

NEW ERA "SMART" DESIGNER



DA-LINK Foundations Workshop

Equip modern stylists with essential *online* brand identity and personalized *offline* client applications to support salon success.

What You Will Learn:

- O2O (online-to-offline) communication essentials and how it supports salon growth
- Presentation on personal branding and distinct signature style
- Model demonstration of Pek's "Signature Style" cutting & styling
- Digital content creation workshop focused on strong photo and video techniques

Great For:

- Stylists planning to participate in the DA-Link event
- Stylists interested in discovering and showcasing their own signature styles

Monday, April 13 | 11AM-3PM

📍 Union Salon South 435 S Fair Oaks Ave, Pasadena, CA 91105

\$25.00 / each

To Register
Scan Code



Baek Heung Kwon "Pek"

A Milbon Global Educator and Owner of Salon HE:ARTS, Pek is a leading celebrity stylist in Korea and a veteran DA judge. His clients include BTS's Suga and BLACKPINK's Jisoo.

MILBON

Find Your Beauty

X

Sweis

Register at <https://www.sweisinc.com/education/>

***Ticket Sales Non-Refundable**



DA-LINK USA 2026

Where Every Stylist's Story Comes to Life

About the Event

DA-Link is Milbon's education-focused experience that helps stylists navigate today's online-to-offline world. Participants are challenged to define and showcase their distinct, authentic artistry in a social media format, then demonstrate how they bring that artistry to life behind the chair for real clients.

In an era when clients often choose stylists based on what they see online, this experience helps participants align their digital identity with their real-world results for more intentional branding.

Event Highlights

- Two-part competition:
 - **Part 1: Photo and video submission** - showcase your signature artistry for social media
 - **Part 2: In-person competition** - personalize that artistry on a live model through cut and style
- Open to all US licensed stylists ages 18+
- **Grand Prix winner will compete in Japan on 11/17/2026 with travel provided.**
- **Judged by: Anh Co Tran** (Global Creative Director), **Baek Heung Kwon "Pek"** (Global Educator), **Lucas Tamaio** (2025 DA-Link USA Grand Prix Winner)

Virtual Presentations

Learn directly from the Milbon USA team before signing up.

- Monday, March 30 10:00am PT / 1:00pm ET
- Monday, May 18 10:00am PT / 1:00pm ET



Scan to join

Tickets

Updates and ticket sales information will be posted on pro.milbon-usa.com once available.

Contestants (Compete in the Event)

Early Bird: \$89 (April 15-June 30)
 General: \$109 (July 1-August 1)
 Assistants: \$20

Audience (Watch the Show)

Early Bird: \$30 (April 15-June 30)
 General: \$49 (July 1-October 1)



Watch the
 2025 DA-Link USA
 Pilot Event Recap

Monday, October 19, 2026

The Industrial Event Space

2330 Industrial Road,
 Las Vegas, NV 89102



@anhcotran

@hearts_ultrapeku

@lucastamaioartofbeauty