

# Podcast Episode 27 Transcription

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## SUMMARY KEYWORDS

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## SPEAKERS

Kristin Rankin, Kristina Russell

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Kristina Russell 00:00

In this episode, we're talking about how the hair industry is very gendered. We're taught men's cuts and women's cuts and most salons today still have gender or sex based pricing. I'm going to share why you need to learn gender affirming verbiage when working in the hair and beauty industry, plus introduce you to a global alliance called the dress code project. Hi, my name is Kristina Russell. I'm a master hair colorist and educator in Australia that has 10s of thousands of followers on my socials, plus 20 years of teaching classes of my own design across the globe, from large scale hair shows to small intimate salon trainings. And naturally diving into podcasting was my next step to reach more people with free to access information and education to help you scale your biz plus paint and know why. The Colour Kristina Talks Podcast shares practical industry advice, for colour loving hairdressers and salon owners wanting to grow their confidence with All Things colour, consultation, personal branding, creating your niche clientele, social media and biz tips plus how to stay inspired and more. Welcome to Episode 27 of the Colour Kristina Talks Podcast. I'm doing something a little differently for you with this episode. I'm repurposing a previous episode that is really important for inclusivity training and a topic that I am really passionate about sharing in Episode Six I spoke with Kristin Rankin, the creator of the dress code project. And lately with it being world Pride Month, there has been a lot of interest and I've been getting a lot of questions from people about how their salon can join this alliance. So episode six has been reworked for those of you that are perhaps new to this podcast, or curious to find out how you can be a part of a gender free movement in the hair and beauty industry. This is an awesome interview. Kristin shares so

many tips, some that you can implement immediately and others that you may need a bit more education around inclusivity verbiage with your team. There was so much great content that I actually made sure that the entire interview was transcribed and is shared as a written document available as a download on my website, so you can download the full transcription of this episode to save and read with your team. I share the show notes and transcription on my website over at [www.kristinarussell.com.au/27](http://www.kristinarussell.com.au/27) I am the Australian Ambassador for the dress code project a global alliance of salons and barbershops committed to providing positive gender affirming services for LGBTQRSI+ clients. When your gender non conforming, non binary or transgender getting your haircut can create a lot of anxiety. My mission as an independent educator is to use my voice to make changes in the way that we look at gender free hair and to understand the concept of consultation And hairdressing skills that are based on hair inspo as opposed to gender stereotypes. Today I am talking with the amazing Canadian based stylist and salon owner, Kristin Rankin, creator of the dress code project. Hi, Kristen, how are you? Good. Hi, Kristina, thanks so much for having me on the show. I'm excited to be here. I'm so excited that we're on opposite ends of the world and able to just plug in our microphone and get talking about this. So I'm really excited to have you on the on the call today. And I know that our listeners will be so interested in what we're about to talk about. I'm getting a lot of questions when I'm teaching a lot of questions on my social media about how people can get involved and find out more. So I think that this podcast is going to be one of the most information loaded, and it's inspiring interviews that I've done so far in this series. So I'm so excited. To be talking with you. If you would like to stay in touch and hear these podcasts every week, I just like to invite listeners to jump onto iTunes, and subscribe, so you can get the weekly updates every Tuesday for the Colour Kristina Talks Podcast. So Kristin, can you please share with me what your motivation was to set up the dress code project and share a little bit about yourself to introduce yourself to our listeners?

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Kristin Rankin 05:36

Yeah, for sure. Thanks so much, Kristina. So I set up the project about two years ago now two and a half years ago, and it really came from a place of a salon service actually. I have salon in Toronto, as you mentioned, and I was cutting a transgender woman's hair My salon is obviously very inclusive and open and I have a rainbow sticker on the window and I've always had a fairly decent size, queer clientele. And I was cutting this woman's hair and everything was great. It was a pretty normal service. And the next day when she after she left the service the next day she tweeted to me at the salon, that it was the first time she'd had a haircut and was made to feel like a woman. And you know, as hairstylist we get very excited when people like the work that we do, especially when they share it on social media and whatnot. Typically, it's more so like I love my hair. You know, this is so great. I feel so great and it makes us feel great because we love to make people feel and

look great. And but this was really different. I had a really like oh, this is fantastic experience right off the bat. And then my immediate reaction after that was actually one of shame, to be honest with you. It was difficult to hear that this person who, through the appointment that I had with her had disclosed that she had been known as a transgender woman for five years. So I realised that in the five years, she's either not gotten her hair cut, or when she has, she's not had very good experiences. And, you know, it just led me to think that somebody has to do something about this. And I paused for a little while expecting someone to do something about it, and then realise that nobody else was there with me at that appointment or inside my head. So I would probably have to be the one to initiate some sort of movement towards this. Right? That's really powerful, isn't it to not only get the feedback from somebody that you have helped them so much with something as simple as a haircut because the power and the power of the touch and having somebody in your chair, we are now in full Are we are helping them to feel beautiful or to help them feel like themselves or to you know, go for a job interview or sometimes it can be a time of change when somebody comes in to see you for a haircut, but a lot of the time it can be just to get some maintenance or to feel a little bit better about themselves about when people are not being acknowledged for, you know, what they're actually wanting, or they can be misgendering I could imagine it could create a lot of upset and anxiety and avoidance for certain clients to even feel comfortable to walk into a salon or a or a barbershop or a beauty space. What what are some of the barriers that you have found either travelling to other salon owners and doing education or barriers that you've been told from LGBTQ plus people that they encounter, or they have encountered when they've gone into hair salons before? Yeah, so The boundaries that I often hear people talk talk to me about, I think are you know, when we stop and think about it the most obvious one is the pricing menu, right? Yeah, yeah. As you know, like most of people, most of the people, the clients that find us these days find us, either online or by word of mouth. But if they find us online, one of the first things they're going to do is look for us, right? So, look for our website, look for our Instagram account, and find more out about us. And typically, most of the folks that identify within the LGBTQ communities, they are looking for specific things like what their pricing menu is at that salon or that barber shop. Usually the pricing menu is really going to disclose to them how safe that salon or barber shop may be for them to go to. So if you have a pricing menu that is still very gendered, as you mentioned at the beginning. this podcast, where, whereby it's it's stating we do men's cousin we do women's cuts right off the bat, that client is going to feel very excluded and uncomfortable. So they may not even take a step to try to come into your salon. But if they walk in off the street, and they see those that pricing menu, you know, it's going to create a tonne of anxiety and what we call dysphoria, which just means that they don't experience like mindless spaces in because they feel so disassociated with the gender they had at birth, or the sex they were born without birth in. Another another one one is just essentially the language that we use in hair consultations, and how we talk

to folks about haircuts. And you know, how we acknowledge them and you know, the pronouns that we use, and those are the types of things that you know, can really set someone back and and make someone who is in the LGBTQ community feel like they're not welcomed and that this space is not accessible for them.



Kristina Russell 11:05

Yeah, there's a lot to consider with this, but to have something that as you're sharing, which is something that I've seen so many salons from smaller country salons to big cities, salons is quite a common thing that you have gender pricing, but even since I've been in contact with you and been learning and I'm really thankful for the training and the information that you have already shared with me, coming into being an ambassador, and it's still fairly new role for me to be doing that within Australia and I wanted this podcast to be part of the first step to reaching more people or a broader audience on what this is all about and and will later in our conversation share how they can get in contact with you and if they would like their salon to be a part of the Alliance and so on. But it is something With the pricing that is an immediate question that people in my education programmes so far have been asking. And is that the main step to being part of a dress code project or the part of the, you know, the alliance of salons, but there is quite a lot more information or education that would need to be around that with misgendering and pronouns. So how can we as hairdressers avoid misgendering someone? Yeah, you know, the easiest way and the most direct way to avoid that is by just calling the person by their name. You know, it's the as hairstylist we are mostly booked by appointment. So we always have our booking software in front of us telling us what the next client's name is, you know, so we really don't need to know. First of all, I think it's really important for hairstylist to understand that we have been misled in our industry. I have yet anyone to prove



Kristin Rankin 13:00

For me wrong in this when I say you don't need to know someone's gender in order to give them a haircut, you just don't absolutely you just don't. You just don't say that simple. So, you know, having folks come in and and being able to just say, Oh, hi, so and so very nice to see you come on over, have a sip, can I get you something to drink? You know, what are you looking for in a haircut today? When did you have your last haircut? These are all questions that we need to ask to find out how to cut their hair. But how do you identify and what by what gender do you identify is not one of them. So simply saying like, you know, welcome to my salon, Mary or Steve or whatever their name is. That's what we go by. You don't need to know their pronouns. Usually, you know, when we get deeper into the training within salons, we talk about pronouns because a lot of times we build relationships with our clients. So if you build a relationship with your client, and you

happen to Through through your consultation and then the discussion that you would typically have with someone when you're cutting their hair or colouring their hair, you find out through that, that you know, this person may actually identify as gender non conforming or non binary or transgender, then it would be safe once you get to know them and whatnot to say, Hey, you know, so and so could I, by the way, ask you what your pronouns are, my pronouns are this. And that's like, you know, a little bit more information it you know, when we do the training, but right off the bat, you know, you just don't need to know the pronouns. You don't need to use them, you can simply say their name.



Kristina Russell 14:38

That's so easy, isn't it? Because I think that some of the topics we're talking about can feel overwhelming or confusing, even for people that are very supportive and want to get involved. They may be nervous that they don't know how to deal with certain situations, but really, that comes down to Customer service is what I'm hearing and how you greet somebody. And in salons I've worked in, people might come through and they say, Are your ladies seated over there? And I've time and time again in meetings said, Can you please always use a client's name? Can you help to introduce me to them, I'll always introduce my assistant to them if I'm working with an assistant and use people's names, and I think that that's just been polite, and it's quiet, sort of common sense. But sometimes when we get a bit busy, I've worked with people that will say, Oh, that's the lady over there. And it's a bit confusing from the stylist point of view as well. But I do think that just simply using somebody's name, and I really like that you just shared as you get into a relationship with somebody, so it could be a repeat client. Or it could be that openness to be able to say my pronouns are actually asking permission or asking them in a genuine way, and it's It's not assuming because we don't need to know that in. If they come in for a blow dryer or a style, we need to ask open ended questions and to have a consultation that's inclusive to everybody. So I really like that I think that you just really broke that down to make it fairly simple for people that are wanting to make these changes and start implementing them. But that they can get into a bit more education around pronouns as well, because there's a lot of different information out there and things are changing as well, like these things are evolving. So I think that's a really great point, just to as simple just use someone's name. As an educator. I i've been travelling around I do some of my own workshops, so I go into salons and do private training. I talk about mainstage events and industry days, and I have in the last year but haven't been having more people talking to me about the dress code project, which is awesome. And there's an awareness. And I've come out and done a little bit of information or in a workshop I've included a few slides and it's just sort of smaller parts of, of my workshops at the moment. But I'm wanting to get into teaching a bit more about consultation and particularly with this in

mind moving moving forward in my education process. So I've recently launched my new website and have a link at the bottom of each page that directs people over to your site. And I've used the logo with the gorgeous rainbow coming out of the blow dryer and then I think a little bubblehead picture of me.



Kristin Rankin 17:40

I do love it. Actually, it's so great. I love it. And thank you so much for including us on your beautiful new site with your bobble head.



Kristina Russell 17:50

floating head on the rainbow, which I really like. It's kind of like you're getting a blow dry with a



Kristin Rankin 17:55

rainbow you know.



Kristina Russell 17:59

And I just thought That was a really good way to direct people over to get more information as well, because when I'm talking to even this a few people, I've travelled over to Western Australia and I've travelled up north in Queensland in Australia. And there are some people that have travelled about four hours out of some of the major cities. And this could be completely new information for them and not in their social life or extended family. Have they ever met anybody that may have experienced this, but perhaps they have had a client in their salon or who hasn't come to their salon because they haven't felt comfortable? So I've really enjoyed being able to just share with people that the Alliance and the dress code project is a thing and I felt that it would be really important to have that on the base of my website, which is [www dot Kristina russell.com.edu](http://www.dot.Kristina.russell.com.edu). I better say what it is because otherwise people are imagining a bubble head Because and that was actually your idea to help me to not get, you know, 100 questions a week about different things that I can streamline it over to you. But I'm also here to help facilitate that. And any questions or any, you know, bits of information that people want. They can also reach me on social media at colour, Kristina or on Facebook, but I just thought having it on the website, when I was doing a brand refresh would not only help future clients or new clients know that they would be respected and I'm an open minded hairdresser in haircolourist. But also, even more importantly, I think from an education point of view, so I'll try and hop

on other podcasts and I'll be sharing some articles in industry magazines moving forward as well. But I just I'd also love to ask you like how one of the most common questions is how can I make my space safer for LGBTQ plus clients? So that's what a lot of salons or also it's not necessarily salon owners like, how can I hairdresser influence or sell on team or how can a sell on owner make their space safer?

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Kristin Rankin 20:21

Yeah. So, you know, we, we we got together with a community organisation here in Toronto. It's a really big community organisation that is deeply embedded within the LGBTQ communities. And we created what we have called and it's the first ever that I know of, anyways, we've created what we call the guide to gender affirming salon spaces. And when folks join the dress code project and become dress code projects, safer space, gender affirming salons, they get this guide as a resource. And you know, we took I think it was six months To put it together, and it's an infographic guide to, you know, be appealing to hairstylist because, you know, we love colour and imagery and art and everything. So we didn't want to make it boring. And, you know, it's a guy that has information in it like terminology and how to use pronouns and how to be an ally. And, you know, essentially, that's what we're looking at. And that's the kind of information that I think that hairstylist need to have on hand at the salon or the barber shop, we really encourage folks to keep that manual on hand and at the, the shop with them so they can refer to it if they ever need to. But we also, you know, we talked to them about a gender free hair consultation. As you mentioned, you know, we learn as hairstylist to do hair consultations, which is just essentially research about what it is that our our client is looking for. In these type of style or colour, haircut, whatever it is. And this is just a way of taking that and making it safer for our clients who do not identify within the binary meaning they don't identify as a man or woman. It's just teaching you how to use language like the characteristics of our hair and hair cutting and hair colouring over, you know, gendering something. So like that feminine soft texture or those hard masculine looking lines. Like we don't need to do that we can talk about, like, say for example, a barber cut. Oh, you're looking for a barber cut. So you want your sides shaved, and you want some texture on top or you'd like a hard part or you want a longer hairstyle. Instead of saying like that beautiful blown out Pantene hair that you know most women wear, you know, you can say, Oh, you want long hair. Okay, well, how long would you like it? What length are we talking about? And then you can say, Oh, do you want one length Do you want layers. Do you want facial framing layers? Would you like a fringe? What kind of fringe do you want? But none of that information or those questions have to be presented in a way that is so obviously gendered that the client sitting in our chair feels uncomfortable.



Kristina Russell 23:14

That's really important. And they're really great tips for both hairdressers, I've been in the hairdressing industry almost for 25 years now. And so some of this is strong consultation tips and advice, which is something that I need to refresh and people of my era need to revisit because we've been taught, soft edges, rounded curve, you know, layers for female haircuts and men's haircuts, as you just said, more angular and it's a easy thing to change. But it's a practice in mindfulness to not let it slip back out, but I think for newer people that are coming through They're just doing their training. Now it's a really important thing to consider. And we can really let go of those descriptions of being masculine or feminine at times I've had a shaved head and other times I've had extensions in so my fine little wispy hair could look vaguely like a Pantene, but it was a bit more melody because I still wanted it shaved around the front. And I've had really extreme hair styles and I've chosen still to dress very feminine Lee and I've had all sorts of different currently got a little blonde BB and it doesn't change who I am. It doesn't change how I wish to be treated in society at all, but I just I really love fashion and have experimented and being a hairdresser. It's been encouraged. And I just yeah, I really think it's very important that we ask about length and for me as a colorist, I can talk about words such as contouring or would you like that sweeping fringe to always be worn down? Do you want me to, you know, open up around your hairline with some brighter colour? Do you like to wear it back off your face? It's really asking questions about how they're wanting to look and what they want to see when they look in the mirror, but also how they wear their hair. And that really gives me a map or a guide as to what I'm really needing to do. I don't Yeah, I I just really believe that this is such an important conversation that we're having to change how we do our consultations.



Kristin Rankin 25:34

Yeah, I mean, it's very important for all the reasons that you just said, and, you know, when you think about that, like, you know, we all have mirrors in our house and why is that because we want to see how we look because there's a certain amount of vanity in this world that you just can't avoid. And you know, somebody who is you know, their gender expression is not represented within you know, society's idea of the of the binary you know, they They are not any different. The only difference is is that what we think is masculine or feminine may not be, you know how they see that. And, you know, I have to tell people like, you need to start thinking about this not just because you want to create safer spaces, and you want to have gender affirming spaces, but because this is the way of the future, you know, not to sound too like big picture, but, you know, I think it's something like 40% of generation Zed and the millennials are going to within the year 2021 identify with gender fluidity, and the idea that they don't want to be put in a box

where their genders is, you know, concerned. And as hairstylist, we need to know that it's just as you said, you know, we we rely on trend forecasting, to know you know what the latest and the greatest is in our industry in our world. And so this is no different. You know, if you can't understand this and you don't know how to get on board, then you're going to be leaving out a clientele that is going to need your resources, but they're going to look for it elsewhere because you can't get it, you know, and most beauty companies, they need to understand this. There's no reason to exclude anyone, these people need haircuts just as much as anyone else does. And these haircuts matter to them because it is the most affordable way and the most accessible way for them to play around with their hair to see if it matches that how they feel on the inside. And, you know, the lovely thing about that is if they don't like it, they can easily change it just as you were saying, like, you know, you tend to dress in a more feminine way, but you've had shaved head long extensions. So what does that saying? what that says to me is that you like to play around with the length of your hair, but that doesn't say to me that you want to A man or a woman, or you're not sure, which are all of these, like preconceived, super dated notions of what that can be. And to your point earlier, you know, we need to start with education and training. That's where this is really important is to teach folks coming into our industry, that gender based hairstyling is actually a thing of the past. And it's somewhat of a relic. And, you know, like the dinosaurs will hopefully be extinct one day, because we really shouldn't be pricing things according to that. And, you know, if you if you look at it from another point of view is that why should anyone that identifies as a woman have to pay more than anyone that identifies as a man for a haircut? That's absurd. Absolutely.



Kristina Russell 28:51

It is absurd.



Kristin Rankin 28:53

Yeah. And so for all of those reasons, you know, people really need to figure out how they can improve All these changes into their pricing menu into their salon structure and into their culture, because that's what it is. It's cultural. You know, and I don't know about you, but for me being an open and inclusive place to everyone is what I aim for on a daily basis.



Kristina Russell 29:18

Yeah, I just heard something that that I thought was really interesting and what you were discussing then as far as forecasting, because forecasting to me, up until now, I've just

learned this from you is looking forward to what colours are coming in or what are people saying is going through interior design and what type of textures are coming through and really looking at it like that? So I know that in interior design and fashion design in hair and beauty, there's there's forecasting, but for you to be forecasting, that there'll be more people identifying as gender fluid is an incredible business advice as well as demographics changing and awareness and accessibility for people that is inclusive. So even for somebody that may be sort of struggling with looking at these having a fact or having a percentage of, of the next generation coming through that are really going to be looking for these types of services. from a business point of view, that's a really big selection or section of our community that we would be closing off our services to that they may not feel included about. So I just really loved that you shared a statistic and about forecasting that can really help people to understand why this is very important to become open to and to get awareness on and to be promoting inclusivity I love it. So I'm I have been a part of I've done one But I believe there's been a few more in Sydney, the gender free haircut clubs. So I went to a training last year in a Sydney hair salon. There were a few of us that got together. And Jane Marley who is actually a friend of mine and the CEO of 2010 she came and did a training on different things to help us before doing this gender free haircut club. That was also LinkedIn with you, I believe and they happen all over the world. So I just wanted to share what I experience going along now. I'm a hair colour specialist as many of you probably know, but some of you might not I don't own scissors anymore and I don't blow dry. So me going along to a haircut club was feeling a bit like oh, it might be a little bit awkward. I'll just be standing around but I thought no I'll I'll be the person that greets people and helps organise their appointment and I can chat through things and we had a team I think of about eight hairdressers and went along to a location in Sydney called 2010. And they they work with people who are lesbian, gay, bisexual, transgender, and gender diverse, intersex, questioning, queer, asexual and more. LGBTQI+ people and others have diverse genders and sexualities and their families and communities. And they provide an essential support service based in Sydney to help a broad range of services for young people aged 12 to 25 including housing, mental health counselling, and social support. And we went along one afternoon and set up this haircut. It wasn't like a drop in class. But they they'd let some of their clients know that this was happening. And I think we had a two or three hour session from memory and got through about 20 haircuts and a couple of young people came that just wanted to sit around and chat so they have Wi Fi there and they have lounges set up each afternoon they have things getting cooked in the oven. So it smells really welcoming and warming and it can be a place for people just to connect or to get help with with you know, they may be going through a really hard time at home or or struggling with things around homelessness and I found it so incredibly moving that there were some some people that were our clients that had never had a hair cut hair style, or hair or beauty service that helps them feel like who they Were inside. And there were a couple of times that I had to look away and was

like, Oh my gosh, don't don't cry or don't get emotional, but the way that these young clients stood up and it wasn't a rehearsed thing, and it wasn't set up, every single one of them stood up and looked at themselves and then did their own individual happy dance. And then it became this thing that we're all doing like a little happy dance with them. And there was there was different identifying people there and one had a really extreme Mohawk, and another client had their hair straightened with a with a GHD or a hot iron, and the smile on their face was so incredibly moving and so encouraging that haircut clouds such as this to help people feel and look like their identity in a non judging you know, gender affirming space. is so important. And we had a couple of people that just weren't comfortable even with touch. And they didn't want to be, you know, having their hair down, which is absolutely fine. We just encourage them to sit along with us. And one of the girls that I was working with, she had worked in different volunteer capacity several times with homeless people and different areas such as that. And so she suggested I would you like to have a hand massage, and she travels with body cream and she did this really gentle conversation and really gentle hand massage. And then that particular client felt brave enough to have their hair cut as well. And it was just so amazing and something like that. I always walk away from an educational programme, learning something from one of my students and that's part of what keeps me really motivated and connected from a from a selfish point of view, I guess is the things that I can take away as well as it That I can share and given that particular day it was extra inclusive just to have something that was given permission to and we made sure that that person was included if they wanted to be and they got out some seriously great haircuts. It was so great. And I know that these haircut clouds happen. And you have them in Canada and they they happen in the US and I believe they're happening in other parts other than Sydney in Australia is is this something like how does salons get involved with gender free haircut clubs and are you looking at specific salons to be able to help organise these or do you more go into you know, places like 2010 in Sydney and talk to them because they perhaps have the clientele How do people find out about the the gender free haircut clubs?

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Kristin Rankin 36:55

Yeah, so I mean, first of all, I'll give a tiny little background on what it is so people know that What it is that we're talking about? When I yeah, when I started the dress code project I was I thought, Okay, this is great. We're creating gender affirming salon spaces. And I had a student one day who came into my salon and I was in touch with someone, an organisation that's really similar to what 2010 is in Australia. They're called Skylark studios and one of their administrators and counsellors set me up with this student who really really needed a haircut to help them look the way they feel but did not have access financially to getting a haircut and you know, just had a lot of struggles with mental health and whatnot around that. So the counsellor brought and the counsellor and I had

been working together for a little while so the counsellor brought this student into my salon one day when we actually were just closing up so it was a little quieter. And I gave this student a haircut and you know, we went from like, Get incredibly long hair to this very cool sort of like side swept with a hard part, Barbara cut. And the transition of this client from the moment they sat down, which was that they could not even look at me, they hardly talked to me, I kind of talked a bit more to the counsellor about what we were going to do with the hair. We looked at some photos, too, when I started cutting the hair off of that, that client's head, and it was starting to hit the ground. And every single time that was happening, his client was looking up a little bit more and looking at themselves in the mirror and making a bit more eye contact. And then they were kind of looking at me in the mirror. By the end of it, they were actually smiling and every time I think of that story, I think of how important haircutting for this community is. But what that led me to think was we need to make haircutting for this community more accessible to those who can't afford to come into our salons. And that was how the gender free haircut club was birthed. And we decided that our goal for this was going to give free haircuts to LGBTQ to identifying youth, but also try to make it so that no money at all is exchanged. So hairstylists hair salon owners are all donating their time and their space and their skill to create these haircut clubs and have them all over. What the requirement for the haircut club is that you're actually a dress code project registered salon space, so that we know that everyone that is participating in the events has some sort of training within what we are teaching, and so they understand and they can provide the same amount of experience that we need to have a safer space haircut club. Usually what has happened is, you know, we have little chats before we do them with the folks that are providing the haircut clubs. So whether it's a salon owner or whether it's like the counsellors at 2010 or here Toronto at Skylark studios. And we just talked to the stylist about things that they might encounter, like how some of the people coming in may be really quiet and shy. And they might have anxiety. And actually what we try to do to just make a make it visually more appealing and welcoming right off the bat is we get the hairstylists and all the people that are volunteering their time to be at the events to wear pronouns, stickers and names Tic Tac sticker, so they say that person's name and pronoun. So that right away, you know, a student sees that and they walk in and they're like, oh, okay, they get it, you know, and, and it's just been an incredible experience. You know, we mostly have held them in salons here, but I know 2010 was just like, really fantastic. And because they had a good space, they wanted to do it there. And I believe that the folks from Murphy Goddard were the first folks to go in and offer their skills to do that. And I know that it was super successful, and we've had the In a lot of different areas of Australia, they've happened in North America all over the place. And we're actually working right now I'm just sort of in between trips. We just went and soft launched this in England. And in about a week, I'm going to be heading over to Europe for 10 days to launch it in Italy, Switzerland and Spain. So we're really trying to make this like uniquely global and to get as many people

involved as we can so that safer space salons and barbershops actually become the norm.



Kristina Russell 41:36

Wow, that's so incredible. That's so much travel as well, showing. It's so much travel. And I think that's just so incredible because to be able to really understand and to ask somebody questions about any topic, really face to face and to meet somebody can really break down barriers and help people feel comfortable. So the fact that you're taking time out from your personal life and your business life, because you're a salon owner as well, right? Yes, that you're travelling around and helping to create this information across the globe. So you have so much going on, but it's so fantastic for the haircut clouds to be able to offer services to people that cannot afford it. And it is a really important thing to be able to give back and hairdressing part of the joy that we have is meeting different people and helping somebody feel beautiful or more brave for a job interview or whatever it is that they've come in to get their hair done. But to be able to give back to your community, your time and your skill and something that is such a massive gift when it's when it's received is so important. So I just I think it's great. That there are gender free haircut clubs popping up in more places all around the world. And it is important that people go through the training as well. And the guys that Murphy goes out in Sydney, were actually who I went and did the training with as well. So, we work together. They're an incredible team there. And they're



Kristin Rankin 43:21  
fantastic.



Kristina Russell 43:22

Yeah, I just Yeah, I've got to reconnect with them. The months have been flying by but they do a lot of work to give back to different areas of the communities. So yeah, I felt quite moved when I was part of the gender free hair cut club and would love to be a part of that again. I can make tears I can welcome people in. I love it.



Kristin Rankin 43:49

And that's it, you know that? Like we have Yeah, we have. We have someone here that does the same. Like they're not even in the hair industry. They just love the movement and this is how they donate. So she's a Actually a professor here at U of T, and she just, you

know, she just loves to, you know, kind of be like the mama bear that takes care of everybody when the Yeah, and so she's kind of like doing that role that you're doing, you know, and it's it's really fantastic. And it's such a, you know, it's such a great thing to offer the youth, you know, because as we know, like, so many of the youth in this position are marginalised, because, you know, of most of the reason is there's a lot of like mental health and trauma around the fact that, you know, however they identify is not acceptable within their family. And so that's caused a lot of, you know, problems and as a result has, you know, been detrimental to their life in an incredibly unfair way. So, being able to have the gender free haircut clubs, is I think, what I'm most excited for and proud of, because I try to attend as many as I can when they happen, and we actually have one happening here on December 9. One of the dress code project salons in Toronto, but I love to go to them because every time I do you just see a different youth being excited that they've finally been able to get a haircut that they really see themselves in and they really identify with and, you know, I think that that at the end of the day, that's what it's all about. And that's what's so important is like, you know, we have been blessed to be in this industry that is on a regular basis we give so much every single day and but like to be able to give it back to folks who can't find that joy anywhere else is incredibly moving moment whether that's a selfish reason or not. I think that, you know, it's just, I look at it as my, my way of being able to just do something good, you know, and be able to give back to people and I think that's such an important thing. When you are fortunate enough to have a comfortable way of being in your life, then helping those Don't is something that I take great pleasure in doing,



Kristina Russell 46:04

you are doing so much great work and to be able to to give back is something that is a really important thing. And also, potentially a lot of hairdressers may want to know how they can be helping members of their community. And some people even when they're still at beauty school, or we call it in Australia or our apprenticeship, or on a lower wage while they're going through training, but they do have time. So to be able to give their time to something like this as opposed to perhaps, you know, donating money to a charity, then this is something that they can get active and actually it is incredibly rewarding. And it's an incredible gift to be able to do for somebody. So I am no I'm writing down my notes and I'm learning things in our conversation today as well and different ways to be inclusive within my education programmes and trainings. Coverage people to be the same. And I just wanted to recap, we've covered a lot of information, which is incredible. And to make sure that people get this information, I'm going to put a transcription, which means a typed version of this recording on my website on the podcast page. So I'll actually have a transcript of this as a downloadable PDF with resource links shared within the document, so they can be different website links. So anything that we've

talked about, I'll make sure that I have the links in there so people can jump onto my website, Kristina Russell comm.au and find in the podcast section, this transcript so you would need to look up Episode Six, where it will say interview with Kristin Rankin. So just to recap, some of them topics that we've talked about have been, you know, I've talked about your motivation and your reason to set up the dress code project. And we've also discussed some barriers to service the LGBTQ people and what they have encountered and what might prevent them from enjoying or even feeling comfortable going into a hair or beauty salon. And we've also covered gender free pricing, and how we can explain this or change our pricing structure, from website to price list to consultation. So there isn't anything that's blocking people coming in. It's more talking about here and the service and how they would like their hair to look the importance of discussing length and colour placement. We've discussed misgendering and pronouns, and that incredibly important tip to just use somebody's name.



Kristin Rankin 48:58

So I would say Say Hello, my name is Christina,



Kristina Russell 49:01

Mary, would you like to come through? Let's chat about your hair, how you feeling today about it, or when do you love it most, or whatever my opening line is, and I don't actually need to know their pronoun, which is what I've really understood from this conversation that we've had today that that may become later in a relationship of a repeat client. So thank you for that. Yeah. And I feel that this podcast is going to be something that I'm really able to direct a lot of people to as both an educator and somebody that is often actually as leaving Instagram that I'm often on Instagram. And so if people are asking, I can, I can point you, you know, in the right direction, but this podcast has so much information in it. That will definitely be backed up by this written document. And I just wanted to really thank you for your time and I've learned so much during our chat and I wanted to thank you for the for the movement and for the change that you are making in an industry that I really love. And it's a really important role and belief system that you are changing out there for everyone. It's not just for hairdressers to change, it's for us to be more inclusive as a general community. And I think it's absolutely incredible what you're doing. And I'm really thankful and proud to be an ambassador here in Australia. And we'll be as I'm understanding the role of growing with my presence in that more and will be reaching out to different media outlets and helping to use my voice to spread the word and to get people engaged. So yeah, I just think that you're doing some really incredible work and we're wondering, is there any sort of last points you'd like to share before Finish

a conversation today.



Kristin Rankin 51:02

I think I just want to thank you for helping spread the word of gender free haircutting and gender affirming salon spaces. And thank you for being the only ambassador for the resco project in Australia. I'm one of the first ambassadors with our community. And I think if I were to share anything, it just to say for a final thought is that the, you know, our website is dress code project calm. And our website is used as a as a directory. So that's really the primary the primary function of it. So that folks that are looking for gender affirming salon spaces or barber shops can go to the Find a salon button on our website, and it's a button that's kind of on every page, and they can type in their postal code. And the dress code project gender affirming salons close to them will pop up and show them exactly how far away they are. And then they can go and look on their website. And find out if this is a salon that you know, suits their needs. And you know, you can also find more information out about us on the dress code project on Instagram and the dress code project on Facebook. Awesome. Oh, one last thought. Yeah, for those salons that want to join the movement, sorry, for those salons that want to join, join the very important, very important to me would be like what is wrong with you, you forgot that they just want to go to the website as well. And the join us button is the button you want to click and it will fill out an intake form and then we'll get back to you. The Price Is \$200 to join and then as I said, you'll get those resources and you get to use our logo, a safer space salon sticker for your your actual physical site, and just the resources that we have to share.



Kristina Russell 52:51

Awesome. We've covered it all. I think I did have that there just in case one of us forgot it because I think that's very important how people will We'll, we'll join out. So the website dress, dress code project calm is a directory to find salons to also find information and to join. So that's the best place to go to get to get connected and to find out more. So I just wanted to thank you again, Kristin for your time today. And to let the listeners know if you really loved this podcast episode, be sure to subscribe on iTunes and leave a review for this episode to show your support. I really appreciate your time taken to do so. You're listening to the Colour Kristina Talks Podcast. Thanks for listening to episode six re work to Episode 27 it was recently well Pride Month and there's been a lot of progress yet. Still so far to come with gay, lesbian and trans imagery. In the hair, beauty and fashion industry, this has been an important reminder how inclusivity in the hair and beauty industry still needs more awareness and training. And my role as the Australian ambassador for the dress code project serves to facilitate how and where salon owners, barbers and hairdressers can access support and training for themselves and their teams. To save (and

download) this interview transcription, jump over to my website, [www.kristinarussell.com.au/27](http://www.kristinarussell.com.au/27). You'll also find the links to the dress code project website there and their social media platforms. And just in case you are listening to this in real time, there's a special offer that the dress code are currently offering red limited time and that is free membership. So make sure you jump onto my website. All the links are there, and thanks for listening