



YOU'RE LIKE,
REALLY PRETTY

YOU
ARE
DOING
THE
BEST
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THAT
IS
WHAT
MATTERS

What inspired you to work in this industry? In other words, what is the 'why' behind what you do? What fuels your passion? What feeds your purpose? This is the simple, yet powerful, question we asked our Summit fam to answer a couple months back, and the underlying theme behind The Creative Collective. As human beings, we all innately search for connection and purpose. Part of purpose is serving others, the greater good, and finding something outside of ourselves that makes us feel more connected, more alive. This issue is all about inclusivity, creating community during a difficult time, and reminding us why we do what we do. They say people spend an estimated 90 000 hours at work over the course of their lives, and the passion behind those hours, at least in this industry, is unparalleled.

For better or worse, this past year has taught us a lot. 2020 highlighted the value of human connection and community. It forced us to reconnect with our inner voices, and reinforced the power of gratitude. 2020 showed us how appreciated and valued our beauty professionals are - people lose their sh*t when they're separated from their fave stylist, nail technician, aesthetician etc! This year reminded us about the total bad-ass-ness of this industry and it's people. And perhaps, most importantly, 2020 revealed that the more time you spend at home, the more homeless you look... and if that doesn't bode well for us beauty professionals, then we don't know what does, people!?

"I thought 2020 would be the year I got everything I wanted. Now I know 2020 is the year I appreciate everything I have."
- Melody Godfred

So thanks to everyone who hopped on board and flipped us a submission to make this thannng possible. This piece is for all of you!



“MY MOM INSPIRED ME TO CHASE WHAT SETS MY HEART ON FIRE, TO ALLOW MYSELF ROOM TO GROW CREATIVELY, AND TO MAKE PEOPLE FEEL GREAT.” -SARA BOTSFORD



“The money! (Totally joking!) I went into this industry with the belief that all hairstylists were broke and worked long hours. This theory had many years to marinate as my hairstylist mom encouraged me to go to university rather than pursue her field of work. Despite her experience in the industry aligning with common stereotypes, what my mom didn’t know was that I saw more than that. I saw the independence hairstyling brought her, I saw the pride when her clients hugged her and thanked her for their amazing 80’s perm, and the admiration for doing something she loved. Unfortunately, I lost my mom to brain cancer a few years ago. Even though she knew I would do the opposite of whatever she advised me, I hope she knows that she inspired me to chase what sets my heart on fire, to allow myself room to grow creatively, and to make people feel great! My mom inspired me to go into hair, and it’s been the best decision I could have ever made... so thanks mama!”

-Sara Botsford

[@sarabotsfordhair](#)

To have the power to make someone feel confident in their own hair/look.

-Shanna Watts

[@shannaatsalonsociety](#)



“I was inspired to work in the industry because I love to make people feel good, and I am so drawn to fashion and design in other areas of my life. Work in the hair industry meant I got to mix both of my passions. Care and create!”

-Chelsea Lewis

[@chelsealewis_cellardoor](#)



“I took hairstyling in high school because I thought it would be fun to learn how to French braid, but I quickly came to realize how creative this field was. I learned how amazing it is to connect with people, make them feel good about themselves, and boost their confidence. I loved the many different avenues to grow within this industry.”

-Samantha Lacoste

[@hairbysamlacoste](#)

“I swear it’s in my blood! As a young girl I was always fascinated with how my grandmother would make her client’s hair into a piece of art! In high school I took cosmetology and from that point on, I knew hairstyling was what I wanted to do as a career! I’ve always loved the positive energy that’s buzzing around in salons! I love all the relationships I have formed throughout the years working in this industry. I feel blessed to have a job I love that allows creativity while providing an income!”

-Chelsey Worm

[@electricchairhair](#)

“I’ve always had a creative side and never knew what I could get into until a lightbulb went off, and I realized it had been right in front of me since I was young. I always would love playing with hair (my own, my friends, my barbies) It made me feel creative and be happy at the same time. and I would look at hair in magazines wondering how it looked so good, and how I could do it to my hair. I’ve been doing hair for 11 years now and wouldn’t change a thing! :) ”

-Tia Lepka

[@tia_likes_hair](#)



“I have been doing hair for nearly 20 years now and although what might have initially ignited the spark to pursue a career in hair styling is a little foggy, what keeps me passionate almost 20 years in is crystal clear: making people smile and feel good about themselves. Whether it’s their wedding day, their graduation, or just a regular weekday afternoon, hair styling is so much more than creating a beautiful look. We are invited into people’s lives in such an intimate way, if only just for a few hours. It’s a privilege, and an honor that I could have never imagined all those years ago. I have moved cities for this career, traveled to incredible parts of this world, worked on television sets, and I have never stopped learning and growing. The foundational skills remain, but the opportunity to evolve, grow and teach is always there if you are open to it. I am constantly learning from my colleagues with years on me, and those who are just starting out. It is a wonderfully inspirational, creative, diverse community and I am so glad I was inspired to be a part of it.”

-Heather Mercer

[@hairbyheathermerc](#)





EVERY DAY IS DIFFERENT, THE OPPORTUNITIES ARE ENDLESS, AND THE CONNECTIONS I'VE MADE WITH MY CLIENTS ARE SO SPECIAL.

-CARISSA ENS

My grandmother, Elli. Not only has she inspired me, but she is one of the most influential people in my life. Elli's hair west is the oldest running business in Canmore, 45 years strong! Elli now has stage 7 Louie body dementia and the salon is run by her daughter, Terry. Hopefully in the near future it will be run by me! 3 generations of hairstylists, how fricken cool?!

-Mackenzie Robinson
[@ellis_hair_west](#)

I'm a second-generation stylist; my mom ran her own business my entire life. I was fortunate enough to grow up watching her form relationships with her clients, work a flexible schedule and make a healthy income, all while doing something that she loved so much. I was always so fascinated with what she did, so when the opportunity came up for me to do the same, I jumped on it and never looked back. It's a career unlike any other. Every day is different, the opportunities are endless, and the connections I've made with my clients are so special. It truly is such an incredible industry.

-Carissa Ens
[@ce.hair](#)

"Hi! I'm Britt! When I moved to Calgary from Saint Albert in high school, I had never seen hair extensions before. All these girls with dark hair trying to get that nice blonde, and tossing in low budget extensions... It was a mess. I have always been fascinated about color corrections and taking dark to light without compromising the hair too much. I have thrived on trying to achieve the perfect blonde, but every woman's hair is different, and every blonde is beautiful in its own way. I love being a hair stylist. I love hearing everyone's story and I can truly say I wouldn't look any other way!"

-Brittany Lambert
[@brittlambert.hair](#)

"My Grandma, she was a stylist + cosmetologist. I remember when I was little I would help her glue on her individual ardell lashes, one by one! It would take forever lol"

-Kelly Gilligan
[@beautykissedbyKelly](#)

"When I was a teenager I started cutting and colouring my own hair. It was totally my way of self-expression, and gave me the creative freedom to change up how I looked/ feel different from everyone else. Music was always a huge influence - I always say mullets and mohawks inspired me to get into hair haha. Today I have clients coming to me for my mullet shag skills! I absolutely love doing hair and helping people express themselves. It's such a rewarding career, and 12 years into the industry I'm still doing what inspired me to start, what a dream!"

-Samantha Hostad
[@hairbysamhostad](#)

"To offer my clients tips, tricks, styling aids and colour/cuts to make them feel beautiful!"

-Kailee Foidart
[@poshandpixie](#)

"From a young age, I was fortunate to be able to go to Broadway every Sunday with my Grandmother. I fell in love with the actors, stage settings, lights, clothing, hair, makeup, and the stories. When I came to Edmonton, I was going to become an accountant but I needed money to help support my family, so I picked hair as it was only 9 months opposed to 4 years. I truly believe education is so important. I still invest in in-person classes to this day, to get a more in-depth learning. I have tremendous love for this career and still think that I have so much more to learn. This industry has been very good to me and I've met so many wonderful people"

-Paulina Truong.
[@missblugem](#)

My mom has worked in the industry for 38+ years and she guided me into the craft. I grew up surrounded by all these beautiful and incredibly talented female role models in the salon. How could you not want to join an industry surrounded by the girls I get to work with every day?!

-Jamie Morros
[@hairbyjamiemorros](#)

I was inspired to work in this industry because I wanted a career that was creative, and one where I could work with people! It's so fun to be able to create multiple art pieces every day, but on people that can walk around and show it off to the world! Hairdressing is a very fun, rewarding career! xx

-Chelsea Wiebe
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