

GLOBAL GIRL POWER

INTRODUCING...CATHERINE WONG



Fashioning an industry in its infancy, **CATHARINE WONG** is geared up to set Singapore on fire and lead its techs to the global nail stage

Age
35 years

Based
Singapore

Job title
Training director and nail academy owner

Company
Ecsalonce International Nail Academy

Type of work
Nail educator

First ever job
"I was managing my family's business in the international timber trading industry, which I worked in for 14 years. I left this position and went into teaching nails full time. I am really glad I made this move because I finally found something I had and still do have, so much passion for and creating a business out of it at the same time is a fantastic bonus."

Specialist skill
Nail art and 3D coloured acrylics design sculpture

Favoured nail technique
Sculptured nails

Favoured products
Coloured acrylics – Nfu.Oh Nail System (Korea)
Pink & White – Entity (USA) / Nail de Dance (Japan)
Gels – Akzentz (Canada)

Nail education
"I enjoy training and I am always open to learning new styles and techniques from different brand educators or veterans in the nail industry. I then combine all the techniques that I've learned and put them to good use by sharing this knowledge with my students and fellow nail enthusiasts."



ECSALONCE INTERNATIONAL NAIL ACADEMY

Established in 2002, this academy is the early pioneer of bringing professional nail art and design education into Singapore. Being one of the very few fully fledged nail academies in the country, Ecsalonce offers an extensive programme covering natural nailcare courses (manicure/pedicure), artificial nail enhancement courses in acrylics and gels, nail art courses such as flat nail art, 3D nail art, reality design sculpture, airbrush, FolkArt, fantasy nail art and international nail competition training courses. International programmes from the USA, Canada and Korea are also offered for students that wish to advance to recognised professional accreditation, while in-house programmes and workshops are available to those learning for personal interest. Ecsalonce organises seminars led by international masters and nail champions on par with international standards and these include study tours and competition trips to Korea, Japan and the USA on a yearly basis. The Ecsalonce team of competitors and educators has been placed top 5 in international nail competitions throughout Asia, the UK, USA and Korea.

VISION...

"We strive to share and spread our passion by imparting to nail professionals superb skills and workmanship, sophisticated nail designs and beauty beyond expressions. We aim to colour your life with wearable art."

Ambition

"I have so many! However, the most immediate ambition I would like to fulfill is to publish a coffee table book showcasing my nail artwork as well as work by other talented nail artists from across Singapore and Malaysia. I am also training very hard to compete in more international competitions within the next two years."

Vision

"The nail industry in Singapore is still in its infancy and there is no regulatory authority or recognition for nail education. Anyone can teach nails and anyone can open a nail salon business. Not many people know what the standard quality of nails should be. We are changing this slowly as we emulate the nail education system from the USA, Japan and Korea and we hope to band together with like-minded nail professionals in Singapore to eventually set up a nail association so there is some form of standardisation of quality."

Inspired by

"Alisha Rimando (2006 World Champion), who showed me my first sculptured pink & white nails way back in 2001; I've been hooked ever since. Her work was the benchmark for me. Whenever I looked at nail enhancements they had to be perfect just like the structure that she had shown me."



Nail idol

"I would have to say that my idols are many. Each one has played an important role in my pursuit of perfection in the nails that I craft. "Tom Holcomb is my idol for pink & white sculptured nails. His style is how I visualise my winning nails to look. "Enfu Oh is the ultimate master of reality design and she is a great influence in my 3D techniques and colour combination. "Danny Haile of EzFlow taught me how everything is so simple in nails, while Alisha Rimando mentored me for my first competition training. "Trang Nguyen inspires me with his design sculpture techniques. "Kim Mi Won and Seo Sang Mi's nail styles are so delicate and refined that I never get tired of looking at their creations. "Anna Lajourdie showed me how gels should be done and I have never looked back since."

What are you most known for industry-wise?

"I travel quite frequently to trade shows and attend classes overseas to learn the latest technology in nails. Upon returning to Singapore, I organise two to three training classes a year, for students and local nail professionals, headed by overseas educators and competition champions aimed at learning and upgrading their skills. I also organise study trips to other countries in order to

compete in nail competitions throughout Asia, the USA, UK, Korea and Japan."

Secret to your success

"I don't consider myself successful yet, but with God's blessing, I have a loving family, supportive friends, employees and students and wonderful mentors. I believe that the first step to success is to love what you're doing and take it from there."

Who would you thank?

"God for giving me the gift of talent, my husband and two children who put up with my traveling in order to pursue my dreams and my mentors who've inspired and encouraged me in my pursuit."

A brief career history

Qualifications:
BSC(Econs) UK
Ecsalonce International Nail Academy – Principal
KPNT 1st Grade Licensed Educator (Korea Nail Association)
Nfu.Oh International Educator
Ezflow Master Artist Educator
Akzentz Master Educator

Accomplishments

2005 TV Documentary, Singapore – *Flair Affair* featured nail artist

2006 *Nails International Magazine*, USA – featured nail artist

2006 Nail Olympics, Seoul – guest judge

2006 Seoul International Nail Fair – guest judge

2007 Fantastic Nail Awards Malaysia – guest judge

Competitions

2006 SINAIL – Seoul, Korea Fantasy Nail Art, Special Awards

2007 NAILPRO Las Vegas Hair & Nail Conference, USA – Mixed Media Veteran 1st Place

2007 NAILPRO Las Vegas Hair & Nail Conference, USA – Handpainted Nail Art Veteran 1st Place

2007 NAILPRO Orlando Premiere Show, USA – Design Sculpture Veteran 2nd Place

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