



IRT (IN RELATION TO) TEXTURE

OCTOBER 20, 2025
9:00 a.m. to 12:00 p.m.



WITH OLIVIA GARDEN

EDUCATORS:

Drea Lecher and Ricardo Santiago, assisted by Shawna Jackson

Our time together will be fully dedicated to Hair Texture IRT behind the chair. Cutting it, creating, maintaining & caring for it! Expect all things in curly hair cutting and styling techniques, best practices, and the tools that aid us in our work and our clients at home.

KEY TAKEAWAYS:

Tips and teaching points on how to best educate our clients on maintaining their curl, recycling their style, creating the texture they wish they had, or embracing and loving the texture they've got!



RICARDO SANTIAGO

With over 15 years in the hair industry, Ricardo has earned a reputation as a true “Jack of All Trades.” His expertise spans everything from healthy platinum and creative color to seamlessly blended balayage, precision cutting, textured hair, and barbering. Based in Orlando, FL, Ricardo operates from an independent studio salon while also serving clients in New York City and Los Angeles. In addition to working behind the chair, he collaborates with top brands in education, sharing his knowledge and skills with fellow professionals. As the Artistic Director of Education for Joico and educator for Olivia Garden, Ricardo is deeply committed to both artistry and hair integrity. He believes that beautiful hair starts with a healthy foundation—empowering clients with confidence and self-expression. A passionate educator, Ricardo travels internationally to inspire and train other stylists while continuously seeking new opportunities to refine his own craft. His dedication to lifelong learning not only enhances his expertise but also elevates the industry as a whole, ensuring exceptional results for every client & fellow Stylist!



DREA LECHER

Drea has a heart for hair and a passion for people. With over 20 years' experience in the industry and more than half of that time being spent on the road nationally and internationally on stage as a guest artist.

Drea's ability to communicate and connect with her audience is equally matched with her natural talent for hair. As an Artisan Hair Designer, she has had the honor to work alongside and collaborate with top Fashion Photographers, Celebrities, and Hair Artist cognoscenti in the Industry. Drea is a true visionary. She has a sixth sense of what needs to be articulated at that moment and translates it effortlessly in her hair designs and interactions. As a stage artist she has the ability to paint a clear picture. Her quirky sense of humor, and unconventional approach to hair is tethered with her vast technical knowledge will have you immediately gripped and participating in “her world,” as time just slips away. Drea works from the heart! Her constant philosophy is prevalent in all her work; to give back to the industry she loves! From Drea's approachable demeanor, time saving techniques, and stunning finishes; audiences everywhere agree she is a must see and a pleasure to watch! New challenges breed growth, which will clearly be sought after as a constant for this overachiever, imaginative Hairdresser.