

INTERVIEW

MY.ORGANICS

A strong bond between the brand and Richard Phillipart

MY.ORGANICS is ready to embark on a brand-new adventure!



The brand is getting started with its Fall Winter 2023/2024 Hairstyling Collection, which will be entirely curated by the world-renowned hair-stylist and academic teacher Richard Phillipart, who joined **MY.ORGANICS** team as the brand's first ever Global Ambassador and Art Director. **MY.ORGANICS** is beyond proud to have him in their team and is thrilled to participate in the hair stylist's creative art process. With countless sought-after and multifaceted looks, Richard strives to impress, while giving a natural finish to his creations, making his models' hair glow even in the simplest styles. Coming from the United Kingdom, he found his passion for hair styling at an early age, and his dedication turned into the magnificent creations he is able to pull off today. Richard is now one of the most requested stylists in the

United Kingdom and can be spotted behind the scenes at all major fashion events around the world, such as the New York, London, Milan and Paris fashion weeks, styling models' hair into marvelous pieces.

His works can also be appreciated in various photoshoots and campaigns for the most well-known fashion magazines. Furthermore, Phillipart's shares **MY.ORGANICS** values and cares, their drive to overturn the traditional canons of hairstyling into brand-new ways of perceiving hair fashion. **MY.ORGANICS** firmly believes that the bond between the brand and Richard Phillipart will turn out to be solid and long-lasting, thanks to **MY.ORGANICS** high quality, natural products and Richard's well-thought creative brilliance.

Let's hear a bit more about this latest Ambassadorship experience directly from our Global Brand Ambassador himself:

Richard, what led you to choose **MY.ORGANICS as a brand to be the ambassador for?**

I have been a fan of the brand ever since meeting Alessandro and Alberto at a big hairdressing show some years ago. I'm awed by their innovations in haircare and the philosophy the brand holds close.

What would you say is the most exciting aspect of working with **MY.ORGANICS products and team?**

Being allowed free range to come into the brand with fresh eyes and vision has been amazing. The team has been open to my ideas and because of that I am able to reimagine the possibilities that the products hold. Every time I open a product, I envision what could be done with it and working with the team inspires me everyday and encourages my passion.

What are your ambitions for the foreseeable future with **MY.ORGANICS?**

I'm excited for the launch of my new collection which will be brought to life with an in-person showcase in Italy in November. I can't wait to bring on some ideas for new and exciting products, as well as looks.

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What were your inspirations for the hairdressings you'll show throughout MY.ORGANICS Fall Winter 2023/2024 Hairstyling Collection?

From the start, I wanted to portray my vision for the brand's artistic output. This collection will be perfect for showcasing the combined worlds of fashion and salon hairdressing. With textures and styling taken straight from the pages of a fashion magazine editorial, combined with unique cutting and colouring techniques, this collection will inspire hairdressers to learn new trends and motivate clients to ask for more challenging styles.



And lastly, a question regarding brand value for MY.ORGANICS founder and CEO, Alessandro Lievore: Alessandro, how is Richard Phillipart's partnership contributing to the increase of MY.ORGANICS' brand awareness in Italy and abroad?

To solidify our brand philosophy and reputation the world, we were looking for a young and emerging designer who could work with our products to create unique and trendy designs. In addition, the presence of such a talented figure, already figuring among the judges of Awards Hairdressers, gives us a way to collaborate with one of the most influential stylists in the trends. We are very proud and content with this collaboration and we look forward to seeing how it will develop in the future.



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