

BESPOKE

salon . shoots . education



FOUNDATION COURSE IN HAIR DRESSING

4 MONTHS · BEGINNER TO SALON FLOOR

Sixteen modules. Five stages. You start with the science under the hair and finish on the salon floor with real clients and a portfolio in your hand.

LIMITED SEATS PER BATCH

8104533012 / 9892182012

THE SHORT VERSION

WHY BESPOKE
ACADEMY

ON THE FLOOR IN WEEK ONE

Not months on mannequins. Real clients, real salon, week one.

SALON INTERNSHIP ON
COMPLETION

You finish with experience on your CV, not just a certificate.

500+ STYLISTS TRAINED

Most started exactly where you are. They're working today.

PLACEMENT ASSISTANCE

Our students are working in salons across the city.

SMALL BATCHES

You get corrected personally, every day. Not watched from the back.

FREE PORTFOLIO INCLUDED

Shot and ready for Instagram and interviews. Not an add-on.



— DEMONSTRATION ON THE FLOOR — EVERY BATCH, EVERY WEEK



JUHU, MUMBAI

INSIDE THE ACADEMY



A working salon on one side, a classroom on the other.
You move between them **from your first week.**

SIXTEEN MODULES · FIVE STAGES

WHAT YOU WILL LEARN

Built by working mentors to hand a complete beginner the whole craft, in the order it should be learned. Each stage assumes the one before it.



STAGE ONE

THE FUNDAMENTALS

Before you touch hair, you learn what hair is.

- 01 HAIR SCIENCE & SCALP DIAGNOSIS**
Hair structure, growth cycles, porosity, density and texture. Identifying common hair and scalp conditions, so every service begins from a correct diagnosis rather than a guess.
- 02 FACE SHAPES & BONE STRUCTURE**
Reading the face, head shape and features to judge what will genuinely suit a client. The skill that separates a haircut from the right haircut.
- 03 CLIENT CARE & CONSULTATION**
Asking the right questions, managing expectations, handling a difficult brief, and running a consultation that earns trust and brings the client back.
- 04 COMPLETE PRODUCT KNOWLEDGE**
Shampoos, conditioners, treatments, colour lines and styling products. What each one does, when to reach for it, and how to recommend it honestly.

STAGE TWO

CUTTING

The core craft. Everything after this is built on it.

05 **LINE, LAYER & GRADUATION**

The three principles behind every haircut ever made. Sectioning, elevation, tension, over-direction and blade control, drilled until they are second nature.

06 **WOMEN'S HAIRCUTS ACROSS LENGTHS**

Short crops, bobs, mid-length and long hair. The classic shapes, plus the commercial cuts clients walk in and ask for by name.

07 **BARBERING**

Clipper work, scissor-over-comb and men's classic cuts — a second revenue stream from day one on the floor.



— LEFT: SECTIONING PRACTICE · RIGHT: COLOUR FORMULATED ON THE BOARD BEFORE IT'S MIXED

STAGE THREE

CHEMICAL SERVICES

Where technical precision starts to matter most.

08 **COLOUR: THEORY & PRACTICAL**

The colour wheel, levels and tones, developers and formulation, grey coverage, sectioning and application. Theory taught at the chair, not on a whiteboard.

09 **TRENDING COLOUR TECHNIQUES**

Balayage, foils and highlights, root shadow, toning and gloss, plus an introduction to reading and correcting colour that has gone wrong.

10 **TEXTURE SERVICES**

Straightening, perming and cysteine smoothening. Product selection, timing, strand testing and the aftercare protocol that protects the hair and your reputation.

STAGE FOUR

STYLING & FINISHING

Turning technical work into a finished, photographable look.

11 **TRENDING HAIRSTYLING – MEN & WOMEN**

Blow-dry technique, tongs and iron work, sets, texture and finish. The everyday styling that fills a salon's appointment book.

12 **BRIDAL HAIR STYLING**

Updos and braid work, structure that holds for twelve hours, and styling built to sit correctly with a veil, dupatta or heavy jewellery.

13 **CELEBRITY & EDITORIAL STYLING**

Styling for films, shoots and stage. Working for camera and lighting, on-set etiquette, and holding your pace when the clock is against you.



STAGE FIVE

REAL-WORLD APPLICATION

Where a student becomes a hairdresser.

14 **HANDS-ON PRACTICE ON LIVE MODELS**

Repetition on real heads until technique becomes muscle memory, then again against the clock until it is fast and consistent.

15 **SALON INTERNSHIP**

Time on the Bespoke floor with real clients, real timings and real service standards – the part no classroom can teach you.

16 **PROFESSIONAL PHOTOSHOOT**

A studio shoot of your best work, so you leave with a portfolio to show a salon – not only a certificate to file away.

WHO TEACHES YOU

WHO YOU'LL
LEARN FROM

Three working stylists take your batch — on the floor with you, every day. The founders set the syllabus, train them and hold the standard.



YASH JAGTAP

CELEBRITY HAIRSTYLIST & EDUCATOR

Celebrity work on one side, the classroom on the other. Yash builds signature looks — hair designed for the person in the chair, not lifted off a reference photo.

He teaches the same way. Expect to be asked **why** you are making a cut before you are allowed to make it.



TEJASWINI

HAIRSTYLIST & HAIR EDUCATOR

Technique first, creativity after — in that order. Her work is about transformations a client can see and hold: a shape that suits them, colour that behaves, a finish they can recreate at home.

She is the one **correcting your hands** on the floor, day after day, until the technique is yours.



SHUBHAM WAKHARE

CELEBRITY HAIRSTYLIST & EDUCATOR · 5 YEARS IN HAIR

Five years of high-end, personalised styling and the trend-driven looks clients walk in and ask for by name.

He teaches trends the honest way — **the technique underneath them first**, so when the trend changes you can still build the look.

MENTORED BY

The founders behind the programme — they write the syllabus, train the teaching team and sign off the standard your batch is held to.

FARAH TARAPORE

CO-FOUNDER · 23+ YEARS IN
HAIR

23 years behind the chair. L'Oréal Professionnel, Wella Professionals, Kérastase. Celebrity styling, precision cutting and colour.

SANDEEP JAGTAP

CO-FOUNDER · TONI&GUY
TRAINED

Built Bespoke from an idea into a salon. Semi-finalist, L'Oréal Colour Trophy. Precision cutting, technique first, no shortcuts.

ROHAN JAGTAP

CREATIVE LEAD · 20+ YEARS

Celebrity clients, editorial campaigns, fashion weeks and Bollywood sets. Formerly with the L'Oréal Professionnel ID Artist Programme.



ENTER THE WORLD OF HAIRDRESSING WITH COMPLETE KNOWLEDGE

If you have a deep passion and respect for the art, this is the course for you.
Bespoke teaches you the core philosophy of hairdressing and turns aspiration
into craft.

WHAT'S INCLUDED

- **ISO-recognised certification** on successful completion
- **Accommodation assistance** for outstation students
- **Complete professional kit** included, yours to keep
- **Salon internship** on the working floor
- **Placement assistance** and introductions to hiring salons
- **EMI available** on course fees
- **Printed course notes** for every module
- **Professional photoshoot** for your portfolio

TAUGHT IN ENGLISH · HINDI · MARATHI · GUJARATI

Seats per batch are limited. Call to book a walkthrough of the academy.

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