

High profile training inspiring the alessandro family of pros

Within the alessandro family we believe, that continuous education and training is the key driver for success! Following this principle all employees are fully committed to the educational evolution of all their professionals as they act as the strongest ambassadors of alessandro's mission for beautiful nails for all.

Guided by this spirit, alessandro organized a nationwide training week within Germany from November 6th until November 11th 2017.

Within the premises of the world's most experienced training centers – the academies – 167 professional participants were welcomed. The kick off took place in Stuttgart followed by Gießen, Berlin, Kiel, Bielefeld und Dusseldorf.

Each agenda was packed with intensive theory but also practical advice on the latest nail design techniques. The training was hosted and presented by alessandro's chief nail artist Frank Schäberle, who is one of the most reputed professionals within the nail business community.



He introduced latest trends and tips when dealing with Striplac or nail sculpting techniques. Furthermore, the handling of nail drills and the application of latest nailart trends enriched the know how of all participants. In order to strengthen the economic skills Frank Schäberle also spoke about pricing and gave helpful advice on selling and marketing tools.

Impressed by the high-profile content the participants also indulged in direct purchase offers followed by networking with colleagues in a chilly atmosphere at the end of a hard-working training day.