

ESTETICA

UK

the HairMagazine

SPRING!

Salons Re-open
with Air of Optimism

EQUIPMENT

The Latest Professional
Hair Tools & Gadgets

LONG HAIR

How Clients Are Embracing
Their Luscious Lengths





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WITH THE



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1946

10°



1956

20°



1966

25°

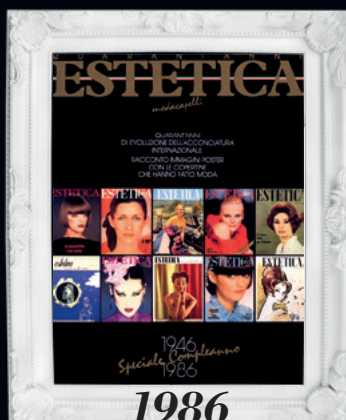


1971

30°



1976



1986



1996

40°

50°



2006



2016

60°

70°



2021

estetica
75
ESTETICA

It's a success story that began in Turin, Italy in 1946, out of the brilliant intuition and foresight of Mino Pissimiglia and his wife, Olga; a vision that was to spread across Europe and around The World thanks to their children Roberto and Gabriella, who founded the EsteticaNetwork. Now the third generation - Roberto's sons, Luca and Gabriele, reach for new horizons through Digital, Social Media and Unified Communications. It's a story of 75 years of international success, with 19 editions globally and undisputed leadership in our industry. Happy Anniversary Estetica, THE Hair Magazine since 1946...

75 years of hair, fashion and lifestyle

ESTETICA

editorial



Hair: Headmasters Creative
and Communications
Director, Andrew Barton;
Creative Ambassadors,
Jonathan Soons & Nicole Iroh
Photo: Jack Eames
Make-up: Roseanna Velin
Styling: Krishan Parmar

2021 is a very important year for us across the Estetica International Network- not only are we emerging from one of the most destructive global events imaginable, but we're also celebrating our 75th anniversary. 1946, the year Estetica was founded, was a year that heralded a new beginning for the world- the dark days of the 2nd World War were just behind us and society was desperate to rebuild, renew and move forward into brighter days ahead. The comparisons with 2021 are profound, as we find ourselves in a similar situation as we did then: across our industry, there is a desire and need to get back to being creative.

So, we've timed the publication of our Spring issue to coincide with the reopening of hair salons across the UK.

It's our way of expressing our empathy and respect for everyone working in our industry, by showing you our continuity and support, now and into the future - just as we have throughout the pandemic, not to mention the last 75 years! We wish all hair professionals, salon owners, managers, stylists, colourists, receptionists, apprentices, freelancers - in fact, everyone connecting with hairdressing - a very happy and prosperous return to work, along with and countless opportunities for them to do what they do best - making their clients feel self-confident, special and wonderful.

*Gary Kelly;
Editor-in-Chief, Estetica UK*

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HARP

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yet extremely durable*



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CELEBRATING 100 YEARS

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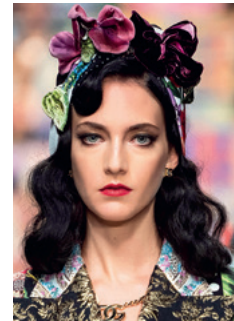
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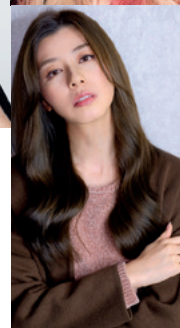
Rétro Inspire 44



From screen to runway, hair is the fashion focal point... and the big talking point!



The styles that defined an era, yet continue to be totally contemporary - up to the present day.



The must-have tools and equipment fundamental to creating that perfect style and finish.



Catwalks

Spring/Summer 2021

Fantasy. Culture. Flexibility:
Three keywords to define Spring.
Ready, steady, flourish and go!

Laura Castelli





Max Mara



Etro



Fendi



Drome



Valentino



Versace



Versace

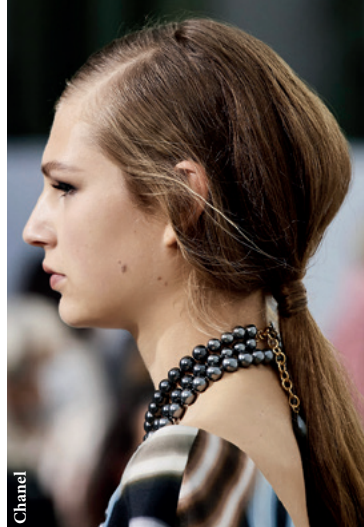
Contemporary



Tommaso Aquilano



Ports 1961

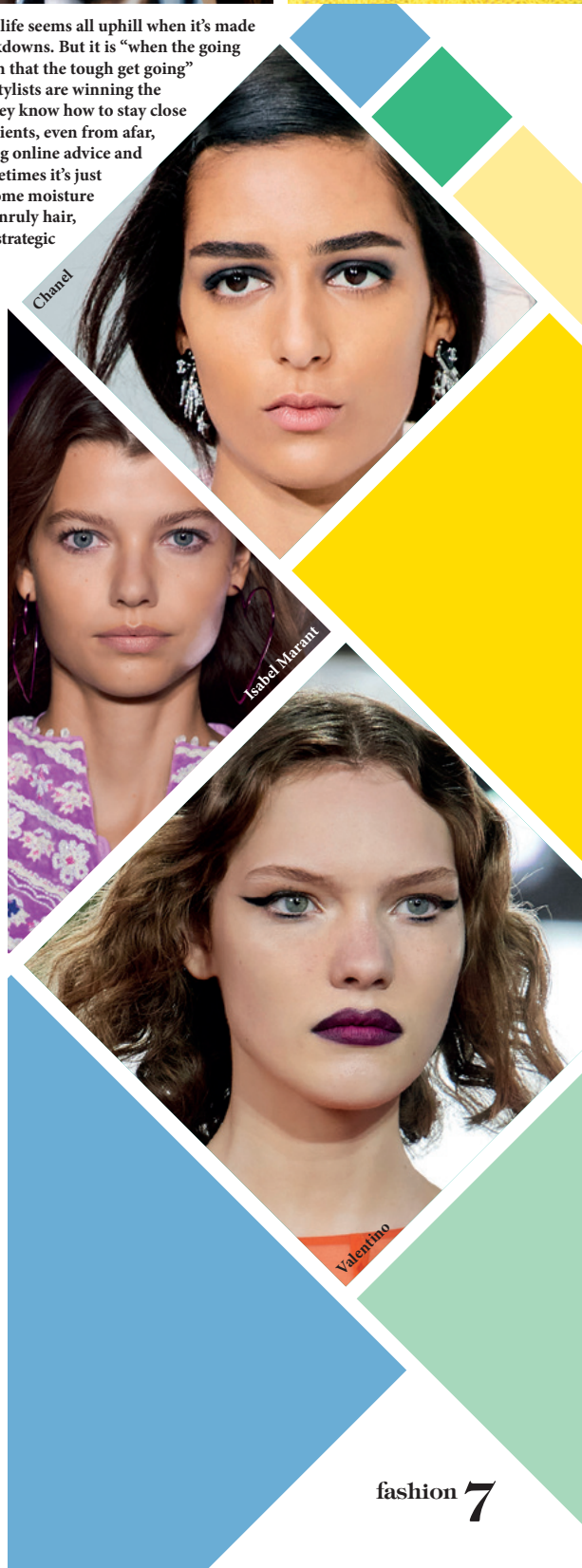


Chanel



Etro

Everyday life seems all uphill when it's made up of lockdowns. But it is "when the going gets tough that the tough get going" and hairstylists are winning the battle. They know how to stay close to their clients, even from afar, by offering online advice and tips. Sometimes it's just a scarf, some moisture to tame unruly hair, clips or a strategic ponytail!



Chanel

Isabel Marant

Valentino



Milano Moda Graduate

Ethnic



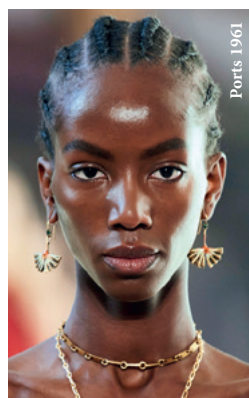
Ports 1961



Dior



Maitre Pierre



Ports 1961



Max Mara



Francesca Liberatore



Etro

Ethnic is a style defined by its differences and the beauty of contrasts. This season has seen in triumph in its textures, super-sized and mini-braided versions. Beauty is at the root: to highlight, texturize, enhance. Even with the emergence of the hijab, beauty is still there, for everyone to see.



Gauchere



Valentino



Gauchere



Salvatore Ferragamo



Koche



Fendi

Mullet



Balmain



Balmain



Valentino



Dolce&Gabbana



Dior



Ports 1961

Rétro



Blumarine



Yamamoto



Blumarine



Dolce&Gabbana

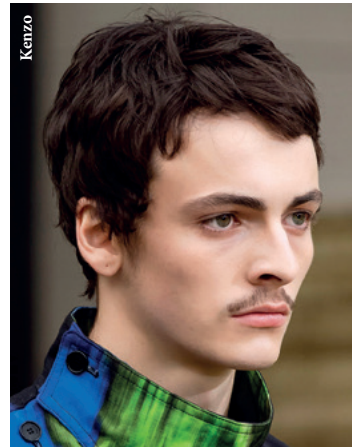


Dolce&Gabbana

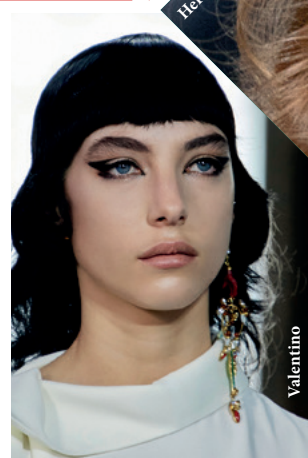
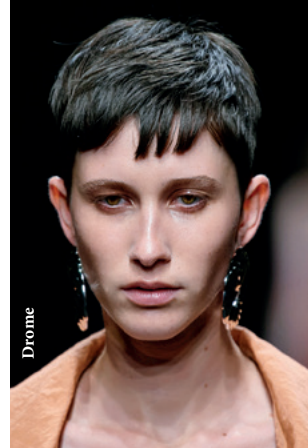
When time is on hold, we always look to the past, searching for magic and yearning for the desire to dream, always aspiring towards beautiful hair. The idea of dedicating time to crimping or cropping à la 1930s, or riding on a whim and wearing the iconic mullet, immortalised by David Bowie but so easy to update for the present.



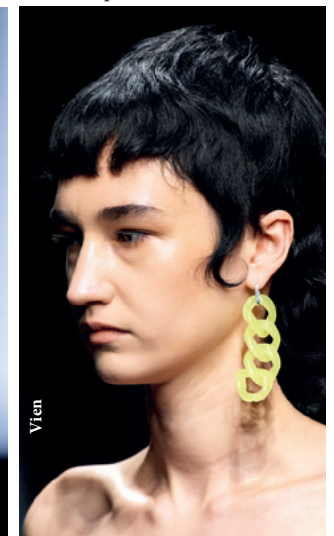
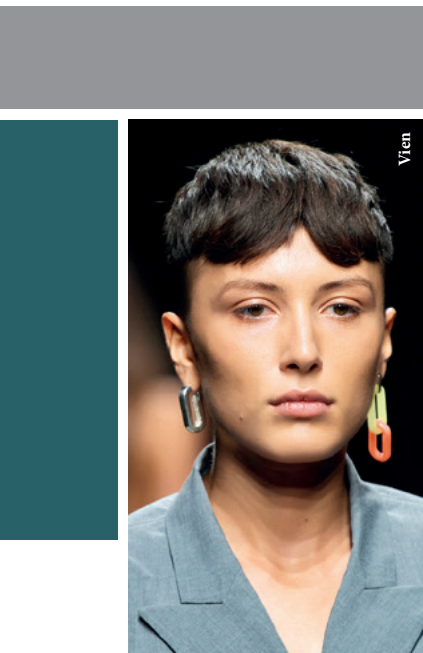
Completely at ease in their renewed guise of the metropolitan dandy, men are the protagonists of the season, more than eager to test themselves and gamble in the fashion stakes after rediscovering themselves in the lockdown bathroom mirror, they live and breathe the opportunity to thrive on change.



Male



If hair is the language of choice, then the fringe is a declaration, a unwritten code for those with courage. Once done it is irreversible, in substance and in principle. An important statement, it's proclamation is made and no discount is offered. It's how and why she always knows when to be her own woman; be she romantic with gentle and soft curls and ringlets, fragmented and broken by indecision, or resolutely Japanese, clean and super short.



Luscious Lengths

The world is embracing longer hair, either by choice or necessity! We take a global look at how gorgeous lengths are trending... and why.

Gary Kelly & Marie Searano

The long dreary months since the world went into a state of flux in the early days of 2020 have been tough times for all and the inability for clients to get a hair appointment has taught us one thing – the relationship between hairstylists and client is an indispensable one – take it away and there's a deep chasm in our lives. So hair has definitely been getting longer and both male and female clients alike are demanding that those lengths they nurtured through lockdown are now kept in absolute top condition and looking their best. We've brought together the hair expertise of salon professionals to take a closer look at this growing trend.

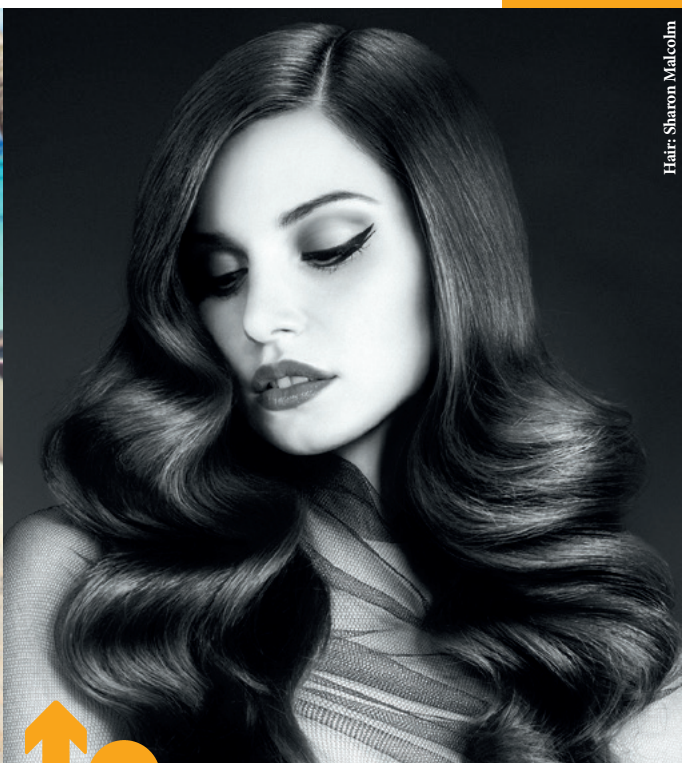
EFFORTLESS BEAUTY

"I love this look because the embossed detail on the hair it lifts the whole feel of the image, adding an extra dimension without taking anything away from the simplicity of long beautiful hair shining in the sunshine. The image is about conveying effortless beauty, it's that feeling of carefree hair yet perfectly polished."

Paul Falltrick, GFC Hairdressing (UK) and Artistic Ambassador for Revlon Professional



Hair: Paul Falltrick



Hair: Sharon Malcolm

COOL GLAM

"The inspiration for this image came from visiting the Isabella Blow collection at Somerset House a number of years ago. She was a true fashionista and I was inspired by her creativity. I love working with long hair and this model already had really well conditioned hair. This image shows that you can take long, straight hair and turn it into something more glamorous for a night out or a special occasion. Whether it's glamorous or casual, long hair looks healthy and beautiful if you always use a good shampoo and conditioner, regularly use conditioning masks, drink plenty of water and eat your greens."

Sharon Malcolm (UK)

LUSTROUS CLASSIC

"The sheer simplicity of this look is what makes me love it so much. Sometimes less is more and this look epitomises healthy hair in a classic style. Inspired by the long hair styles of the 70's and a nod to Agnetha from ABBA, the look showcases a long, lustrous hair with a face framing flick on the curtain fringe, which is hugely popular at the moment".

Tim Scott-Wright @ The Hair Surgery, (UK)



Hair: Tim Scott-Wright @ The Hair Surgery



Hair & Photo: Michael Haase @ Platinum Black by Michael Haase

TRENDING LENGTHS

"This look is from a collection which shows the diversity of the year ahead and the diversity of the lengths of colours and designs ahead. I believe shorter haircuts will not only be changing, but the technical aspect of hair will change, more cutting methodology for accurate execution."

Michael Haase Platinum Black (USA)

CHIARO-SCURO

"The darkness and light of the Old Masters' paintings have always intrigued me. The extreme texture on the lengths adds incredible depth and dimension, with heightened chiaro-scuro contrasts."

Detra Smith @ Olivia Garden (USA)



Hair: Detra Smith@Olivia Garden; Photo: Kim Alexander; Make-up: Olivia Sparks



Hair: Louise Jenkins, Kirby Blythe, Maria Vaughan; Make-Up: Sally Rowe; Dress: Joanna Leigh Couture; Photography: Joseph Scarlo

TEXTURED PONY

"Ponytails are becoming an increasingly on-trend choice for brides who are looking for something a little different to a traditional updo. Glammed up versions of undone styles are also perfect for those who want cool glamour for their big day – and ponytails also provided a perfect way to showcase trending hair accessories like bows and clips. This textured ponytail was created using Great Lengths tapes, available in natural, rooted, fashion and limited-edition shades."

Great Lengths

ETHEREAL ROMANCE

"This look is sexy yet effortless with a strong focus on volume and texture. I used the "ghd curl styler" and Oribe styling and texturizing products to create dramatic curls and exaggerated volume, with a va-va-voom effect. Freedom, movement and confidence are the key words for this stunning look that is on this season "Bring back the layers" hair trend. The modern simplicity layering together with femininity, creates an overtly romantic and sophisticated style. It translates to combine a classic femme fatale look, seductive but elegant."

Marco Chan (Hong Kong)



Hair: Daniele De Angelis

Hair: Marco Chan @marcochanphoto, Make up: Elaw Wong, Photo: Ricky Lo, Styling: Jane Ho



VERSATILE FEMININITY

"I love long hair, it can be modern and expressive or soft and luxurious. The client should wear their long hair, rather than their long hair dominate them. It should always be beautiful, centre of attention and with today's product technology, soft and feminine. The great thing about hair is its versatility - you can wear it smooth and straight one day and the next textured and loose. This image is epitomises the modern women who wants to look effortless but on trend."

Daniele De Angelis (UK)

TAILORED, BUT SEXY

"For this look, I really wanted to step outside the box. Typically men's hair is very tailored and clean. Barbering shows a lot in men's editorial work. I wanted to express clean, tailored and sexy hair by showing how long hair can still have all those characteristics and professional. It's fashion-forward; it's taking old grunge looks and making them cool, yet business ready."

Marilyn Vendittelli (USA)



Hair: Marilyn Vendittelli; Photo: Kale Friesen; Make-up: Meghan Gregory Bell; Styling: David Vendittelli

Colour: Sam Villa/Geneva Cowen; Photo: Roberto Ligresti; Make-up: David Maderich; Stylist: David Widjajac



SMOOTH SUNBURST

"The blunt ends brought forward in contrast to the rounded volume on top may pay homage to the mullet, but in a version that is light years ahead of the original 1.0. The ultra-smooth finish adds the right shine while subtle balayage colour gives a sunburst effect that illuminates the face."

Sam Villa (USA)

FREE SPIRIT

“Color Space is a new, scientifically driven hair colour line just founded in 2020 by industry veterans, Ray Civello and Lupe Voss dished up a splendid ginger red in a naturally, air-dried wavy texture for a free-spirit aspiring to Lady Godiva.”

Color Space Hair (USA)



Hair: Color Space Hair

Hair: Nicki Ting @K11 Hair Corner Model: Wing Wong



SOFT & SILKY

“It’s all about ‘soft shape’ and ‘silky shine’, so beautify the overall shape with simple, soft, naturally- curled ends. By having layers through the hair some subtlety is built-in and hair is given an even more flawless look. This style is the peak of glamour and gives a big boost to confidence. Less is more, so strip away the excesses and going back to basics. Find a harmonious balance and stick to what is essential in hair, colour and style.”

Nicki Ting (Hong Kong)



Bridgerton: hair on set

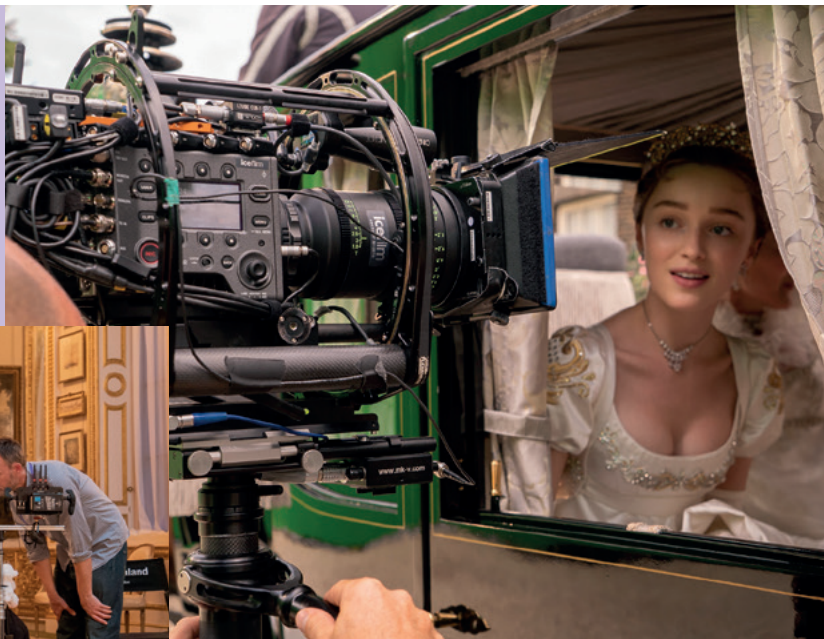
Hair & Make-up Designer Marc Pilcher is gaining iconic status for his character hair and make-up creations on some of our most-loved period dramas. His latest triumph, the Netflix drama, *Bridgerton*, is no exception. *Gary Kelly*





Bridgerton is a classically romantic 'love conquers all' feel-good celebration inspired by the best-selling novels from Julia Quinn. At a time when the monotony of our own lives can leave us with something of a chasm in the excitement stakes, the opportunity to step into a world of high-society scandal driven by such glamorous protagonists as these has quickly drawn in avid audiences from all around the world. The exquisite, highly intricate hair creations of British character stylist and make-up artist, Marc Pilcher, have set a new benchmark in period drama coiffure. After his Academy Award nomination for his work on Mary, Queen of Scots and consecutive Make-up Artists and Hair Stylists Guild Awards (MUAHS) for both the aforementioned and Downton Abbey, Marc's exceptional skill and talent have now also shone through to great professional and public acclaim on the Netflix release, Bridgerton.

Starting his career in 1988, Marc worked in theatre-land and on tour for 15 years before moving over to work as a hair and make-up artist in TV, which subsequently lead to him working in film. His work has taken him all over the world on a wide variety of inspirational projects.





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with White 5 Star Capital Base €379,-

Pictured with Comfortel CIRCA LED Salon Mirror
& Comfortel STONE Floating Bench 80cm



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with Matte Black Round Omega Base €455,-



JOEY Salon Chair
with Matte Black 5 Star Capital Base €499,-
with Matte Black Round Omega Base €545,-




DAWN Salon Chair
with White 5 Star Capital Base €435,-
with Matte Black Round Omega Base €479,-



CHLOE TAN Salon Chair
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with Matte Black Round Omega Base €419,-



HARPER Salon Chair
with Matte Black 5 Star Capital Base €349,-
with Matte Black Round Omega Base €385,-



'Reverie' is all about being pleasantly lost in your thoughts. In a world of restrictions, it's a moment you can lose yourself in a daydream and immerse yourself in a world of creativity and fantasy.

Hair: Cos Sakkas, TONI&GUY, London
Photos: Jack Eames
Make-up: Lan Nguyen-Grealis
Styling: Veronica Greenhill

Dream fantasy

“Escape into a
place where daily
cares are forgotten
and imagination
reigns”



A journey of exploration
into the concept of morphing
hair and feathers together -
to discover how the two can
become interchangeable.

Hair: Robert Masciave @ Metropolis
Photos: Alex Barron Hough and
Irena Eastington
Make-up: Sascha Rai

“Wood from the trees?
An amazing opportunity
to sort out the hair
from the feathers!”



A fabulous collection inspired
by tribes from around the world,
exploring the textures and
creative styles that are seen in
different countries and cultures.

Hair: Nick Malenko of Royston Blythe
Photos: Richard Miles
Styling: Nick Malenko

“Creativity knows
no borders - **it’s**
realisation is
without boundaries
and is universal”



'Le Femme' is a thought-provoking non-judgemental fashion story of acceptance, delving into who we are really are and who we are attracted to.

Hair: Anne Veck for Anne Veck Oxford
Assisted by: Sylvain Gagliardi
Hair Artistic Director/Photos/
Retouching and Styling: Magic Owen
Make-up: Morgan Defre
Model: Julius Reuben
Wardrobe: Dirty French Girl

“Thrive instead of
survive: **androgyny**
is launched into a
whole new orbit!”



TONI&GUY

Hair: Cos Sakkas for TONI&GUY
Colour: Jo O'Neill for TONI&GUY
Styling Products: label.m
Colour Formulae: Wella

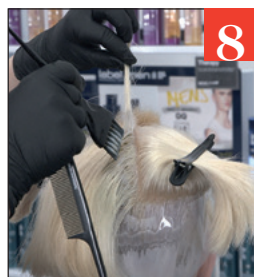
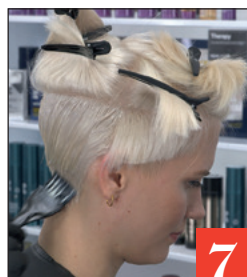
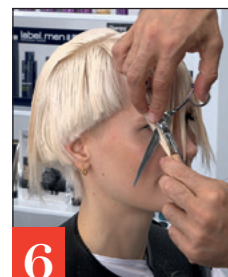
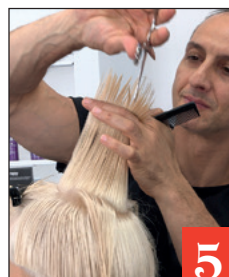
PREPARATION

20g Blondor Multi Blonde Powder
+ 40g Welloxon Perfect 6%

Masonry Grey: 45g Color Touch 7/89
+ 90g Color Touch Emulsion 1.9%

Silver: 20g Color Touch 8/81
+ 20g Color Touch 10/81
+ 80g Color Touch Emulsion 1.9%

Yellow: 20g Magma Clear
+ 10g Magma Limoncello
+ 60g Welloxon Perfect Pastel



The Halo has a subtle yet stunning effect which, on this occasion, showcases the Pantone Shades for 2021: Ultimate Gray and Illuminating.

THE HALOS/Cos Sakkas

1. After sectioning, take a diagonal section at the back and cut using the Classic Graduation technique, decreasing in length, elevation controlled for weight.

2. Once balanced, continue diagonal sections towards the top of the first section, the elevation is gradually lowered and checked to create a consistent build-up of weight.

3. At the front Halo section create a strong graphic line that disconnects from the front and back graduation create a guideline. Direct sections at a low elevation and repeat on the other side.

4. At the centre Halo section, curved diagonal sections are worked through both sides, the hair is directed down to the original guideline. This is worked up to the top of the Halo section until the last section is reached.

5. Through the top, a loose freehand approach is taken allowing a disconnection from the structured underneath, from a profile section a line is point cut working longer towards the front.

6. The fringe area is then cut freehand using the slicing technique eliminating weight and length.

THE PANELLING/Jo O'Neill

7. Take partings as shown on the diagram. The first section is colour blocked with Silver. Once complete, isolate with clear meche and repeat on the other side.

8. Use Masonry Grey in a shadow root technique, applying to the roots. Then apply Silver to the mid lengths and ends. Isolate each section with clear meche and repeat on the other side.

9. The section at the side is colour blocked with Silver and isolated with clear meche. Shadow root is applied using Masonry Grey. A panel of interior contouring is worked by applying Yellow directly underneath the Masonry Grey with no diffusion. Silver is applied to the ends. Repeat on the final side.

10. Sides are colour blocked with Silver and then isolated with clear meche. Shadow roots is applied with Masonry Grey throughout remaining section and Silver is applied through mid lengths plus panel of perimeter contouring in Yellow.

11. A diagonal back parting is taken from the hairline. Shadow roots of Masonry Grey is applied and the colour Yellow applied to the mid lengths and ends. Isolate with a clear meche.

12. In the remaining section, apply shadow root in the colour Masonry Grey and the colour Silver through to the lengths and ends. Isolating each section with clear meche.



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ESTETICA

MODA
INT'L



Estetica is celebrating its 75th anniversary this year - and the best way of doing so is recognise the constant evolution of beauty. A combination of passion, research and artistic inspiration, the image is a link between past, present and future. Throughout the following pages, we showcase those parallels which celebrate current trends - from the hime cut emerging from Japanese origins through to retro-looks with a totally modernist slant. Every detail, shape and movement remains part of an entity forever in constant transformation.

Il 2021 si apre con un anniversario importante per Estetica: 75 anni... Il modo migliore per festeggiarlo è sottolineare quanto la storia della bellezza sia in costante sviluppo. Fatta di grande passione, ricerca continua e ispirazione artistica, l'evoluzione dell'immagine è liaison d'autore tra passato e presente, con lo sguardo rivolto al futuro. Nelle pagine che seguono, i parallelismi estetici che celebrano l'attualità di tendenza. Dall'hime cut di origini nipponiche al rétro in chiave modernista. Perché ogni dettaglio, forma o movimento è parte di un tutto, in perenne trasformazione...

Estetica feiert dieses Jahr sein 75-jähriges Bestehen - und am besten zelebrieren wir das, indem wir die stetige Weiterentwicklung der Schönheit begleiten. Eine Symbiose aus Leidenschaft, Forschung und künstlerischer Inspiration gehalten durch ein Band zwischen Vergangenheit, Gegenwart und Zukunft. Auf den folgenden Seiten zeigen wir die Parallelen zu aktuellen Trends - vom Hime-Cut japanischer Herkunft bis hin zu Retro-Looks mit einer ultramodernen Note. Jedes Detail, jede Form und jede Bewegung bleibt Teil einer sich ständig verändernden Einheit.

2021 est une année marquante pour Estetica qui fête ses 75 ans ! La meilleure manière de célébrer cet anniversaire est de mettre en avant l'évolution de la beauté. Construite autour de la passion et de la recherche en continu de l'inspiration, la beauté est le lien qui unit passé et présent. Avec toujours un oeil tourné vers le futur ! Dans les pages qui suivent, une célébration de la beauté en lien avec les tendances actuelles. Du Hime Cut, originaire du Japon, au Rétro, réinterprété en clé moderne. Parce que chaque détail, chaque forme et chaque mouvement constitue une partie indissociable d'un tout. Pour un ensemble en perpétuelle évolution...

Estetica celebra este año su 75º aniversario, y la mejor forma de hacerlo es reconociendo la constante evolución de la belleza. Una combinación de pasión, investigación e inspiración artística, la imagen es un vínculo entre el pasado, el presente y el futuro. A lo largo de las siguientes páginas, mostramos esos paralelismos que celebran las tendencias actuales: desde el corte hime que surge de los orígenes japoneses, hasta los looks retro con un giro totalmente actual. Cada detalle, cada forma y cada movimiento forman parte de una entidad en constante transformación.

HOW
H I M E

ARE
Y O U ?





*'Hime' is a SS21
style sensation:
rooted in
Japanese royal
tradition but
bang on-trend!*

Left:
Hair: Chung-Yang Su
@ Chiseled Hair
Colour: Sanja Scher
Photo: Chung-Yang Su
Make-up: Ann Stevens
Styling: Jessica Jade

On this page:
NAHA 2021 Finalist Haircutting
Hair: Chris Baran
Photo: Babak
Make-up: Marie Laure Larrieu,
Servonne Ku, Frederick Smiths
Styling: Pascal Et Jeremie
Courtesy of PBA

ARE YOU? HOW HOME



NAHA 2021 Finalist Makeup Artist of the Year
Hair: Derrick Rutherford
Photo: Ema Suvajac
Make-up: Dejana Pogrmilovic, Callie Cabral
Courtesy of PBA



NAHA 2021 Finalist Student Hairstylist of the Year
Hair: Madison Pollick
Photo: Kristen Correa-Flint
Make-up: Samantha Lemon
Styling: Dallan Flint
Courtesy of PBA



Hair: Chung-Yang Su
 @ Chiseled Hair
 Colour: Sanja Scher
 Photo: Chung-Yang Su
 Make-up: Ann Stevens
 Styling: Jessica Jade

NAHA 2021 Finalist Haircutting
 Hair: Matthew Morris
 Photo: Kevin Alexander
 Make-up: Katelyn Simkins
 Styling: Matthew Morris
 Courtesy of PBA



*With or without a
 fringe, **Hime is now
 a ubiquitous style** in
 teen pop culture -
 rippling out from
 Japan, then Korea.*



ARE YOU?

HOW
HIM
E

Hair & Art Direction: Tom Connell
Colour: Ashleigh Hodges
Hair Assistant: Mathew Gavin,
Grace Gebbie, Giuseppe Stelitano
Photo: Jon Gorrigan
Make-up: Jose Bass
Styling: Steph Stevens
Products: Davines



Hair: Christopher Byrne
© Sloans of Lane Cove
Photo: Jarred Stedman
Make-up: Chereine Waddell
Styling: Christopher Byrne,
Isabella Holder

Right:
Hair: Viktoriia Vradii
Photo: Tony Le-Britton
Make-up: Evgeniya
Spiktorenko
Styling: Irina Dzhus

ARE YOU?

HOW
HIM
E



ARE YOU?
HOW HIM?



Hair: Cos Sakkas
© Toni&Guy London
Photo: Jack Eames

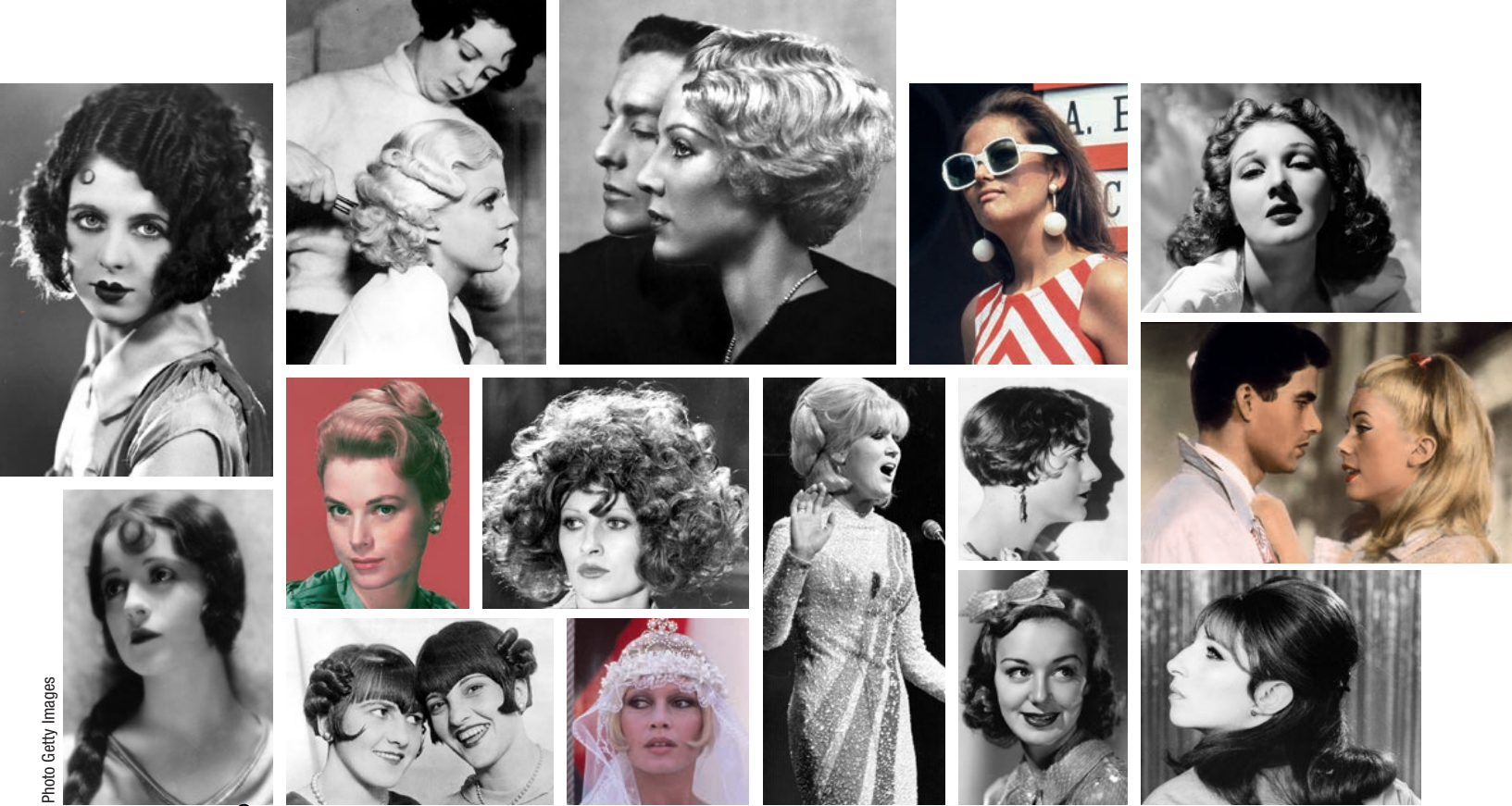


*Sidelocks can be **feathered** or **layered from mouth level**, but the cheekbones always remain an emphatic feature.*



Above:
Hair: Mode Hair Artistic Team
Photo: Richard Miles
Make-up: Lan Nguyen-Grealis

Left:
Hair: Elie Valière
Photo: Pascal Latil
Make-up: Alexandre Gloaguen
Styling: Caroline Bonnin



RÉTRO INSPIRE



Hair: Candice McKay
Photo: Justin Dingwall
Make-up: Lynn Kenedy
Styling: Thomas Van Dyk
Courtesy of FPA



If present &
future are only
extensions

of the past, then we
must also look behind us
to uncover the inspiration
to evolve new trends
and creative
opportunities.

[*Art Déco,
Nude in Color; 1926*]



Photo Getty Images

[*Queen
Marie of Romania;
1926*]



[*Liza Minnelli; 1972*]



Hair: Bill Tsiknaris @ Tsiknaris Hair
Colour: Chris Tsiknaris, Anna Dahlin
Photo: David Mannah
Make-up: Pablo Morgade
Styling: Josie McManus



[Ada May; 1931]

Hair: Joana Neves, Sabrina Dijkman
Colour: Yngve Thon, Monica Dorati
Photo: Jack Eames
Make-up: Sabrina Dijkman
Styling: Mira Uszkureit
Products: Alterna



Hair: Jude McEwen
for Toni&Guy Australia
Photo: David Mannah
Make-up: Chereine Waddell
Styling: Belinda Morton

Screen to streetwise

Even the most unconventional hairstyling vibes can probably trace their origins back to somewhere in the 20th Century, with the golden age of the silver screen providing a huge, almost limitless resource to ensure those creative juices are free-flowing.

Anche le acconciature più anticonvenzionali affondano le loro origini nel XX secolo, e l'epoca d'oro del grande schermo è una risorsa enorme, quasi sconfinata, che continua a far fluire liberamente la creatività.

Selbst unkonventionellste Hairstyling-Vibes können ihren Ursprung im 20. Jahrhundert haben. Das goldene Zeitalter der Leinwand bietet eine riesige, fast unbegrenzte Ressource, um sicherzustellen, dass der kreative Fluss nie versiegt.

Même les coiffures les plus anti-conformistes trouvent leurs inspirations dans le XXème siècle. L'époque en or du Grand Ecran comme inspiration, pour permettre à la créativité de suivre son chemin en toute liberté.

Incluso los peinados menos convencionales pueden tener su origen en algún momento del siglo XX, ya que la edad de oro de la gran pantalla es un recurso enorme y casi ilimitado que sigue permitiendo que la creatividad fluya libremente.

[Ingrid Bergman, 1948]





Hair: Christopher Byrne
@ Sloans of Lane Cove
Photo: Jarred Stedman
Make-up: Chereine Waddell
Styling: Christopher Byrne,
Isabella Holder

RÉTRO
INSPIRE



Art Director: Juri Coppari
Hair: La Biosthétique
Artistic Team Italia



Photo Getty Images

[*The Sisters G; 1925*]



Hair: Salone Firriolo
Colour and Cut: Andrea Firriolo
Hair Styling: Marco Firriolo
Photo: Riccardo Giordano
Make-up: Claudia Zambello



[Bette Davis; 1939]

Photo Getty Images



[Marjorie Holmes; 1938]

The legacy of classic **Hollywood:**

Curls, waves & undulating
beauty that is a timeless
spring-board for
contemporarary looks.



[Grace Kelly; 1955]



[Ginger Rogers; 1935]



[*Ruby Miller; 1928*]



Art Direction, Photo & Styling:
Magic Owen
Hair: Anne Veck
Make-up: Morgan Defre



Hair: Kapera Team
& Aveda Education Team
Colour: Greg Zakrzewski,
Aveda Color Artist
Products: Aveda



Photo Getty Images

[Mary Pickford; 1925]



Hair: David Corbett @ David Corbett Hairdressing/Photo: John Rawson
Make-up: James O'Reilly, Lan Nguyen-Greals/Styling: Jared Green, Marika Page



[Elsa Martinelli; 1966]

Fast forward into
the cool 60s
and 'transition'...

when fashion went bi-polar
& all the rules were swept
under the carpet,
never to re-emerge.



Photo Getty Images

[Claudia Cardinale; 1965]



NAHA 2021 Finalist
Hairstylist of the Year
Hair: Julie Vriesinga
Photo: Paula Tizzard
Make-up: Florencia Taylor
Styling: Julie Vriesinga
Courtesy of PBA



[Gloria Swanson; 1934]





Hair: Cos Sakkas
@ Toni&Guy London
Photo: Jack Eames

Aimées et admirées pendant des décennies, les années 20 sont de nouveau remis au goût du jour en cette année 2020 ! Des égéries, mais surtout des coiffures. Qui a dit que l'obsession pour les Root-lift est un phénomène actuel ? On le retrouve depuis des années.

Revuelto y adorado durante todo un siglo, el 2020 ha recuperado un elemento básico de los años 20. No, no se trata de las chicas guapas, ¡sino de su cabello! ¿Quién dijo que nuestra actual obsesión por la elevación de raíces es algo vanguardista y contemporáneo? Llevamos años con ello...

Hair: David Corbett
@ David Corbett Hairdressing
Photo: John Rawson
Make-up: James O'Reilly,
Lan Nguyen-Grealis
Styling: Jared Green,
Marika Page

Spanning *the years*

[*Hermione
Baddeley; 1926*]

Swept up and adored throughout an entire century, with a 2020s reprise of a 1920s staple. No, not the gorgeous gals, but their hair! Who said our current obsession with texturised root-lift is a cutting-edge and contemporary? We've been at it for years...

Stravolto e adorato per tutto un secolo, il 2020 ha riportato in auge un caposaldo degli anni '20. Chi ha detto che l'attuale ossessione per il root-lift materico è all'avanguardia e contemporanea? È presente da anni...

Ein ganzes Jahrhundert liegt zwischen diesen beiden Looks. Die 2020er haben diesen wunderbaren Style aus den 1920ern wieder aufgegriffen. Wer hat gesagt, dass der Hype um texturierte Ansätze super modern ist? Den gibt es schon ewig...





Hair: Lisa Schoor
Photo: Brian Gould
Make-up: Tannis Legary
Styling: Linda Nelson



Photo Getty Images

[Audrey Hepburn; 1961]

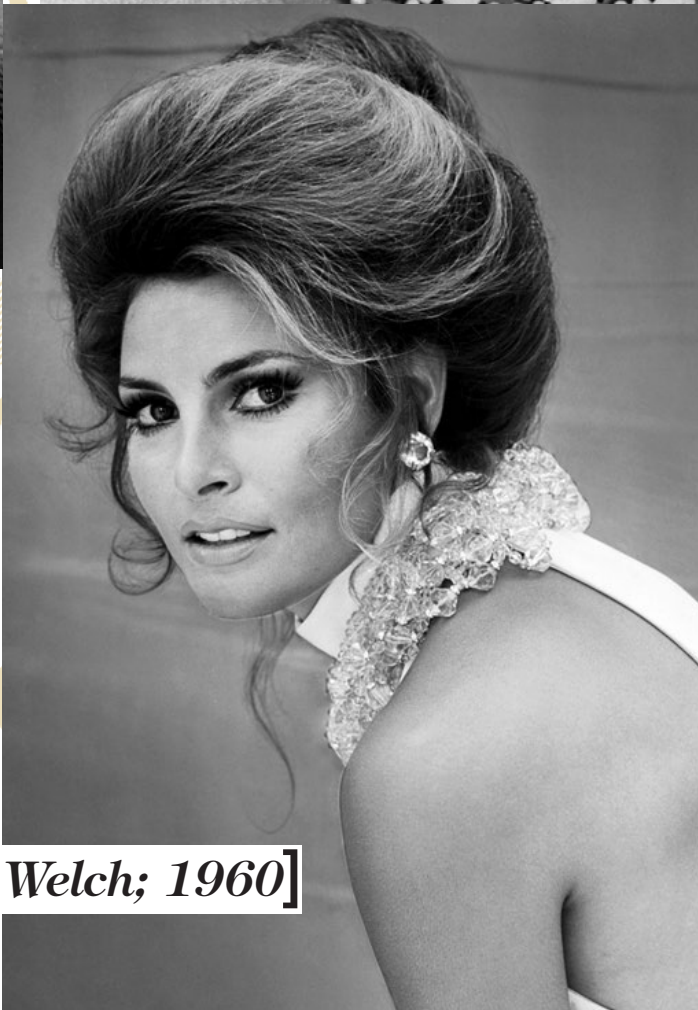


[Claudia Cardinale; 1960]



[Woman with Daisy; 1961]

Just how high
**can you
really go?**
Tease it up, smooth it down
and... repeat! The bouffant
was THE ultimate
in feminine style.



[Raquel Welch; 1960]



NAHA 2021 Finalist
Master Hairstylist of the Year
Hair: Matthew Morris
Photo: Alec Tremaine
Make-up: Katelyn Simkins
Styling: Matthew Morris
Courtesy of PBA



[Barbra Streisand, 1970]





Hair: Thierry Lothmann
Photo: Jules Egger
Make-up: Émeline Marret
Styling: Christelle Santabarara



[Rolling Stones; 1973]

It's the one hair feature that really can be taken to excess: micro, almost non-existent or, as is the case here, almost so incredibly long so as not to hardly be called a fringe at all. Flatteringly demure, it can transform Lolita into a sophisticated lady - all in the sweep of brush!

È l'unica caratteristica dei capelli che può davvero essere portata all'eccesso: cortissima, quasi inesistente o, come in questo caso, così incredibilmente lunga da non rientrare più in canoni prestabiliti. Piacevolmente discreta, può trasformare Lolita in una signora sofisticata, grazie allo styling!

Das einzige Frisurenmerkmal, das wirklich übertrieben werden kann: als micro, also fast nicht vorhanden, oder wie hier so unglaublich lang, dass man es kaum als Pony bezeichnen kann. So schmeichelhaft zurückhaltend, dass er im Nu aus Lolita eine edle Dame zaubert!

C'est certainement l'unique style qui peut être porté à l'excès. Du très court au très long, ces coupes cassent tous les codes existants ! D'un style discret, le styling peut transformer une jeune Lolita en une femme sophistiquée. En seulement quelques gestes !

Es el único rasgo del cabello que realmente puede llevarse al exceso: casi inexistente o, como en este caso, tan increíblemente largo como para no llamarse flequillo. Es un flequillo muy discreto que puede convertir a Lolita en una dama sofisticada, con un solo cepillado.

International Creative Director: Simon Ellis
Cut: Tyler Johnston/Colour: Jack Howard
Photo: Simon Emmet
Make-up: Helge Branscheidt, Lisa Breitfeld
Styling: Lucy Manning, Giovanna Louise Balivo
Products: Schwarzkopf Professional



The fabulous fringe



Photo Getty Images

[Stella Stevens; 1965]

RÉTRO
INSPIRE

Art Direction: Stéphane Brassart
Hair: Mak Angel
Photo: William Cert
Products: Wella

RÉTRO
INSPIRE

Hair: Giovanni Iovino for Cotril
Photo: Pasquale Abbattista



[Jane Fonda; 1970]



[Farrah Fawcett; 1975]

Seventies girl?
Yes please...
for the sex appeal!

The flick, the feather,
the wedge, the shag:
in demand, always hot
property and totally
en vogue ever since.



[Britt Ekland; 1970]



Photo Getty Images

[Brigitte Bardot; 1960]



Hair: Claude Tarantino
Photo: Jules Egger
Make-up: Émeline Marret
Styling: Etienne Jeanson



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Those experts in R&D forever amaze us with their ingenious tools inventions. No other industry can compare to ours when it comes to revolutionising the equipment we have available.

Gary Kelly



The development of the vaccine and unbelievably successful rollout that we've witnessed in the UK since December, has taught us that when very clever people with specialised knowledge put their heads together and stick to a plan, then amazing things can happen. We are now living in a world where innovation is at the heart of science, industry, creativity... everything we demand and expect in our daily lives. We are therefore truly blessed in the hair industry that behind our favourite and best-loved brands, £millions are spent on evolving, developing and tweaking the products, tools and equipment that are fundamental to what we do.

Hair: Adam Reed



Hair: Percy and Reed



ghd

The new addition to the ghd award-winning styler range is the ghd max, featuring the biggest styling plates yet, in order to cut down the time spent styling your clients' hair. The ghd max styler contains advanced dual-zone ceramic technology, a patented heater system, which constantly monitors the optimum styling temperature at 185°C across both plates. "I love the ghd max styler, for its versatility and ability to press the hair into whatever shape my imagination requires," says Adam Reed, ghd Global Ambassador. "It's my absolute must-have go-to for speed styling and backstage efficiency. One pass and the hair is literally styled to perfection. I always find myself reaching for my ghd max for faster straightening and styling."



Takara Belmont

Hot Cabi Hot Towel Unit with UV Sterilisation by Takara Belmont is a highly efficient towel warmer with ultra-violet sterilisation, a removable basket and drain tray. As the ultimate companion for traditional shaving services, it is perfect for hygiene as barbershops and men's hairdressers begin to reopen. The Hot Cabi is £560.00 with leasing options available from just £1.75 per week.

Andis

Andis has released its the Master Cordless Limited Gold Edition. This special edition clipper is driven by an extremely powerful, high-speed rotary motor with blade speeds over 7,200 SPM, featuring constant speed technology that ensures it won't drag or stall. Encased in unbreakable, lightweight aluminium housing with a durable corrosion-resistant coating in custom gold, this clipper weighs 30% lighter than the classic corded version whilst delivering years of reliable, dependable service for barbers and stylists. "We're excited to release the new Master Cordless Gold to give barbers and stylists the opportunity to stand out in the shop and express their style," says Matt Andis, Andis Company Co-CEO. "The Master has been an icon in the barbering community for decades, evolving from the original corded Andis Clipper in the 1920s to the cordless powerhouse tool of today that achieves the same high-speed performance but cord-free."





Hot Tools

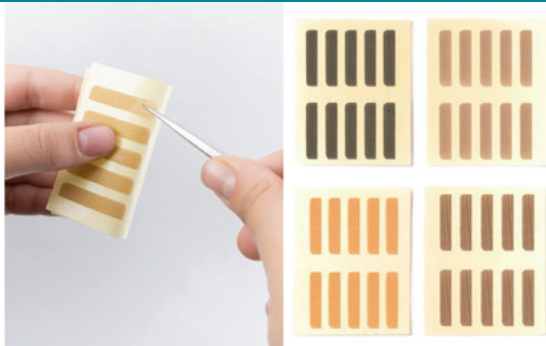
Hot Tools

Hot Tools Professional has launched its latest innovation: the Black Gold Volumizer. It dries and styles in one go, giving your clients an incredible blow-dry in the salon. As a take-home tool this will allow clients to recreate salon style at home fast and with minimum stress. The Black Gold Volumizer fulfils the job of a brush and hairdryer in just one step. Combining a revolutionary oval barrel which makes it comfortable and easy to use, adapting to the unique way you style your hair, adding volume and movement every time. Taming and smoothing hair quickly and effortlessly, the unique shape of the brush creates lift at the root and crafts curled ends whilst unique airflow vents aid faster styling and Direct ION technology helps to reduce frizz. shot for setting the style. A lightweight design and soft-touch finish provide a comfortable grip, whilst the 360-degree swivel cord gives free range of movement and provides for an enjoyable styling experience. "This is a really simple way of creating curls and volume with ease and with great longevity as well," says Robert Eaton, Hot Tools European Brand Ambassador. "It's one of those tools that for a client makes the salon finish much more accessible. For me, the Volumiser is a gamechanger."



Great Lengths

Great Lengths hair extensions have always provided a discrete way to enhance length, volume, texture and colour – and now, GL Tapes are about to get even more subtle with the launch of Great Lengths Cover Bands. The new coloured adhesive bands have been designed to work in perfect harmony with GL Tapes, to provide a truly invisible application and to create a tailored and bespoke service. Cover Bands are available in four colours (black, dark brown, medium brown and light brown) and can be placed directly on top of a GL Tape to disguise the application. Created to better blend with a client's natural hair colour, they add no additional bulk and remains completely flat to the head for ultimate comfort. Sold in packs of 100, Cover Bands are yet another innovation from Great Lengths to help clients achieve #HairLikeYou.



Hair: Pete Burkill

Kent Salon

Every stylist has their must have tool that they simply cannot live without; the KS04 dressing out brush by Kent Salon is a firm favourite amongst session stylists. The back combing or dressing out brush creates the perfect up-dos as well as dressing long hair or making huge volume from back combing. Moulded from a single piece of heat proof ABS the brush is poised and balanced in a way that is second to none, the extended curved and tapered handle finishes in a beautiful point making it ideal for picking up and sectioning hair. Celebrity session stylist and Kent Salon advocate, Peter Burkill, says: "I couldn't live without my KS04 dressing out brush. It's perfectly protected in its Kent Salon case and comes on every shoot with me. It's sturdy enough to use in place of a padded bristle brush for ponytails and creates the most even backcombing ever. The detailed tip allows you to section the hair and create parting seamlessly. The proportions of this brush make it so much better than other dressing out brushes or pastiche brushes. It's honestly a joy to use."



Hair: Errol Douglas



Hair: Errol Douglas



Dyson

The Dyson Corrale is all about turning down the heat to reduce potential damage, without compromising on style. Engineered to create a range of styles, the Dyson Corrale straightener can create a variety of different styles – from curls and waves, to smooth and sleek. “I’ve come to depend on the Dyson Corrale Straightener,” comments Errol Douglas MBE, Dyson UK’s Trade Ambassador. “Its unique flexing plates simply ‘shape and gather’ the hair giving me the perfect equipment to enhance all my styling requirements. Being cord-free – it also lends me the most glorious control when creating on-set and its ideal for all hair types too. To add – all this comes with half the damage. What’s not to love!”

When we think of ‘products’ our minds invariably turn to the shampoos, conditioners and wet treatments that are carried out at the backwash, but the term encompasses everything from the most sophisticated stylers like ghds, through to brushes that are developed to do the most specific of styling requirements and the tiny yet indispensable bands to help bond hair extensions, like the ones created by Great Lengths. Then there are companies like Takara Belmont, which this year is celebrating its centenary and creates an incredible range of salon equipment ranging from the most advanced salon furniture through to items like the Takara Belmont Spa Mist that utilises ultrasonic technology to open up hair cuticle to assist colour pigments, treatment ingredients and other chemical service products in penetrating each and every hair fibre. They have even developed the innovative towel warmer with ultra-violet sterilisation that we’ve featured on these pages. Beautiful hair needs creative experts, but without everything else that’s there to support them, life would be somewhat more difficult!



The Art of... Grey Blending

Wella Professionals is celebrating the beauty of grey hair. However, getting the tonality right can mean the difference between an 'acceptable' and an utterly outstanding grey blending colour service!

Clients have different colour needs, and these change throughout their lives. For the vast majority of women, the gradual process of going grey is all part of their natural journey of life. Unlike previous generations, whose default strategy was to block-colour grey hair with their dominant hair shade, more and more women are now embracing grey hair as an opportunity to make a strong fashion statement

about who they are and how they feel about themselves. Thankfully, the idea of grey hair being a detrimental aspect of the ageing process - and one which impacts negatively on women's inner-sense of well-being - has long gone. Nevertheless, when those first grey hairs do begin to appear, it's invariably more a question of making them inconspicuous or, blending them in, rather than just covering them up. The colour experts at Wella Professionals still recognise that for many

women, the transition to grey hair is a journey that needs to be addressed in stages. They have therefore come up with a range of in-salon blending, glossing and highlighting services that help make your clients' transition to grey a truly beautiful experience.

CHOOSING THE RIGHT BLEND

As illustrated in the step-by-step transformation (right), blending doesn't necessarily involve big changes - it can be more about skilfully placing the colour to maximise the blend. "This technique is the perfect way of beginning the grey blending journey," explains Robert Eaton, Wella Professionals, Creative Technical Director. "Working with natural hair, the percentage of grey and white that is showing is subtly diminished, at the same time as offering a colour result that is not only blended, but in beautiful condition."

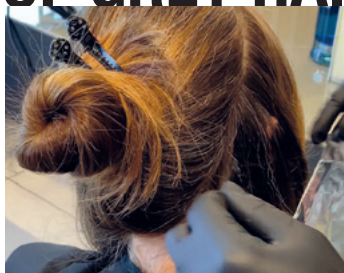
HOW TO BLEND THE FIRST SIGNS OF GREY HAIR



BEFORE



AFTER



1 Section the hair.



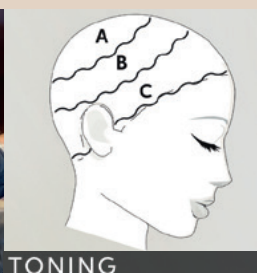
2 Apply formula 1 + 2 in alternative packets in diagonal back sections, working around the head shape in a halo section. Making sure to use formula 1 around the hair line in very fine weaves. Develop for up to 50 minutes no heat.



3 Rinse, and apply Wellaplex No2 Bond Stabilizer for 10 minutes, rinse and shampoo the hair using System Professional Luxe Oil shampoo. Next, apply Blondor Seal & Care for 5 minutes.



4 Toning: By using three colours you are able to graduate the colour, creating more depth around the crown area and then working towards a lighter shade around the face. Apply formula 3 to section A. Apply formula 4 to section B. Apply formula 5 to section C.



TONING



5 Develop for up to 20 minutes. Rinse the hair until the water runs clear. Complete the service with a System Professional Color Save Emulsion.



6 Style the hair. Pro tip: complete the look with a Luxe blow dry using a bristle brush.

»» Colour Formulas ««

FORMULA 1:
30g Blondorplex +
45ml 6% Welloxon
Perfect Developer



FORMULA 2:
20g 12/11 Koleston Perfect Special Blonde +
40ml 9% Welloxon Perfect Developer.
To be applied to natural hair only



FORMULA 3:
Toner: Color Touch 7/97 +
1.9% Color Touch Emulsion
FORMULA 4:
Toner Color Touch 8/71 +
1.9% Color Touch Emulsion
FORMULA 5:
Toner: Color Touch 9/97 +
1.9% Color Touch Emulsion

Follow @WellaHairUKI to discover more about Wella Professionals. For more educational opportunities on Grey Blending Services, please visit www.education.wella.com and search "grey blending".

A Century of Innovation

2021 marks a significant milestone in the history of Takara Belmont, as it joins a select group of iconic hairdressing brands that have reached their Centenary.

chemical processes and colour with innovations like the Roller Ball F and Spa Mist II processors.

THE EVOLUTION CONTINUES

The evolution of Takara Belmont from a small family-run business to a global player that exerts influence across the international salon market is not yet complete. It's a journey, not a destination. With a determination to contribute to Japan's global reputation for technical innovation and transform everyday functional products into multi-functional experiences, the future of hairdressing equipment is full of promise and new opportunities.

THE PURSUIT OF INNOVATION

In a globalised world that demands constant reinvention, it's reassuring to know that family-owned Takara Belmont remains true to its founding principles of exemplary service, precision design and manufacturing and the pursuit of innovation. It is guided by its customers and team, and its own instincts to push the boundaries of invention and make real the imagination of salons owners. It's a partnership philosophy that ensures the future is secure and full of potential. With the appointment of UK managing director Stephen Price in July 2020, Takara Belmont is set to stride into the future with confidence and optimism. Stephen Price: "Although we've achieved so much, our mission remains constant. The longevity of many of our products are testimony to what has been accomplished so far and we will add to our heritage as we look forward to the next 100 years!"

Discover more by visiting
www.takarahairdressing.co.uk
 call 0207 515 0333 or email
hairdressing@takara.co.uk

One hundred years ago, Takara Belmont embarked on a voyage to define global salon experiences through innovative equipment design and ground-breaking technologies that elevate the customer and stylist experience. Since then, it has set benchmark standards of quality, functionality and performance whilst drawing on international design and culture to perfect the art of salon design - from aesthetic impressions and space optimisation to service range and commercial maximisation for salon businesses.

HUMBLE BEGINNINGS TO WORLD-CLASS

From humble beginnings a bold vision emerged. Fast forward to 2021 and every ambition has been accomplished, as Takara Belmont continues to move into the future with just as much vision and ambition. The company has created some of the world's most iconic and enduring furniture and equipment designs, such as the Apollo 2 grooming chair series and the Adria II styling chair. It has developed and introduced ground-breaking technologies that have transformed hair care, treatments,



Ruffians



INNOVATION TIMELINE

Journey through 100 years of innovation with Takara Belmont at
<https://www.takarahairdressing.co.uk/innovation-timeline>



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