



# KAT COLLETT

CHASING RAINBOWS

KNOWN FOR CREATING BOLD, BEAUTIFUL HAIR LOOKS, KAT COLLETT IS CELEBRATED IN THE INDUSTRY FOR HER INGENUITY. FROM THE ICONIC WATER PISTOL HAIR-DYING TO GIVING BACK, CLAIRE MACAULAY SPOKE TO THE WOMAN BEHIND THE HAIR.



**Kat Collett** is, quite simply, a breath of fresh air. Known for her impeccable execution of bright, bold looks, as well as her work with brands such as Pulp Riot, Olaplex, and Colortrak, it's clear that she carves her own path in the coloring industry.

But how did she start? "I wasn't one of the children who always knew what they wanted to do. When I was growing up, I wanted to do everything! I wanted to be like a dolphin trainer and a doctor and a firefighter and in the air force", Kat laughs.

It wasn't until Kat lost someone close to her that she began to pursue more creative fields. "I wanted to do something that really made my heart sing, and that meant something to me", she says. Her love of painting and chemistry led her to consider making a career out of hair, and three days later she enrolled in beauty school and never looked back!

As a colorist, Kat has an impressive range. From the softest blushes of pastel to full-blown multicolored madness, she has a gift for creating looks that most of us could only dream of. "I color depending on my mood", Kat reveals,

"Sometimes it's bold and bright, sometimes a little calmer. I read off what my guests are feeling. Sometimes that translates to a gentle pastel, other times a whole head of rainbows! We'll work together to create something unique that speaks to who they are.

"I find most of my inspiration in nature and photography. It might be in the wings of a bird, a flower, or even a high-contrast image of the Grand Canyon! Sometimes even in food!" Kat says, "If a guest gives me free rein, I get so excited! We'll work together and I'll show them some photos of colors or themes they may want to try - I'm constantly taking photos of things that inspire me!"

Kat is an educator with Pulp Riot and her love for the brand is plain to see. "I use Pulp Riot to create my colored looks. They're incomparable for their vibrancy! They have so many different options from pastels to louder colors!" She says.

Another product she hails is Olaplex - she is a Brand Ambassador. "I love Olaplex!" she says, excitedly; "You can use it with any color and it's not exclusive to any brand, it's incredible! It's allowed us as artists to push the boundaries and

get our guests to their goals far sooner and keep their hair healthier. It's a game-changer!"

Through her work with the brand, she would fly across the country to shoot educational videos and do stage shows and classes in salons. In the current climate, this has gone more digital. "I miss traveling a lot" Kat sighs "I get totally stir-crazy when I'm stuck in the same place. I miss my friends [in the industry] and collaborating with them in different ways."

In her initial days as an Educator, Kat found it difficult to verbalize her creative process. "The creative part of my brain is so strong that I can find myself tripping over my words. I get too excited and start talking, then stumble and stutter. I just want to get it all out! I trained hard with one of my mentors, Ben Mollen, who taught me to slow down my verbiage so I could think through what I was going to say". She maintains the importance of accessibility in education, saying "It's so important to break everything down. You just can't assume that everyone has the same levels of knowledge - getting to the basics means that everyone can understand." ▶



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Kat is perhaps best known for her use of less traditional tools in the coloring process. One example of this went viral, which was created with water pistols. Envisioned with husband Andrew (who is also a hairstylist), she says the idea came to them when they were lying in bed at night. "This image of a shattered hair look came to us out of the blue. We were squeezing dye through bottles and trying all sorts of techniques to achieve it before we decided to try water guns! We didn't expect it to go viral, we just saw it as our first collaboration!"

For more conventional tools, Kat tells us Colortrak is her go-to. As an Ambassador, she knows what she's talking about! "Colortrak are always coming up with some new tools we can use behind the chair that are really colorful and fun. They're so innovative - our guests just love seeing it too!"

In addition to educating, creating incredible hair looks and working with some of her favorite brands, Kat (along with Andrew) manages the With Love salon. The couple decided to open the Kansas City location to do some good in the community while doing what they loved.

The salon runs monthly "give back" events in the community, raises money through donations, and works with outreach programs to help those in need. In the past, they have provided haircuts for the homeless and closed the shop to offer those on the Autistic spectrum a safe, quiet haircut.

"Giving back to the community is something we believe in deeply", Kat says, "Success means nothing if you can't help other people. We want to do what we can to make someone's life a little brighter."

To many couples, living and working together may not be the most attractive prospect. When Kat and Andrew first told their staff that Andrew would be quitting his corporate job to do hair, they were concerned that the pair would not like working together.



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To Kat and Andrew, however, working together has given them the chance to reconnect. With Andrew's corporate job and Kat working in the salon, their schedules could not have been less aligned. "We never got to spend any time together," Kat says, "we'd see each other for half an hour throughout the day, and in the evenings it would be a case of a quick dinner at midnight and to bed at different times."

Now, the pair get to see a lot more of each other and collaborate creatively on projects and haven't looked back! "I love working with Andrew!" Kat exclaims "It's been really valuable to work together as business partners, and we've learned a lot about each other."

Kat's hard work, passion, and unwavering perseverance have done her credit and allowed her to carve out a career that would be a dream to many. To those wanting to follow a similar career path, Kat offers some advice: "It's important to remember, especially through the pain and the struggles the industry has faced this year, that you can't fall victim to circumstance. It's easy to do - I do it all the time, telling myself I'm not good enough, or that I'm falling short of my goals. I beat myself up. You need to push through it and be the change you wish to see in the world, and you'll grow bigger than you ever thought possible!" •

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