**ALAZNE MONTERO**

**Alazne Montero** entered the hairdressing industry culminating a great dream, after training and working far from the world of hair. However, she decided to redirect his professional career towards his passion, hairdressing, for which she trained at the Hermanos Larrinaga Academy. She also had occasional trainings at the Toni & Guy Academy in Valencia.

She began his career just 6 years ago. However, the motivation she feels for the profession has led her to great achievements and to an increasing desire of growing and contributing to the profession. She has always been attracted to art and creativity, and that is why she understands hairdressing as another way of artistic expression. Among the facets that most attract her are the creation of collections, fashion editorials and everything that allows her to experiment. In the salon, she greatly enjoys color. It allows her to cultivate a very important relationship of trust with the clients, creating a very special bond that makes visiting the salon an experience.

She has her own blog, www.punkrose.es, in which she talks about hairdressing, fashion, beauty and other topics that interest her. One of the objectives of the blog is to give women visibility within the industry and, therefore, she frequently interviews a hairdresser on the national or international scene, in addition to collaborating with designers, photographers, advertising, etc. She has collaborated with her fashion editorials with clothing by Dossis Designs, Halo, Santiago Zambrana, Melania Mendoza, Eder Aurre and Alicia Rueda. At the same time, she contributes to the blog of Peluqueras Club as a guest author.

Regarding her participation in creative hairdressing competitions, these are her most recent achievements:

* National Finalist New Talent category "Color Zoom" (Goldwell) 2019
* National Silver New Talent category "Color Zoom" (Goldwell) 2018
* Regional Finalist "Color Trophy" (L’Oréal Professionnel) 2017