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profile

**About the Academy
Academy Philosophy Brand Story**

2026

THE IVA BRAND STORY

Our Philosophy

Founded in 2023, IVA Beauty Training Institute was born out of a simple yet powerful mission: to empower young women with the premium, industry-ready skills needed to turn their creative passions into thriving, independent businesses. We started small, with just a handful of dedicated instructors and a single classroom. However, our reputation quickly grew because of our uncompromising training standards and the deep, individualized attention we give to every single student. As demand soared, our small classroom could no longer hold the dreams of the women knocking on our doors. Two years later, we answered the call to expand. Today, we are proud to welcome students into our spacious, state-of-the-art training facilities, expanding our reach with vibrant new branch locations designed to give our students a world-class learning experience.

At IVA, we believe that beauty education goes far beyond mastering a technique—it is about economic liberation. A high-level technical skill is an asset that can never be taken away from you. It is a lifelong tool that guarantees self-reliance, financial freedom, and the power to shape your own destiny. We don't just train students to pass an exam; we nurture future beauty entrepreneurs and industry leaders.

Our Vision

To become Ethiopia's leading beauty academy, transforming passion into professional excellence and empowering women to lead the beauty industry.

Brand Values

**Excellence
Creativity
Professionalism**

**Innovation
Empowerment
Transparency
Accountability**

Mission

**Deliver practical beauty education
Promote creativity and professionalism
Create employment opportunities
Provide supportive training outside of the industry like that of personal development classes, social media marketing courses etc.**

Our Impact

There is nothing that makes us prouder than watching our graduates break through the competitive beauty market. Over the years, IVA has successfully launched the careers of countless young women. Our alumni are now successfully running their own high-end salons, working as elite stylists in premier beauty hubs, and building lucrative freelance businesses from the ground up. When an IVA graduate succeeds, she creates a ripple effect—becoming an inspiration and an employer for the next generation of young women chasing their dreams.



Founder's Message

When I founded IVA, I didn't just want to start another beauty school. I wanted to create a launchpad where women could build themselves up from nothing and claim their space in the beauty world. This mission is incredibly personal to me. It was born out of my own hardships—struggles that ultimately taught me what it takes to survive and succeed. I built this institute because I wanted to hand down those life lessons to the next generation of young women chasing big dreams. My hope is that the education they receive here gives them the tools to completely change their lives. There is no greater reward for me than hearing my students declare with absolute confidence that they are independent, self-reliant, and fully capable of providing for their families.

Bezawit Berhe

Founder & Head Instructor

With years of deep-rooted expertise in the beauty sector, Bezawit leads our curriculum with a vision to elevate industry standards and empower the next generation of beauty professionals in Ethiopia.



Courses Offered/ Programs & Duration Signature Programs

We offer various training within the beauty industry by combining beginner and advanced courses, we also offer seasonal master classes as well as VIP courses.

Course

Duration

International Certification

Makeup Artistry

1 Month

Included

Eyelash extension

1 Month

**School
certification
included**

Nail Technology

1 Month

Included

Henna art

1 Month

**School
certification
included**

Ombre

1 Month

**School
certification
included**

**Hair Styling
(Both Men & Women)**

2Month

Included

Tuition & Flexible Payment Plans

At IVA Beauty Training Institute, we believe financial logistics should never stand in the way of your education. To ensure our programs are accessible, we offer a range of flexible payment options designed to give you peace of mind, so you can focus entirely on mastering your craft.

Our student-centered payment options include:

- **All-Inclusive Package Pricing:** Clear, upfront pricing with no hidden fees, covering your core training materials and practical sessions.
- **Early Registration Discounts:** Special tuition reductions for proactive students who secure their seats ahead of the intake deadlines.
- **Structured Installment Plans:** Divided monthly or milestone payments that allow you to balance your tuition easily as you progress through your course.
- **Strategic Bank Loan Options:** Access to tailored financial pathways through our banking partners to help fund your education smoothly.

Our Commitment to You

By removing the stress of upfront costs, these flexible pathways build a foundation of safety, transparency, and mutual trust between our academy and our students. We are here to support your journey from your very first payment to graduation day.

Why Choose Us

At IVA Beauty Training School we have

- ◆ 900+ Graduates
- ◆ 90% practical training
- ◆ Industry partnerships
- ◆ practical learning
- ◆ Experienced trainers
- ◆ Real salon environment
- ◆ Career-focused teaching
- ◆ Small class sizes
- ◆ Modern beauty techniques
- ◆ Student support
- ◆ Job opportunity offers



Student Benefits

The IVA Experience

Life Beyond the Classroom

Education at IVA extends far beyond textbooks and lectures. We believe that true mastery comes from immersion, connection, and real-world application. From day one, we curate a vibrant, supportive environment designed to shape you from an aspiring student into a seasoned professional.

Here is what you will experience as part of the IVA family

- **Immersive Practical Workshops:** Step away from the desks and dive into hands-on training labs designed to perfect your hand mechanics, precision, and tool control.
- **Live Model Practice:** Build real-world confidence by transitioning from mannequins to working on live models, mastering client comfort and safety under the close supervision of your instructors.
- **Professional Portfolio Building:** Learn the art of beauty photography and lighting. You will graduate with a stunning digital portfolio of your own "Before & After" work, ready to show off to future employers and clients.
- **Industry Networking Opportunities:** Connect directly with local salon owners, product suppliers, and established beauty influencers through our exclusive campus events and guest speaker panels.
- **Lifelong Mentorship & Community:** Gain a built-in support system. Our expert instructors offer personalized, close follow-up to guide you through your struggles and celebrate your breakthroughs.
- **A Roadmap for Your Beauty Business:** Master the non-technical essentials. You will receive foundational guidance on client psychology, social media content creation, and salon financial basics so you can launch your career seamlessly.
- **Unshakeable Confidence Development:** Above all, we cultivate your mindset. We push you to find your professional voice, overcome the fear of making mistakes, and walk out our doors knowing exactly what your talent is worth.



Journey

Your Ambition, Our Guidance

Many of the students who walk through our doors come to us with absolutely no prior experience in the beauty industry—but they arrive with big hopes, passion, and a drive to succeed. We welcome that ambition.

In return, we equip you with the precise technical skills you need to excel. Beyond the technical basics, we enrich your education with specialized masterclasses designed to give you a competitive edge in the real world. We don't just teach you how to perform a service; we coach you to be fiercely confident in your craft, pushing you to unlock your full potential and teaching you exactly how to market your talents to paying clients.

At IVA, your background doesn't limit your future. If you bring the dream, we will provide the roadmap to achieve it.



Meet Our Team

At our academy, we don't just teach beauty techniques we build confidence. Every member of our team brings real-world industry expertise and a passion for mentorship. We believe in close, hands-on guidance, ensuring that every student receives the specific support they need to master their craft and thrive after graduation.



Bezawit Berhe
Founder & Head Instructor

With years of deep-rooted expertise in the beauty sector, Bezawit leads our curriculum with a vision to elevate industry standards and empower the next generation of beauty professionals in Ethiopia.



Selam Fisseha
Operations Manager

Leveraging her extensive background in business management, Selam keeps our academy running seamlessly, ensuring our students have a structured, supportive, and organized environment from day one.



Betelehem Birhanu
Eyelash Instructor

A seasoned educator with over two years of direct teaching experience, Betelehem has a proven track record of helping past graduates turn their creative passions into successful careers.



Selam Abera
Nail Instructor

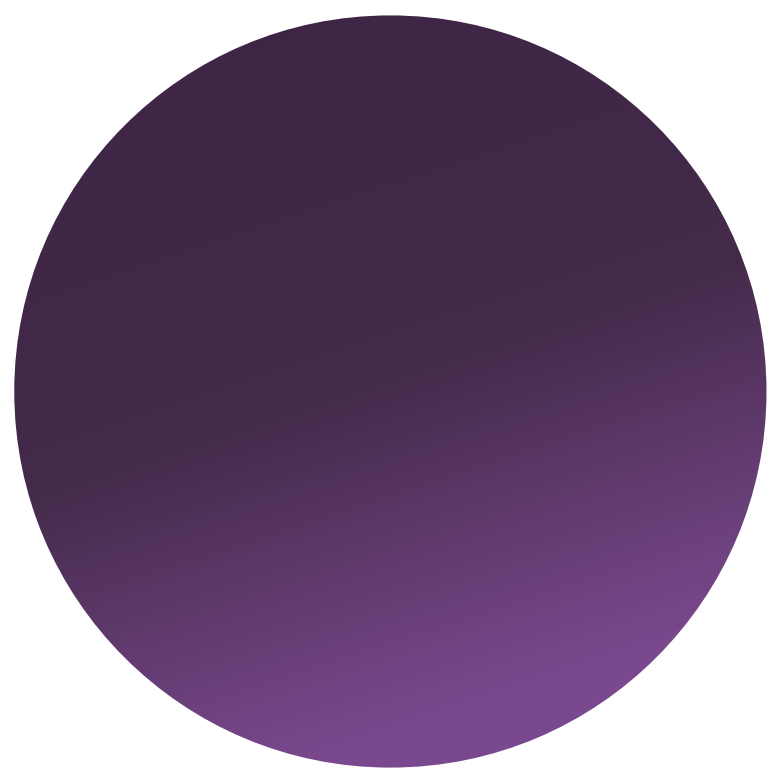
With years of deep-rooted expertise in the beauty sector, Selam leads our curriculum with a vision to elevate industry standards and empower the next generation of beauty professionals in Ethiopia.



Mahilet Ayalew
Makeup & Henna Instructor

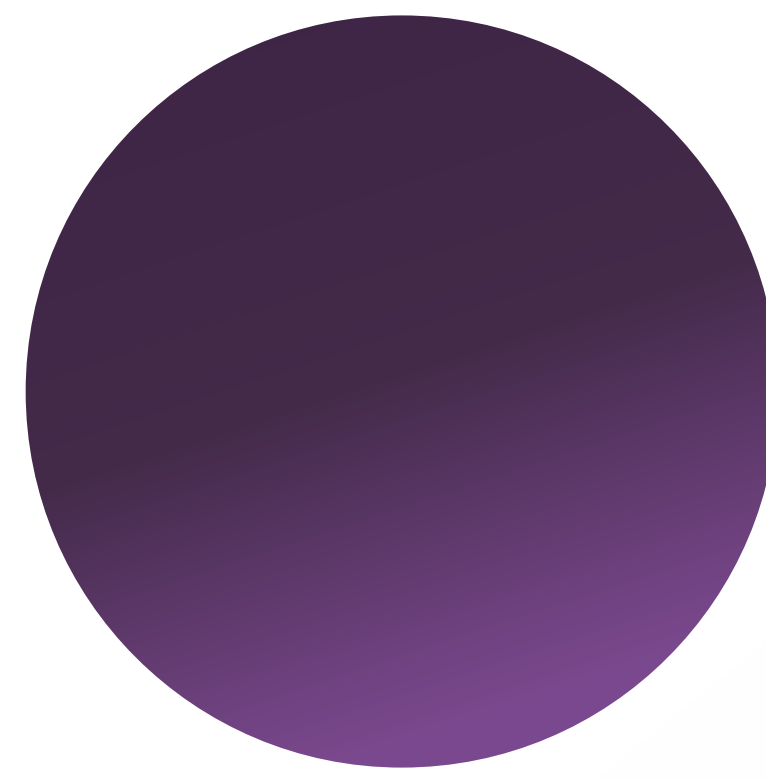
Known for her impeccable eye for detail and creative flair, Mahilet specializes in teaching diverse, trend-setting makeup looks and intricate henna designs.





Hermila Wondimu
Makeup & Nail Instructor

A seasoned educator with over three years of direct teaching experience, Tigist has a proven track record of helping past graduates turn their creative passions into successful careers.



Freweyni K/Mariyam
Eyelash & Makeup Instructor

Frehiwot pairs years of beauty industry mastery with a patient teaching style, helping students gain confidence in both advanced lash artistry and professional makeup application.



Mesfin Ayano
Branch Manager

Combining strong backgrounds in marketing and team management, Mesfin oversees daily operations to guarantee that every student enjoys a premium, high-quality learning experience.



Kalkidan Seyoum
Receptionist

The welcoming face of our academy, Kalkidan uses her bright, cheerful personality to make registration simple and guide students through their daily campus life.



Admasu Abebe
Social Media Manager

A seasoned digital content creator, Admasu shapes our brand's online presence with high-quality video production. He also steps into the classroom to give graduating students a foundational roadmap for marketing their own future businesses.

Your Future in Beauty Starts Here

At our academy, we don't just teach beauty techniques we build confidence. Every member of our team brings real-world industry expertise and a passion for mentorship. We believe in close, hands-on guidance, ensuring that every student receives the specific support they need to master their craft and thrive after graduation.

The beauty industry in Ethiopia is booming, and our graduates are highly sought after. We have built strong professional networks to help link our students directly with career opportunities upon graduation.

Depending on your passion, your path could lead you to become a

- ◆ **Professional Makeup Artist** (Salon, Editorial, or Fashion)
- ◆ **Freelance Bridal Specialist** (Capitalizing on Ethiopia's massive wedding industry)
- ◆ **Expert Nail Technician or Lash Artist**
- ◆ **Ombre & Henna Art Specialist**
- ◆ **Salon Stylist or Beauty Content Creator**
- ◆ **Independent Beauty Entrepreneur** (Launching your own brand or salon)

How We Support Your Journey

To bridge the gap between finishing your classes and earning an income, we provide high-potential students with dedicated career launchpads:

- ◆ **Direct Employment Placement:** Linking top graduates with premier local salons and beauty hubs.
- ◆ **Hands-on Internships:** Giving you real-world salon experience to build your confidence before you go solo.
- ◆ **Entrepreneurship Mentorship:** Providing the foundational business and social media guidance you need to open your own successful beauty center.

Partnerships

Our Strategic Partnerships



At IVA Beauty Training Institute, we cultivate deliberate, high-impact partnerships across the industry to unlock maximum value for our students. By aligning with top-tier brands, we ensure our students train with the best products, gain real-world exposure, and smoothly transition into the workforce.

Our collaborative network spans key sectors, including:

- ◆ **Premium Beauty Brands & Product Suppliers:** Giving our students direct access to high-quality, professional-grade materials
- ◆ **Leading Salons & Beauty Hubs:** Creating a direct pipeline for student internships and career placements.
- ◆ **Media Houses & Event Organizers:** Providing exciting opportunities for our students to work behind the scenes at major fashion shows, weddings, and media shoots.
- ◆ **Financial Institutions:** Offering practical business banking pathways for our aspiring entrepreneurs.

Proudly Partnered With

We are proud to collaborate with industry leaders and trusted national organizations to elevate our training experience:



Dashen Bank

(Providing our students with essential financial literacy, banking tools, and business account setups as they launch their ventures)



Alen Home Solutions plc

(as part of our job creation, our partner helps our students find door to door works after they have finalized their education with us)



AdeyFee

(Providing our students with essential financial literacy, banking tools, and business account setups as they launch their ventures)

Future Goals



In the few years of our establishment, we have managed to certify around 900+ students and still be able to open a second branch. Our journey doesn't end there though, we plan on putting our footprint in this untapped industry in Ethiopia by focusing on

- ◆ **Expanding branches**
- ◆ **Advanced beauty labs**
- ◆ **Online learning platform**
- ◆ **International masterclasses**
- ◆ **Student exchange opportunities**
- ◆ **Beauty product line**

Contact



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