

Cataldo's steals the show

By Kathryn Moss

Cataldo's Salon swept the board at the 10th annual L'Oréal Professionnel Colour Trophy Awards, held on July 18 at Melbourne's Hamer Hall.

The family-run salon wowed the judges and received two major awards at the prestigious hair competition. It's the first time one salon has won the two national

L'Oréal awards, which is a fantastic accolade for Canberra.

Senior Stylist Shona Cataldo came out on top overall, winning the much-coveted L'Oréal Professionnel Colour Trophy. And her colleague, 4th year apprentice stylist Lisa Chojnacki, won the Next Generation Award for best hairdressing apprentice.

Ms Cataldo, who has worked at the salon with her father Emilio and uncle Angelo for five and a half years, said it was great to be nominated alongside a group of such talented and professional hairstylists. "The standard of the competition was exceptionally high, so I was surprised and overwhelmed to win," she said.

Her prize included a trip for two to London and Paris to attend the UK L'Oréal Professionnel Colour Trophy Awards in May 2006 as a guest, as well as \$2,000 spending money.

The winning entry was inspired by autumn colours. "I really wanted to do a redhead," said Ms Cataldo. "The shades I used are reminiscent of the seasonal turning of leaves – copper, rusty tones along with chocolate brown. I also wanted to create a style that was classy, feminine and very wearable."

Host Richard Wilkins greeted the nation's top hairdressers as well as Melbourne's social, celebrity and media guests at the Masquerade-style event. There was a group of top judges including leading international hairdressers, like UK hair stylist to the stars Guy Kremer, and magazine editors from both trade and consumer titles.

Many judges raved about Ms Cataldo's entry, describing it as elegant, versatile and luminous. Jayne Lewis Orr, from International Hairdressers Journal UK, said the entry had everything a winning Colour Trophy image should have. "It demonstrated excellent colour creativity, teamed with a beautiful precise cut to result in a stunning image," said Ms Lewis Orr. "It's sleek and sexy."



Senior Stylist Shona Cataldo and 4th year apprentice stylist Lisa Chojnacki with their awards.



The winning entries by Shona Cataldo and Lisa Chojnacki.

Retraction

Last week, *CityNews* placed an incorrect advertisement stating that Franco of Canberra was the winner of the L'Oréal Professionnel Colour Trophy Award 2005.

The winner was Shona Cataldo of Cataldo's Salon, Canberra. We apologise for any inconvenience this may have caused.

Tess Tzambazis, Trade Relations Manager at L'Oréal Professionnel, said that the winning look for 2005 embodies the values of the L'Oréal Professionnel Colour Trophy. "It was a beautiful harmony of merging colour tones which reflects the seasons and trends in fashion.

A tailored and sleek cut; gorgeous healthy and shiny hair – a look that's wearable, desirable and supremely feminine," she said. "Shona's win is exciting for the hairdressing industry. As a young talent and national winner of such a prestigious award, Shona's work will be showcased globally, putting Australian and obviously Canberra hairdressing on the map as world class."

Ms Chojnacki won a plaque and \$2,000 for her entry, which used a mix of light and dark violet tones. "I chose to do a young, fresh and summery look," she said. "I felt so excited just to be at the awards among so many talented hairdressers in Australia, and the award will definitely be a good step forward in my career."

The L'Oréal Professionnel Colour Trophy was launched in the UK 50 years ago, and is now held in 25 countries worldwide. The 25 national finalists were chosen from over 1,800 initial entrants.

The other major winner was Toni & Guy in Subiaco, WA, which won the Men's Style Gallery Award.

Cataldo's Salon, 55/57 Northbourne Avenue, Canberra City 2601. Call 6249 6666 or visit www.cataldo.com.au

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