YOU SAW THEM HERE

FIRST!

AT *PRO HAIR*, OUR RADAR IS ALWAYS ON THE LOOKOUT FOR THE HOTTEST, UP-AND-COMING TALENT. IN THIS SERIES, WE DISCOVER THE STYLISTS WHO ARE SHAKING THINGS UP IN THE WORLD OF HAIR AND UNCOVER EXACTLY WHAT'S ON THE MINDS OF THESE FUTURE HAIRDRESSING STARS.

WATCH THIS SPACE – YOU SAW THEM HERE FIRST!

JACOB SCULLY

@ SCULLYSCULLY, SURREY

Hi Jacob, can you tell us a bit about how you got into hairdressing?
I started my hairdressing journey at 14, working as a Saturday boy and then as an assistant at ScullyScully. For my training, I went to the Sassoon Academy, before working at Sassoon on the King's Road for three years. After that, I came back home to ScullyScully, where I've now been for the past five years. I got into hairdressing because I was inspired by my dad, and I always dreamed of being on stage and working in education.

What's been your biggest career highlight so far?
Without a doubt, my highlight so far has been the most recent Goldwell show: *The Celebration of Color*. I competed in the brand's Global Creative Awards, created a wig for an exhibition mannequin and was honoured to take part in a catwalk show with the Goldwell Art Team led by Mark Leeson. I had never been involved in something on that scale before, so it was an incredible experience!

What's your greatest ambition?
My ambition is to really make a name for myself in the industry, and to be as successful as I can be. I'd love to be known for my cutting and education, and eventually to become a successful salon owner in the future too.

Who are your mentors and what have they taught you?
My first mentor is obviously my dad, Paul Scully. I've been inspired by his work and success since I was young. I've also had the chance to work with incredible, award-winning hairdressers with Goldwell, such as Beverly C, Martin Crean and Mark Leeson. They've all expanded my way of thinking about hair, and they've shown me the art of creating beautiful imagery.

What does the hairdressing industry look like to you today? What's most exciting about it?
What I find exciting is how people want to be unique and different with their hair now! Hopefully, the days of just long hair and balayage are behind us, and we're moving towards more creative colours and cuts. I also love that there are more competitions and shows than ever – it gives people the chance to showcase their skills and inspire others.

> "Being able to hold a conversation and connect with people will take you further than you think, both in and out of the salon."

What inspires your creativity?
For me, it's the personalities of the people around me. Even in photoshoot work, as much as it's *my* creation, I feel the hair still needs to represent the person. Everything looks better when someone feels confident and happy with how they look.

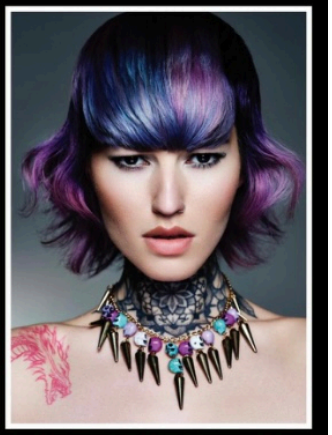
Is hairdressing what you thought it would be?
It's better! When I started, my goals were to be on stage, to travel and to teach. I've been incredibly lucky to achieve all of those things, and I'm so grateful for that. In the salon, I'm also at the point where I'm busy with a really supportive and lovely clientele, and this is something I always aspired to have.

Do you have a signature style or technique that sets you apart?
I'd say my signature techniques are graduation, bobs and short hair. I owe that to my amazing training, and to all the people I've watched along the way. I teach this as part of my course too, because I think it's really important for the younger generation to do more of it.

How do you think social media is changing the industry?
Social media has changed everything – in some ways for the better, in some ways for the worse! It's amazing for inspiration and education, and for seeing other people's work and incredible styles. But with the rise of AI, it's also giving people a warped sense of reality and unrealistic expectations of what is actually possible with hair.

Are there any products or tools you're obsessed with right now?
I'm seriously loving sea salt sprays! They're brilliant for creating texture and giving clients an effortless beach look at home. I also love using them on gents' hair for a natural, choppy finish.

What advice would you give to someone just starting out in hairdressing today?
Take every opportunity you can. Listen, learn and push yourself – even when it's hard work. It will always pay off. Sacrificing a few days off here and there can completely change your career and your life.

What do you think makes a great hairdresser stand out from the rest?
To really stand out, you need the full package: A strong look, a clear style and good communication. Being able to hold a conversation and connect with people will take you further than you think, both in and out of the salon.

Where do you see yourself in 10 years' time?
In 10 years, I hope to be a salon owner – running one as successfully as my dad and Laura. I also want to keep teaching and running courses. Winning some major awards would be insane too!