



FOR IMMEDIATE RELEASE

## **The Garden Debuts in Oklahoma City as a Cutting-Edge Education Destination for Hair and Beauty Professionals**

Oklahoma City, OK – August 21, 2025 - A bold new chapter in professional beauty education begins with the launch of The Garden—a cutting-edge, advanced teaching hub, hair education academy, and creative experience center developed to host world-class beauty educators and elevate the salon industry in Oklahoma City and beyond.

The Garden is a dynamic space where beauty professionals from diverse backgrounds come together to learn from globally recognized beauty educators, such as DJ Muldoon and Renée Gadar, renowned hair artists and stylists like Anthony Edge, and salon industry innovators like Omar Antonio. With a strong emphasis on collaboration over competition, the space provides an open and inclusive environment that fosters skill-building, meaningful connections, and fun, without pressure or recruitment. Classes are brand-neutral and focused purely on skill development, creativity, and professional growth, giving salon owners confidence to send their teams.

Co-founded by former NYC-based power couple Billy Keohane, an award-winning hairstylist, and Lauren Keohane, a celebrated makeup artist featured on the covers of top international fashion magazines, The Garden was built in partnership with Eden Salon, a fixture in Oklahoma City's beauty scene for over 40 years. This premier teaching hub supports both artistry and advancement, with a mission to foster expertise, spark creativity, and nurture a collaborative, brand-neutral community for professionals at every career stage.

"The Garden is a place for planting seeds of growth. It's where education, creativity, and connection intersect," says co-founder and Creative Director Billy Keohane.

"We created this space to inspire hairstylists and beauty professionals to grow through hands-on advanced training, mentorship, and a shared love of the craft. It's about coming together to get better and bloom in every sense of the word."

Infused with the vibrancy of New York's fashion-forward energy, The Garden is designed to elevate salon excellence across the Southwest. From licensed hairstylists and salon professionals, it offers a rare opportunity to master advanced techniques and grow in a space built to welcome and inspire.

The Garden's all-day classes, intensives, and trainings attract beauty professionals from OKC and beyond. Oklahoma City's central location and growing reputation in fashion, hospitality, and culture make it the ideal hub for national and international guest artists.

In addition to its educational mission, The Garden serves as the flagship academy for SITCH Hair Care—the world's first 100% refillable hair care system. This partnership supports a shared vision of sustainability and innovation in the professional beauty industry. With Dieline Award-winning recycled packaging and a forward-thinking approach to ethical haircare, SITCH reflects the bold values that define The Garden.

The Garden's first featured artists are planned for September 2025, bringing an exciting lineup of classes and residencies to launch the center's inaugural season. Registration will open at the end of July.

### **About Eden Salon**

Located in Oklahoma City, Eden Salon is a pioneering salon with a long-standing affiliation with Aveda, focusing on sustainability and innovation. That commitment is further reflected in its partnership with SITCH Hair Care. With the launch of The Garden, Eden continues to lead the way in beauty, education, and conscious business practices in the region.

### **Media Contact**

Lauren Keohane  
The Garden  
9494 N May Ave  
Oklahoma City, OK 73120  
Email: [Laurenatthegardenokc@gmail.com](mailto:Laurenatthegardenokc@gmail.com)  
Phone: 405.722.3336