

# DANIEL BERNARD

**EVOLVE. EVOKE. TRANSFORM.**

Daniel Bernard's mission statement (*evolve. evoke. transform.*) says much about his 20+ year career and exemplifies his personal design philosophy and creative vision.

As co-founder and creative director of Azenza Salon & Spa in Birmingham, Daniel is a successful entrepreneur with a client list that includes socialites, politicians, and celebrities. Daniel has enjoyed the privilege of styling hair all over the world, in locations such as Rome, Paris, Berlin, Hong Kong, Moscow, Prague, Athens, and Istanbul. He has also worked with celebrity professionals such as Jon Leichfelt (celebrity makeup artist and owner of Priss Makeup) and Dan Lippit (staff photographer for *Styleline Magazine*).

A Master Colorist, Daniel Bernard received his training from the world-renowned Goldwell Cosmetics and graduated from the Westmore Academy's Makeup for Film Program. He has advanced training with Vidal Sassoon and is an expert in keratin texturizing, precision cutting, and "Hollywood blonde" color effects.

Daniel Bernard's creative talents are cross-functional – photography, print, runway – and are continually evolving in new directions. In addition to working as a monthly contributor to *Styleline Magazine's* "Ask The Expert" column, Daniel has played an active role in the annual Fashion Week event for the past three years. He not only secured the event's lead salon team, but assembled a highly creative team of stylists from his salon who work with him to drive the event's continued success.

Equally passionate about giving back to the community, Daniel participates in local charities such as Make-A-Wish Foundation, AIDS Project, Michigan Human Society, and The Hope Fund Scholarship Program. He also supports Michigan's Affirmation Action Program and the local LGBT Community Center.

In 2008, Daniel Bernard developed and executed *Project Beyond Beauty*, a program that provides assistance for unemployed job seekers in Michigan. Daniel teamed up with *Michigan Works* to deliver the program and continues to provide services for needy participants. As a result of his efforts, Daniel received professional recognition and numerous awards from local and national politicians, including Michigan Governor Granholm, U.S. Senator Debbie Stabinow, and U.S. Congressman Gary Peters.

With a commitment to pushing his creative limits and following his instincts, Daniel's aspirations are not restricted to traditional pathways. Whether he opens more salons, develops community support programs, or provides creative services for the film industry, you can be certain that Daniel's integrity, professionalism, and eye for design will continue to be his trademarks.



## **DANIEL BERNARD, PRINCIPAL, AZENZA SALON AND SPA**

[www.whoisdanielbernard.com](http://www.whoisdanielbernard.com) | Facebook | Twitter

### *First two weeks of the month:*

Azenza Salon and Spa  
130 West Fourteen Mile Road  
Birmingham Michigan 48009  
(248) 594-6600

### *Second two weeks of the month:*

The Cal Martini Color Group  
421 N. Rodeo Drive  
Beverly Hills California 90210  
(310) 717-5809