



Alan Buki

for O&M.syd

The Man Behind The Brand

Alan Buki has always had a desire to share his love of hair ever since picking up his first pair of scissors as a kid at his grandfather's barbershop.

From the tender age of 16, when he started working as a hairdresser, he was intoxicated with the feeling of making people beautiful along with the energy and buzz of salons.

His career has taken him across the globe. He has styled on some of the most revered fashion catwalks in the world. His work has featured in international magazines of the ilk of *Marie Claire* and *Vogue*. His small and silver screen credits include *Friends*, *Cold Feet*, and *The Full Monty*. Celebrities who have called on Alan to tend to their tresses include Madonna, Lenny Kravitz, Richard Branson and Miranda Kerr, to name a few.

If all that wasn't enough, fast forward to 2007 and his biggest achievement to date – the co-creation and development of the now iconic and internationally acclaimed low chemical hair care line – Original & Mineral.

His unbridled energy and enthusiasm is all at once refreshing and contagious for someone who has been in the industry for over 21 years. His vast experience and knowledge is something that he is passionate about sharing.

The Alan Buki brand DNA is centered on the mantra of educate, nurture and inspire.

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Educate: It is his passion to share his knowledge and expertise – staff, clients, media, young people considering hairdressing as a profession, his audience of men and women who want more than just a great hair style in salon but also want to know how they can achieve that salon-sassy style at home.

Nurture: To nurture is in his nature and it starts with nurturing hair with chemical-free products; nurturing his staff through education and inspiration; and nurturing the clients who visit his welcoming salon environment with great attention to detail to service and hair happiness!

Inspire: Alan is constantly seeking to inspire through his work, his salon, and his products. His greatest desire is to inspire youth into the profession and help nurture them to realize their potential and the endless opportunities open to them.

2014 is about establishing Alan Buki as a brand entity. A brand that is renowned for its passion for hair and people.

With his Sydney salon, Alan Buki for O&M.syd in the heart of stylish Paddington, and the New York salon, O&M.nyc, in the uber eclectic and vibrant Meatpacking district of NYC, Alan Buki is on a mission to share his passion.

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