

& LEGENDS

KETAN PATEL . . .

confident stride and his head held high, announcing, "I'm here, I'm here! Everybody relax and get ready to have some fun!" The audience went wild! It was like a scene from a Richard Simmons exercise video! From that moment on he captivated his audience in full throttle. There wasn't a moment wasted. When he spoke everyone listened intently. Before they knew it, the hour was up and they found themselves begging for more.

Yes, 'The man in black' made a grand entrance that day, much like he still does now, but with even more skill and flavour.

RUMOUR HAS IT...

A few years back, while working in a posh London salon, it was once rumored that he charged £11 per set! So I boldly asked him if that rumour was true. He smirked before delivering his answer, "I serviced six to seven clients a day and I pocket the lot!" Something told me he wouldn't give me a straight answer if I had threatened to beat it out of him. But whatever his fee was, his clients were more than willing to pay it.

SHINE LIKE A STAR

Judging competitions is an expected honour bestowed on multi-competition winners, so Ketan is often requested to participate. When asked, 'As a judge, when you score a competitor's work, what is the one thing you look for beyond all other technical aspects?' He replies, "Shine will do it for me every time!" So for all you competitors out there who compete when Ketan is judging, curb your filing time by five-seven minutes and rededicate it to your buffing time! Oh...and use a new buffer for every nail!

Ketan states that most competitors make two major errors, "They don't choose the right hand model or keep accurate time tables of their progress." He confesses that a lot of competitors have lost out on the top spot by only one or two points because they simply didn't allow enough time for polishing, etc. Sad, but true.

Ketan's seminars are priced at £75 per hour for basic skills, £100 per hour for specialties (competition nails) and they can be booked with the Creative Nail Academy advisor by ringing 0113 275 0433.

But money isn't the only benefit from his achievements. At 37, this Londoner has experienced many 'fame'ous events...all as a direct result of his competition accolades. He's travelled to Russia, Sweden, Austria and the United States to represent Creative Nail Design in directing various competition classes and advanced workshops. His work has graced the covers of nail magazines, afforded many exclusive features and one beauty book. When asked if he plans to slow down, he peers at you, then replies enthusiastically, "Only to catch my breath or for a quick coffee and cigarette! But with continued passion, why slow down?"

The best advice I can give you this month is that if you find yourself wandering around Professional Beauty's exhibition halls at Manchester's G-Mex centre, first come talk to me! Then look for the hardcore education delivering, free advice toting 'Legend' Ketan Patel! He won't be hard to find and will confirm in person what these words have claimed.

GINA'S TOP TIPS

When choosing a model she must be an active participant of the competition. She must be willing to support you in every way possible. This includes helping you keep track of the time of your performance. Three weeks in advance find out from the competition director how much time is specified for your particular competition. Then make a chart of each procedure and allot a specific time to it. Use a kitchen timer that operates in reverse countdown, they're allowed in the arena as long as they make no noise. Then have your model assist in announcing each benchmark. Example: Tip application - 12 minutes, 1.2 minutes for each nail. Instruct your model to tell you when you're at nine, six and three minutes so you can alter your performance time if necessary. Practice creating competition quality nails on at least two other people prior to competition day.

Footnote from Gina - Thank you Ketan for your continued friendship over the past 10 years and your undying loyalty to improving the standard of all nail technicians.

