

Who

Trang Ngyuen

When

April 2007

Where

USA

Why

A global nail inspiration and ambassador

What

Developer of nail products (Odyssey Nail Systems), global educator, top worldwide nail competitor

Age

42 years

Nationality

Vietnamese

Nail role

Global educator for Odyssey Nail Systems

How did your entry into the nail industry begin?

"I was one of a few men who started in the nail business 22 years ago, with a Nail School. My philosophy was to help my countrymen and women establish their own income in a short schooling time, trying to help them get away from government financial aid. As immigrants in the US, I helped them use their natural talent and hand skills."

What happened next?

"I shortly developed a chain of nail salons to help the placement of my students and with the support of my wife, I finally worked on my secret dream, to develop and manufacture my own brand: Odyssey Nail Systems (ONS).
"The brand is slowly growing through hard work and dedication from my worldwide team of sub distributors, as well as the support of my own team in the ONS offices, which are located in the USA, Japan, Korea, The Netherlands and now (I am proud to say) in the UK too."

What is the key to your success?

"Education and never stop trying is what I live by in business; I am very open minded when

it comes to new techniques, products and different skills. I love the competition circuit, as I believe nail competitions are the best way to better myself all round."

What and who inspires you?

"Dollar signs - just kidding! I have the best group of educators and team members supporting me worldwide - they are my family. My brand (ONS) also inspires me, as it's continually growing and getting better, however ultimately my beautiful wife, who is behind me and has supported me through everything; so to me, I have the best in this world of everything, and cannot let them down."

Whose work do you watch in the industry?

"All - you must never have your eyes closed - but most importantly I watch my educators as I would like to see them succeed."

What drives you?

"Winning competitions for my company as it's what I like to do - but ultimately for my team as it proves the Odyssey system works."

What is your vision?

"Bringing all nail styles together and developing something that's accepted and liked by all. It should not be an EU style nail and shape versus the American, Russian or Japanese style. We should all be speaking the same language - we need to create a Nail Language to better the industry as the whole."

What is your preferred technique?

"I love powder and liquid!"

What's hot and what's not in the nail industry?

"It depends on the clientele; their age, lifestyle etc. The 'in' thing now is metal, dramatically finished nails or totally the other end of the spectrum like the early days; short, round with a soft finish and colour. All or nothing really!"

Where do you see the industry as a whole heading?

"Natural products, luxury treatments and state-of-the-art nails. Products with good packaging and a consumer edge is where I think it's geared towards for the future. For us as technicians, making the consumer understand the world of artificial nails is the right way forward. The industry is a little stale at the moment in some countries and we are all waiting for something new to happen!"

What is your greatest achievement to date?

"Firstly, achieving my recent award, *World*

Champion 2007 in Dusseldorf - where I took first place - finally! My ultimate achievement is developing an award-winning team; we've been ranked number one in the USA for two years straight and without this success ONS wouldn't stand proud."

What do you strive for?

"To provide an exciting product, concept and education structure through the commitment of my valued team and representatives worldwide. I want to be able to give something back and create opportunity within the ONS team as this is such a growing business and industry."

If you could invent a product to make your job easier what would it be?

"I am always working on things to make my brand better."

What are your favourite products and why?

"Powder and liquid. Why? Because I started out with it and have mastered speed, application and various techniques and above all, this system enables me to take my skill to the limits! It's amazing."

Who has been your favourite client?

"The nail technician - as I love teaching and sharing with everyone - it's my ultimate passion."

What ambitions do you harbour?

"I love to have my knowledge passed on to others and seeing them succeed through it."

What makes you proud?

"Lots of things make me proud from all aspects of my world, especially seeing people succeed and live their dreams."

What awards have you won?

"I have won over 220 awards as a competitor ... this page isn't long enough! Ha... Presently I am ranking *World Champion 2007*."

What principles do you live by?

"Never stop learning. Education has driven me to better my technique and sharpen my knowledge in the nail technical world."

What is your trademark?

"French sculptured nails, the perfect ten! Whatever people think, I'm a design guy."

What is your essence?

"To develop a clear and easy structure for our education to help improve the skill for students technically and practically. It is my main concern as the nail industry needs the better techs to keep up the standard for our industry, under the

watchful eye of the consumer"

What excites you?

"Seeing a new country take on ONS technology and seeing a tech doing better and improving; good quality nails and end results and seeing more people competing on the competition floor for the love and understanding more than to win... this excites me."

What is your impression of the European nail market?

"It was boring two years ago; now it is exciting as techs are more open-minded and eager to learn. It's also very interesting at the moment as techs in smaller countries are actually better than the big (known) countries and seem to be far more advanced in technology and technique."

Which countries are the most progressive in their nail industry?

"Japan, Korea and Russia - as they are competition minded countries."

Who is the best nail tech in the world and why?

"There are so many excellent techs in their own right and each has their own forte. I cannot point out one person; as long as you can share your skill you become the best in anyone's eyes."

What is your impression of the US nail industry?

"The US market is the same as everywhere else at the moment; stale, boring and not challenging."

Why do you love doing nails?

"I haven't done nails in the salon for over seven years. I am now the head educator for the company. I love to travel and am addicted to competitions. I love to create my own competition and I am a people guy so I share my knowledge with others, which the nail industry allows me to do. I love the nail industry."

What is your impression of the UK nail industry?

"It's growing and has a fair way to go. There are things that can be improved on and things that are already excellent. You guys are excellent for procedure and structure. I like that, as education needs to be done one step at a time."

What products do you use?

"Odyssey Nail Systems."

Are you passionate about education?

"By far...YES."

ONS www.odysseynails.com

BOYZONE

A DAY IN THE LIFE OF... TRANG NGYUEN