

our company history

Stefan

Timeline

1957

Stefan lands in Australia and starts an apprenticeship with his Dad.

1963

Stefan starts work with a major salon in Sydney and Melbourne.

1964

Stefan takes over a salon in Longreach where his sister joins him. With the success of the Longreach salon, Stefan opens a salon in Maryborough.

1967

Stefan opens his first salon in Brisbane and embarks on aggressive newspaper ad campaign.

1969

Stefan visits America and notices the developments of shopping centres and returns to conquer the shopping centres in Qld by opening 5 more salons.

1970

Stefan launches his own successful hair product range called 'Stefan' and also convinces Channel 9 to allow regular 5 minute tv segments to talk about hair.

1980

Jo-Jo's, Brisbane's most exciting eating & Meeting place, opens in Brisbane's CBD.

1957



1964



We are opening 7 new salons!

1967



1969



1970



1980



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1981

Stefan earns his wings and flies into every major country town around Australia collecting duplicate signatures from aviators who graduated from Archerfield.



1983

The salon growth continues in all new, major shopping centres throughout Qld.



1984

Stefan starts sponsoring major sporting events throughout Qld - Stefan QLD Open Golf & Stefan QLD Open tennis



1988

Stefan Headquarters opens at 170 Melbourne St, South Brisbane, Officiated by the Lord Mayor of Brisbane, Sally Ann Atkinson.



1989

Stefan purchases the Expo 88 Sky Needle to light up the sky above Stefan HQ.



1990

Stefan receives the ultimate award '1990 Employer of the Year' from the State Government.



1993

Stefan breaks the record for crossing the Malaka Strait in Malaysia, signed by Prime Minister Dr Mahathir.



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1995

Stefan and South Bank Tafe join forces to set up a strategic alliance for training hairdressing staff.



1996

Stefan becomes an honorary ambassador for Brisbane presented by Lord Mayor Jim Soorley.



2004

Launch of Stefan Straightening Iron



2006

The top of the Stefan Skyneedle at South Brisbane was engulfed in flames. It was repaired better than it was originally.



2008

Rainbow Van was launched. It runs every morning at 6am to deliver breakfast to the homeless people of West End Brisbane.



2009

Launch of Hair & Bodylicious Range



2010

Launch of ALIVE shampoo and conditioner and Stefan Professional Make-up range. Stefan has 43 salons all over Qld in all major shopping centres and one in Sydney CBD.



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2011

Head Office flooded at South Brisbane, Stefan donated \$50,000 to the Premier's Flood Appeal and an extra \$72,000 on behalf and in conjunction with the Grand Gold Club on the Gold Coast.



2011