

FRAGRANCE AND PERSONAL CARE

# L'Oral Professionnel introduces debut Global Creative Contributors class

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*The hairstylists and colorists have worked with a range of notable clients, including Ariana Grande, Jenna Ortega, Dua Lipa and Rihanna. Image courtesy of L'Oral*

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By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Beauty group L'Oral is launching an expertise-led resource for the community of hairdressers that follow the company.

This week, the first-ever class of Global Creative Contributors, a group of hairstylists and colorists that will help shape the future of professional hair care, makes its debut. Members of the 15-person crew have worked with a range of notable clients, including Ariana Grande, Jenna Ortega, Dua Lipa and Rihanna.

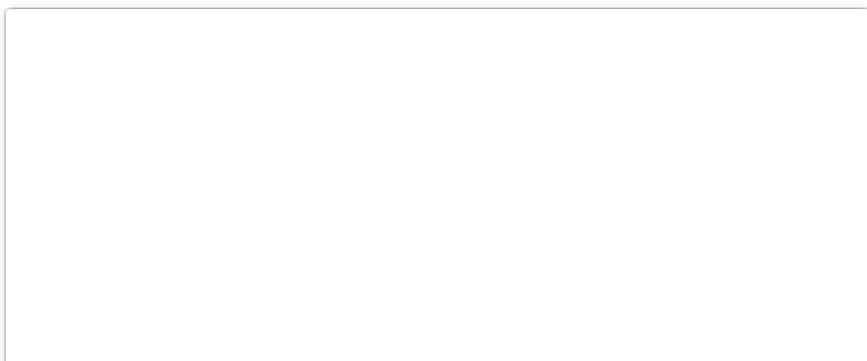
"With the Global Creative Contributors, we partner with the industry's most innovative and avant-garde talents worldwide not as ambassadors, but as contributors," said Claire Le Bleis, global brand president of **L'Oral Professionnel**, in a statement.

"As a brand driven by innovation and market-making, our ambition is to explore what's ahead of the curve and help shape the future of professional hair."

## Next generation

The ambassadors will develop digital content, host hair care events and provide their professional insights, helping the corporation create actionable futures and tools for the industry.

Stylists Ben Gregory, Cyndia Harvey, Jacob Habib Khan, Kevin Jacotot, Malcolm Marquez, Washington Nunnes, Cesar Deleon Ramirez, Amit T hakur and Mustafa Yanaz, alongside colorists Min Kim, Devi Mark, Jack Martin, Brandon Pietsch and Adina Pignatare, as well as Jawara Wauchope, the senior beauty editor-at-large of *i-D Magazine*, make up the collective.



[View this post on Instagram](#)

A post shared by L'Oreal Professionnel Paris (@lorealpro)

"Being part of the L'Oral Professional Global Creative Contributors is both an honor and a responsibility," said Mr. Wauchope, in a statement.

"To stand among artists who shape the future of beauty while celebrating individuality, craft and creativity reminds me why I fell in love with this industry," he said. "It's inspiring to contribute my voice to a global vision that values excellence, innovation and authentic expression."

The global group has representatives from several major American markets, the United Kingdom, India, Turkey, Puerto Rico, Brazil, France and Jamaica.

L'Oral recently shared a glimpse at the future of its product lineup, revealing a high-end straightener and a skincare-focused wearable during the Consumer Electronics Show earlier this month ([see story](#)).

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