

ESTETICA

UK

the HairMagazine



EVENTS

The Excitement & Joy
of Meeting Face to Face

COLOUR

Beautiful Brunettes
with Timeless Allure

INSPIRATION

Hair Trends Propelled
by Catwalk Mania





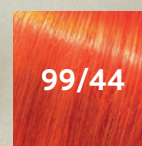
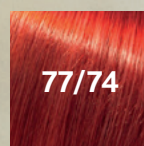
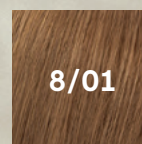
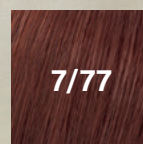
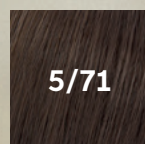
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Voices is a project which reveals the stories of 7 women chosen for their tales of life changes and courage.

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ESTETICA

editorial



Creative Direction & Photo:
Alessandro Molinari
Art Direction:
Rossano Ferretti
Hair: Great Lengths
Creative Team

This Autumn has been a season of hair events like no other - they were even more appreciated by everyone who took part when you consider how long they were in coming!

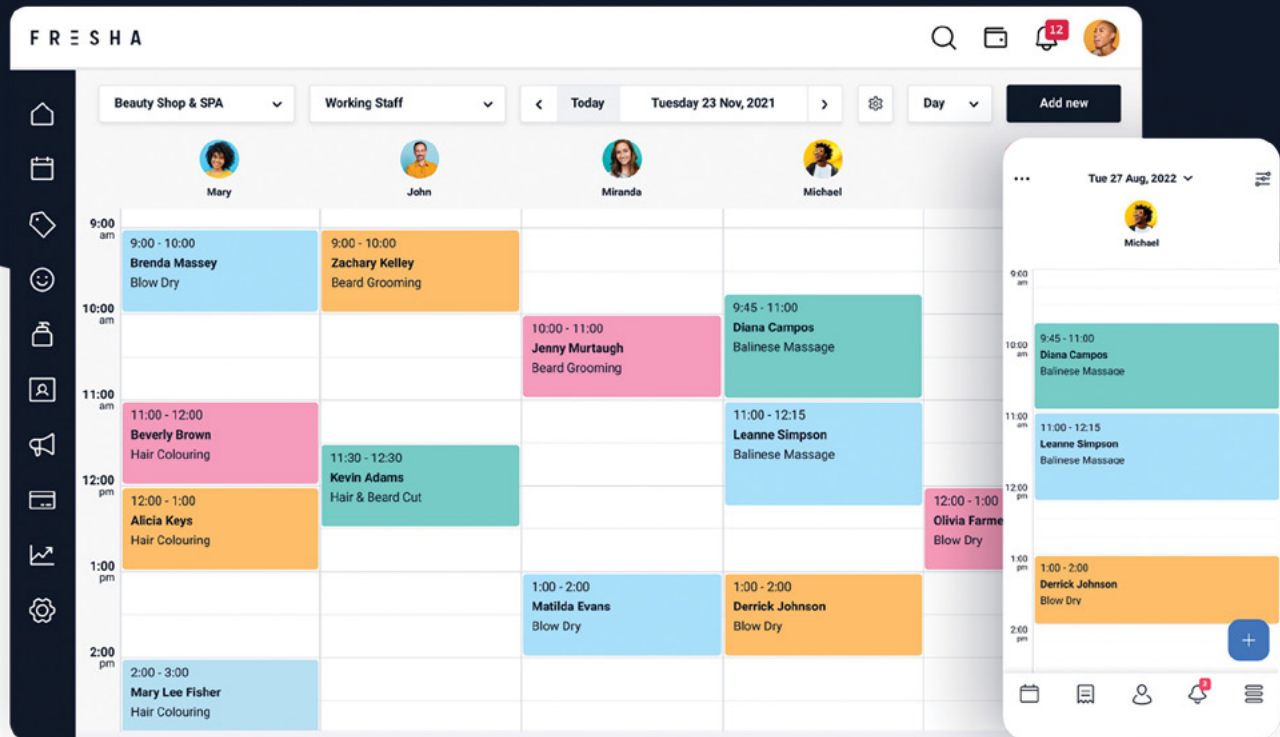
The opportunities to meet in person in recent months have really helped us all to feel back in touch with normality. In this issue

of Estetica UK, we are delighted to showcase several of the amazing occasions there have been staged our hair industry reunions! Wella Professional's October return to the Roundhouse in London for TrendVision UK & Ireland set the pace - this was followed a few days later by Salon International at ExCel. Although the Alternative Hair Show was once more a digital event due to ongoing travel restrictions, the event was truly a not-to-be-missed occasion, with outstanding presentations by teams from all around the world. Goldwell's Global Creative Awards 2021 were also in a digital format, but the organisers have already announced their intentions to meet in person for their 2022 event. As Autumn gave way to Winter, we still had two big occasions to look forward to: The British Hairdressing Awards at the Grosvenor House Hotel, followed a week later by The Fellowship Luncheon at its new home - The Londoner Hotel in Leicester Square. It's been a great few months for all of us who had been missing our hair industry friends and colleagues; furthermore, any talk of new variants has done nothing to quell our enthusiasm for 2022!

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

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Every mood has a hair colour to suit - from subdued and sultry to party princess. Make your choice and live your life to the full.



However hard you accessorise, it's vitally important to remember that your most essential fashion statement is always your beautiful hair!

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International Hairdresser of the Year

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Calendar IHA 2022:

September 13, 2021

Announcement of prenominations for
International Hairdresser of the Year and
International Artistic Team of the Year

September 15, 2021

Opening day for participation

January 10, 2022

Closing day for participation

February 13, 2022

Announcement of finalists

May 16, 2022 - Madrid

The awards ceremony

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CELEBRATING 100 YEARS

Beautiful Brunettes

Move over, blondies! Brunette is the hottest color trend this season, from cappuccino to ebony and everything in between.

Gary Kelly and Marie Searano

Brunettes are no longer dull or mousey, but rather luxurious and sensual. Just add a touch of dimension or detail with balayage or other techniques to warm tones like cinnamon, chestnut, and caramel or cool ones like ash, cacao, and burgundy. Ask your colorist to open up a world of possibilities!

BOHEMIAN PUNK

Raven black hair is perfect for this eclectic Bohemian look with an exotic oriental vibe. A perfect example of less being more. The finish is smooth with an ever-so-subtle texture for some soft, touchable volume. The idea of the half-open zip accessory being used as a sort of punk snood for the half-beehive in the back is brilliant. This image is the ultimate example of brunette hair being a highly artistic proposal of alternative elegance.

US_Hair: Shirley Gordon @shirleyghautehair; Photo: Roberto Ligrest; Make-up David Maderich for MAC



SUNSET TO TWILIGHT

The inspiration for this collection moves from Sunset to Twilight, encompassing a Brunette Plum, Melding Copper, Red, Oranges shaped into a bob with whispers of Violet and Blue hues. The shape of this bob is softer and moves freely with a multi-texture and asymmetric overlay fringe. What better way to celebrate the winter season than with warmth and sophistication?

US_Hair and Styling: Nick Paganon n@nickpaganohairdesign Goldwell National Artist/Make-up: Jenny Thomas @jennythomasbeauty @rod_novoaPhoto: @KeffMil\kkelson Jeff Mikkelsen Photography

TRUE TO YOURSELF

This look from the Go Goldwell Masterbrand Campaign says it all. This espresso brunette is the ideal base for slightly lighter contours to frame the face. Then from the chin down a grayish-teal sombre is both subtle and soft. Another enormous advantage is that maintenance is minimum. So this technique makes it the perfect option for the client on the go who still wants to make a fashion-forward statement. Experiment with different hues, not only blue, but greys, reds, violets and more.

Hair: Go Goldwell Masterbrand Campaign



TAKING IT TO NEW HEIGHTS

Not your everyday updo! This look is perfect for any formal occasion. The sleek polished finish enhances the reflections of light on the dark base. The sculpted interwoven layers lend an artful touch of sophistication, while the runaway wisps evoke a sense of rebellion. Simplicity and complexity wrapped up in one magically elegant coif.

US_Hair: Liza Espinoza (@modaliza2), Hair Styling: Reynaldo Achurra (@rey.salonfluxx) Hair Colour: Dianna Lesko (@diannaleskocolourist) and Makayla (Kay) Mappa (@coloured.by.kay) for Salon Fluxx, Photo: Nohemi Capetillo (@Noamyphotographer) Photo: Nohemi Capetillo (@Noamyphotographer) Make-up: Melissa Musseau (@mmusse) Styling: Clare Frith Products: Moroccanoil

WILD AND WISPY

“Brunette is a colour that every colourist loves to work with – it can be filled with warmth, rich and glossy or can be cool, creative and completely bespoke, all to suit the client, their hair vision and their lifestyle. When creating this image, I want a colour that would work alongside the models complexion as well as the haircut, and help me create the statement that I had envisioned. The colour created, worked so well with the lighting on the shoot, that it showed off the multi-dimensional tones used throughout the look to give a much more creative look.”

UK_Haircut and Colour: David Murray JOICO Senior Creative Artist and member of the JOICO European Design Team; Photographer ; Alan Keville; Make Up Artist: @talisman_makeupartist; Products: Joico



EASY DOES IT

“I love how the strong look of this a very on-trend cheekbone grazing bob complements the beautiful brunette hair colour. Brunettes are always on trend, but for 2021 and 2022 brunettes will be multidimensional. You will see a number of different brunette tones through the hair, giving dimension, depth and also a reflective shine. We wanted the brunette tones to stand out and enhance the cut, yet to look a incredibly healthy, soft, and glossy.

UK_Hair: Diana Carson, Rainbow Room International; Photographer: Michael Young; Make-up: Kirsten Baillie; Stylist: Detroit Law

DREAMING WIDE AWAKE

"This collection was inspired by the stillness of water and the reflection of the sky when it hit the water during the morning moon. One of the directions I was moving towards was simplicity; soft solid hair color, white blonde, blue black, golden dark blondes and espresso. Haircuts are precision, classic and defined," explained Lisa Vann. The purity of this rich saturated espresso tone is almost too perfect, so the touch of the crinkly fly-aways keeps this angelic vision grounded.

USA_Hair: Lisa Vann; Assistant Hair: Aspen Day-Flynn; Make-up: Hannah Vann all from Vann Studio, Seattle WA Photo: David Rossa, Denver, CO; Designer Lisa Marie Lisa Marie Couture, Seattle WA



KEEPING IT SIMPLE

"Brunette is a gorgeous colour to shoot images with. It's depth and slight mystery transpires beautifully through your images and I love working with this hair colour. I wanted to pair the brunette with a classic, simple bob. Movement in the hair was important to show off not only the colour, but the shape too. Brunette is a colour that suits many different skin tones and complexions due to the different hues that run through it. Adding warmth to classic brunette works beautifully, too."

UK_Hair: Simon Hill; Styling: Ian Todd; Photography: Chris Bulezuik; Make-up: Stacey Whittaker

NATURAL, SOFT & ESSENTIAL

"Inspired by the concept of "NATURAL, SOFT & ESSENTIAL" to embrace the feminine, hair must have movement. The creative direction is going back to basics for comfort and creating a harmonious balance." This delicious cinnamon shade and long, touchable locks gently soften the overall mood of this look.

Asia, Hong Kong_Hair: Ritz Lam @Leonardo 3 Hair Corner in Hong Kong and TEN Studio; Model: Yvette



SMOKING HOT!

"I used Newance Fashion Brown Shades to make different colour placements throughout the hair using the Airtouch technique. I paid special attention to the shape and structure of the head to create a seamless blend of colour. Also, this technique can be applied to perfectly blend multiple natural brown shades, such as cool brown and warm brown; it adds translucency and smokiness to the colour result."

Asia, Taiwan_Hair: Autumn @ Aschön Salon; Photo: Adam @ howisadamtristan; Make-up: Charlene charlene_makeupstudio

JUST BE WHO YOU ARE

“This image epitomises our brand; gorgeous, wearable hair, and natural makeup, so the individual looks and feels like the very best version of themselves. This tone-on-tone effect was achieved using a soft colour palette that complements the model’s skin-tone, whilst leaving the authenticity of her natural root intact. To emphasise the beauty of the hair’s natural texture, colour placement was really important. Ribbons of caramel applied from the mid-section to the tip enhance the hair’s natural curl and movement, resulting in a sun-kissed goddess vibe - and our vision of modern beauty!”

UK_Hair: Christopher Laird, November Collective Co-Founder; Photo: Vivienne Edge; Make-up: Emma Cantwell; Styled by Christopher Laird and Emma-Louise Cantwell



BLENDING BRUNETTES

“What I love about this image is the way the hair is dressed with the curls and texture, which really showcases the hair colour. The shape of the hair lets us create extra dimension by layering multiple tones of brunettes, copper brunettes, mahogany brunette and ash brunette on top of each other in a layered system and this really created depth and texture so it wasn’t flat and dull.”

UK_Hair: Paul Dennison, Fellowship for British Hairdressing’s PROJECT: Colour Team Leader; Art Direction and Styling: Robert Eaton; Photo: Richard Miles; Make-up: Anna Wild

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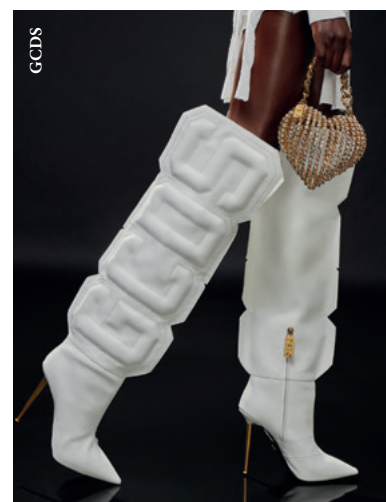
FALL
WINTER
2021/22

C'EST CHIC!

Laura Castelli

Because less can always mean more. Triangular heels, surprise hearts, rhinestones and strategic pearls. On the other hand, it can take a top name and a touch of gold to be convinced that the fashion cycle is never-ending.

Catwalks Photos: IMAXtree.com





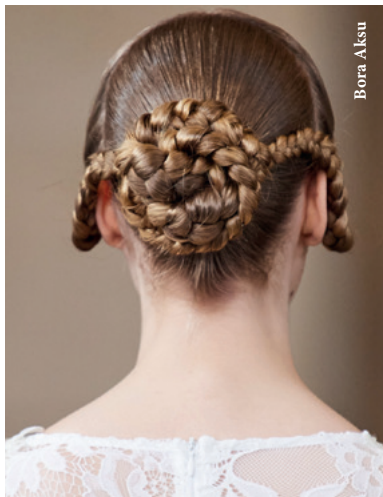
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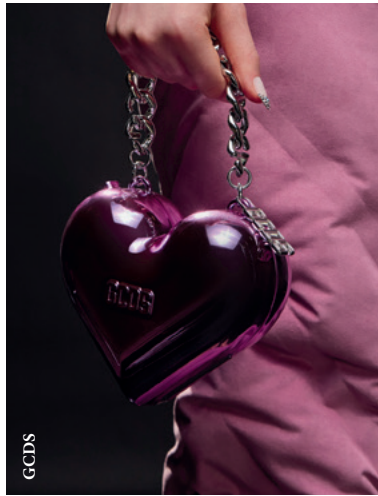
Custo Barcelona

FALL
WINTER
2021/22

IN-COLORS

A break from monotony to escape the cold and to warm the soul. Colour transforms like nothing else, bringing new stimulus and satisfaction. Sadness melts away while fuelling the desire to celebrate and party.

Catwalks Photos: IMAXtree.com



GCDS



Louis Vuitton



GCDS



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Versace



Acne gls



Kenzo



Kway



Bora Aksu



Black Lives Matters



Louis Vuitton



Black Lives Matters



Coperni



Salvatore Ferragamo



Salvatore Ferragamo

FALL
WINTER
2021/22

COLD WIND

Temperatures go arctic so what better time to don those eco faux furs in every shape, style and colour? Fluffy mules with maxi buckles? Why not!

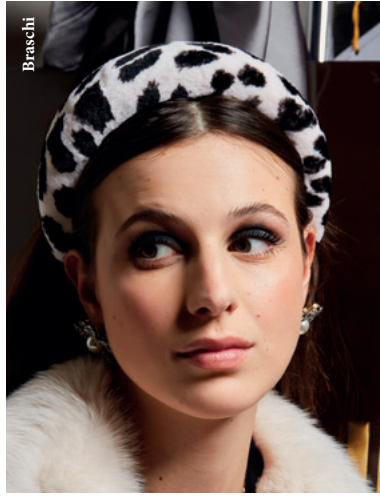
Lush cocooning pompom scarves contrasted with cosy bags? Bring them all on!

Catwalks Photos: IMAXtree.com





Burberry



Braschi



Chloe



Chloe



Chloe



Black Lives Matters



Ports 1961



Kway



Valentino



Chloe



Sportmax

Creature comforts!



Cats, dogs, ducks, cows and so on and so forth:
Lucia Heffernan's animals are irresistible, with their polite expressions and extreme attention to their coiffures!

Daniela Giambrone

When in your wildest dreams could you ever imagine a cow in curlers and apron baking a cake? Or a duck sitting judiciously at the bench - fully wigged up and delivering who knows what kind of rough justice? Bringing humanity to life through the medium of animals is the fun and inspirational concept behind the work of Lucia Heffernan, an American artist, graphic designer and painter. She shows the technical skill of a portraitist combined with a playfully sharp vein that's typical of Pop Art.

"In my paintings, I strive to give a voice and personality to animals which are portrayed in human situations. The encounter between these two elements creates a fun, slightly zany world, where we can trace episodes of everyday life, while more easily recognising real emotions." Hair certainly plays an important role in bringing these characters closer to us, albeit from the perspective of superficial irony.



Exhibited in the Coda Gallery of Fine Art in El Paseo, California, Lucia Heffernan has recently also exhibited in New York, gathering highly positive consensus from the public and critics alike. She initially gets a perspective on American society, which then evolves into a look at the human condition as a whole. Hers are technically flawless portraits that encapsulate a humorous, yet intelligent glimpse at everyday life.





There are no real rules when it comes to being glamtastic. Just bring out the best of your amazing self and show everyone else how it's done. That's all there is to it!

Hair: Fellowship F.A.M.E TEAM 2021
Art Direction: Hooker & Young
Photos: Michael Young
Make-up: Megumi Matsuno
Styling: Bernard Connolly

Ultra Glamour

“Craving new forms
of expression?
Change comes from
the top down!”



Easy to style and maintain, don't ever under-estimate the strength and allure of well cared-for, precision-cut hair that's been coloured to perfection. These stunning images give absolute confirmation!

Hair: Jonathan Andrew
for Fudge Professional
Production: Cry Havock

**“Beautifully blonde?
Who dares wins!
No better way to take
the world by storm”**



Does your hair suit your personality? There's no question about it in these girls' minds! What they see in the mirror is what they feel inside - the joy and excitement of being themselves.

Hair: Emma Simmons; at Salon 54
Photos: Tony Le Britton
Make-up: Paula Maxwell
Styling: Chris Simmons

“New shapes
and textures
**to transform
hair colour**
into a true
masterpiece!”

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ESTETICA

MODA
INT'L

Hair: Adrian Gutierrez/Photo: Damien Carney/Make-up: Joanne Gair/Styling: Nikko Kefalas

TEXTURE
&
SHAPE

AN ARTISTIC MEDIUM

Historically hairstyles have taken on many connotations: from an insignia of social status as in elaborate 17th-century wigs, to Lady Godiva's eroticism, to the bobbed feminists of the 1920s, to *Hair the Musical* of the hippie counterculture and sexual revolution of the late 1960s. Today's hairstylists are a new breed who embrace hair as a blank canvas and sculptural medium, pushing the limits of their creativity, also thanks to innovative products, tools and techniques. A contemporary reflection of the 21st-century individualism.

Storicamente le acconciature hanno assunto svariate connotazioni: a partire da simbolo dello status sociale come nelle elaborate parrucche del XVII secolo, all'erotismo di Lady Godiva, alle femministe con il carré degli anni '20, fino a *Hair*, il musical della controcultura hippie e della rivoluzione sessuale alla fine degli anni '60. Gli hairstylist di oggi sono una nuova generazione che abbraccia i capelli come una tela bianca e un mezzo scultoreo, spingendosi oltre i limiti della propria creatività, anche grazie a prodotti, strumenti e tecniche innovative. Uno specchio dell'individualismo del XXI secolo.

Historisch gesehen haben Frisuren viele Konnotationen: aufwendigen Perücken des 17. Jahrhunderts, über Feministinnen der 1920er Jahre bis hin zu *Hair*, dem Revolution der späten 1960er Jahre. Die Hairstylisten das Haar als Leinwand und skulpturales Medium überschreiten, nicht zuletzt dank innovativer Produkte, Tools und Techniken. Eine zeitgenössische Reflexion des

Historiquement, les coiffures ont eu différentes comme au XVII^{ème} siècle, à l'érotisme de jusqu'à *Hair*, la comédie musicale symbole années 60. L'hairstylists d'aujourd'hui aborde A la fois peintre et sculpteur, il repousse les nouveaux outils et de nouvelles techniques XXI^{ème} siècle.

Históricamente, los peinados han estatus social como en las elaboradas las feministas de la década de 1920, sexual de finales de la década de adoptan el cabello como un lienzo de su creatividad, también gracias Un reflejo contemporáneo del

von Insignien des sozialen Status, wie in den Lady Godivas Erotik und den Bobs der Musical der Hippie-Gegenkultur und sexuellen von heute sind eine neue Generation, die begreifen und dabei die Grenzen ihrer Kreativität Produkte, Tools und Techniken. Individualismus des 21. Jahrhunderts.

interprétations. De la représentation du statut social, Lady Godiva ; du féminisme avec le carré des années 20, des contestations hippies et de la révolution sexuelle des la coiffure comme une nouvelle toile vierge. limites de sa créativité grâce à de nouveaux produits, de innovantes. La coiffure, un miroir de l'individualité du

adquirido muchas connotaciones: desde una insignia de pelucas del siglo XVII, hasta el erotismo de Lady Godiva, *Hair the Musical* de la contracultura hippie y la revolución 1960. Los estilistas de hoy son una nueva generación que en blanco y un medio escultórico, empujando los límites a productos, herramientas y técnicas innovadoras. individualismo del siglo XXI.

Art Direction: Beata Bourillon
& Pascal Latil
Hair: C. Coifier, S. Tesevic
and C. Théophile
Photo: Pascal Latil
Make-up: Johanna Pariente
Styling: Sylvie Théophile



Hair & Styling: Salon Sergio Molina
Photo: Marius Uzoni
Make-up: Gara de Zuppo





Hair: José García Benítez @Kumenhair
Photo: David Arnal
Make-up: Raúl Castaño
Styling: Eunnis Mesa
Products: Revlon Professional



Hair: Manuel Mon
Photo: Bernardo Baragaño
Make-up: Lorena Fernández
Products: Revlon Professional

TEXTURE
&
SHAPE

Hair & Styling: Salon Sergio Molina
Photo: Marius Uzoni
Make-up: Gara de Zuppo



CLEAR- CUT

Hair: Jason & Charlie Miller
Photo: Jason Miller
Make-up: Lauren Gollan
Make-up Academy

Art Direction: A. Abei,
J. Del Luca, M. Lamberti
Hair: Gogen Team
Colour: Gina Rossi
Photo: Alessandro Abei
Make-up: Claudia Ferri
Styling: Edoardo De Giorgio



Hair & Styling: Shelley Lane
Photo: Dan Thomas
Make-up: Roseanna Velin



Hair: Anja Zurawski
Photo: Sabine Dräger
Make-up: Hanna Abts



Art Direction: Christophe Gaillet
@Haute Coiffure Française
Hair: Baptiste Santens
Photo: Pawel Willig & Kamil Cichon
Make-up: Izabela Szelagowska



Art Direction: Andrew Smith
Hair: A. Smith, M. Calzavara,
A. Croci, D. Avellini
Photo: Kamil Strudzinski
Make-up: A. M. Negri Brida & A. Croci
Styling: Valentina Di Pinto

Hair & Make-up: Pelsynera
Photo: Oliver Viladoms
Styling: Laura García Baena

Hair: Imanol Oliver
Photo: David Arnal
Make-up: José Méndez
Styling: Imanol Oliver & Mari Conesa



*Hybrid bobs, pixies and mullets remind us
where we came from, where we are today, and
what we can aspire to in the future.*



Hair: Angelo Seminara,
Goldwell Global Ambassador
Colour: A. Seminara &
Takashi Kurokawa
Photo: Txema Yeste
Make-up: Laura Dominique
Styling: Niccolò Torelli



Hair: Christine Alves
Photo: Maurizio Pighizzini
Make-up: Margaux Malte
Styling: Roxane Scudier



Creative Direction: Simon Ellis
@Schwarzkopf Professional
Hair: Essential Looks Team
- Arjan Bevers, Tyler Johnston,
Lesley Jennison



Art Direction: Francesco Arancio
Hair: Sabrina Randazzo,
Rosanna Dentici, Giovanni Galeota
Photo: Desirée Di Bella
Make-up: Maria Luisa Daidone
Products: Alfaparf Milano

TEXTURE
&
SHAPE

A TRIPPY GROOVE



Hair: Rodrigo Araneda
Photo: Martin Tremblay
Make-up: Marika D'Auteuil
Styling: S. Bernard & A. Simard
Products: Denman



Hair: Carlos Alvares @Trademark Salon,
Silver Winner Editorial Colorist of the year,
Goldwell Global Creative Awards



Hair: Hairstudio Infinity,
Gold Winner Salon Team of the year,
Goldwell Global Creative Awards
Photo: Petra Holland
Make-up: Gerdien van Westen
& Esmee De Mey



Hair & Styling: Xaro Ferri
Photo: Juanjo Martín
Make-up: Karla Rillo



Hair: Mirko Schioppa
Photo: Marco Barbaro
Make-up: Cinzia Carletti
Styling: Carolina Turra



Hair & Styling: Anna Barroca
Photo: David Arnal
Make-up: Anna González

Hair: Elle Broadhurst
Colour: Kristie Kesic
Photo: Georgia Wallace
Make-up: Gemma Elaine
Styling: Lucia Josephine

Creative Direction: Simon Ellis
©Schwarzkopf Professional
Hair: Essential Looks Team
- Arjan Bevers, Tyler Johnston,
Lesley Jennison



Sophisticated color contrasts can be stark or stealthy on a sleek finish. Letting the light bring it to life.



Hair & Make-up: Pelsynera
Photo: Oliver Viladoms
Styling: Laura García Baena



Art Direction: Stefano Bugada
Creative Direction: Emiliano Fratarcangeli
Photo: Max Valerio
Make-up: Roberta Siani



Art Direction & Styling: Robert Eaton
Hair: Fellowship Project Colour Team
Photo: Richard Miles
Make-up: Anna Wild



Hair & Styling: Shelley Lane
Photo: Dan Thomas
Make-up: Roseanna Velin

Hair: Manu Aroa
Photo: Ruben Dario
Make-up & Styling:
Carlos Escalante



TIES THAT LIBERATE

Hair: Paige Cameron
@Cobelle Creative Salon
Photo: Georgia Wallace
Make-up: Gemma Elaine



Hair: Ivan Rodríguez
Photo: Jell Loya
Make-up: Thessa Peralta
& Greg del Toro
Styling: Roberto de la Nuva





Art Direction: Hooker & Young
Hair: Fame Team
Photo: Michael Young
Make-up: Kirsten Baillie
Styling: Bernard Connolly



Hair: Brandon Messinger
Photo: John Rawson
Make-up: Priscilla White
Styling: Jamie Russell
Products: Denman



Art Direction: Sam Burnett
Hair: Fellowship Project X Team
Photo: Ben Hards
Make-up: Coco Hirani
Styling: Masha Mombellie
Products: Goldwell and KMS

*Braids are
always an
outstanding
protagonist. A
fashion-forward
manifesto. An
avant-garde
twist and shout.*



Hair: Anja Zurawski
Photo: Sabine Dräger
Make-up: Hanna Abts



Art Direction & Hair: Marco lafrate
Photo: Lorenzo Sampaolesi
Make-up: Massimo Palasciano



Hair: Alexander Kiryliuk
@SK Style Barcelona
Photo: David Arnal
Make-up: Miguel Silva,
Natalia Sidorova
Styling: Agata Karobka

TEXTURE
&
SHAPE

Hair & Make-up: Hairkrone
Photo: David Arnal
Styling: Visori Fashion Art
Products: Wella Professionals



Art Direction: Christophe Gaillet
@Haute Coiffure Française
Hair: Baptiste Santens
Photo: Pawel Willig & Kamil Cichon
Make-up: Izabela Szelagowska

Art Direction: Jo Capelli &
Alessandro Galetti for Art Hair Studios
Hair: Elisa Ferrari
Photo: Severino Orlandi
Make-up: Prolab Agency
Styling: Angela Marcato
Products: Wella

MEDUSA
VIBE





Art Direction: Jo Capelli &
Alessandro Galetti for Art Hair Studios
Hair: Elisa Ferrari
Photo: Severino Orlandi
Make-up: Prolab Agency
Styling: Angela Marcato
Products: Wella



Hair: Sean Chiu @M Plus Salon,
Gold Winner Avant Garde Stylist of the year,
Goldwell Global Creative Awards



Hair & Make-up: Pelsynera
Photo: Oliver Villadoms
Styling: Laura García Baena

*Even within the
apparent randomness
of chaotic complex
systems, there are
underlying patterns,
interconnectedness.*



Hair: Arjan Bevers @Avanti
Hairprofessionals
Photo: Andrew O'Toole
Make-up: Mireille Bevers Brunt
Styling: Luca Termine

Hair: Brandon Messinger
Photo: John Rawson
Make-up: Priscilla White
Styling: Jamie Russell
Products: Denman



Art Direction: Sam Burnett
Hair: Fellowship Project X Team
Photo: Ben Hards
Make-up: Coco Hirani
Styling: Masha Mombellie
Products: Goldwell and KMS



Hair: Naomi Brooks @The Hair Sanctuary
Photo: Desmond Murray
Make-up: Nikki Bassy

TEXTURE
&
SHAPE

Hair: Aurora Ramos Ramos
Photo: Jhow Ferso
Styling: Ivanna Mestres Ibiza

Hair: José García Benítez
@Kumenhair
Photo: David Arnal
Make-up: Raúl Castaño
Styling: Eunnis Mesa
Products: Revlon Professional



PANACHE A PLenty

Hair: Viktoriia Vradii
Photo: Aleksandr Chernega
Make-up: Svetlana Sharapova
Styling: Irina Dzhus





Hair: Mikelah-Jayde Riley Studio
Photo: Aaron McPolin
Make-up: Ashley Brockman
Styling: Rebecca Paterson



Hair: Jean-Jacques Ayache, Vanessa
Giani & Martyn Foss-Calder for JLD
Photo: Vivienne Balla
Make-up: Elsa Durrens
Styling: Fabrice Leonard



Hair: Angelo Seminara,
Goldwell Global Ambassador
Colour: A. Seminara &
Takashi Kurokawa
Photo: Txema Yeste
Make-up: Laura Dominique
Styling: Niccolò Torelli

Art Direction: Simon Shaw,
Wahl Global Artistic Director
Hair: Fellowship Project Men Team
Photo: Ayo Banton
Styling: Dynamite Terrace Menswear

Creative and Art Direction:
Miquel García Cotado
Hair: Revlon Professional Artistic Team
Photo: Miguel Reveriego
Make-up: Dani Rull



The quiff: variations on a theme. The perfectly-punk crest, the less-is-more pixie, and catching the perfect wave. Color highlights and low-lights play a role as well.

Creative Direction:
James Longagnani
Art Direction: Manuel Sunda,
Angelo Rosa Uliana
Photo: Fulvio Maiani
Products: Wella





Hair: Klaus Peter Ochs
Products: Wella Professionals,
Hairdreams

TEXTURE
&
SHAPE

ENERGY WAVES



Hair: Emmanuel Esteban
& Sofia Geideby
Photo: Vishal Baharani
Make-up: Orlando Martin



Hair, Photo & Styling:
Keith Bryce, Finalist NAHA 2021
Make-up: Marie Fuentes

Art Direction: David Katchadourian
& Pascal Latil
Hair: Alexandra Grey Team
Photo: Pascal Latil
Make-up: Marian Miteva
Styling: Veronique Suchet
Products: Schwarzkopf Professional



Hair: Shi-Han-Zhou @Eros Hair Styling,
Silver Winner Avant Garde Stylist of the year,
Goldwell Global Creative Awards



Hair: Marcela Blechová @Salon TOP,
Bronze Winner Avant Garde Stylist of the year,
Goldwell Global Creative Awards

Art Direction: François Mazeau
for Intercoiffure
Hair: N. Astruc, A. Baz, D. Cognin,
V. Moutault, D. Suquet, P. Thénard
Photo: Yves Kortum





Art Direction: Hooker & Young
Hair: Fame Team
Photo: Michael Young
Make-up: Kirsten Baillie
Styling: Bernard Connolly



Hair: Galina Sardaryan
Photo: Yakovenko Volodymyr
Make-up: Ksenia Erneva
Styling: Andrey Projeev



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Men Experts

From working with celebrities or running your own salon, there are plenty of paths to take to a long and fulfilling career. We speak to 4 experts specialising in men's hair who have taken their skills to another level.

THE SESSION STYLIST

Joe Mills is in demand from A-listers on red carpets, photo shoots and ad campaigns, regularly working with glossy magazines and celebrities such as Stephen Graham, Jamie Dornan and James Bey. He is also the go-to barber for GQ Magazine.

How did you get into session work?

Initially it was through a photographer client who was shooting editorial for magazines in the mid 90's. He asked me to come along and I loved the whole vibe and the creative elements. I then worked for a number of years assisting and learning all the different skills required and how to fit into a different kind of environment.

What are the good and bad points of session work?

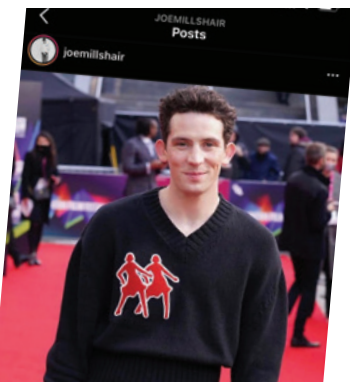
These kind of blur into the same thing sometimes. Long hours, curve balls and pressure! But massively rewarding and you get to really push yourself outside of your comfort zone. Often you work for nothing and it takes time to build up a portfolio. The most important thing is to manage your expectations.

How do you juggle running a salon with session work?

This is down to the people around me and time management. My management team make it possible and support me to enable me the space to be able to achieve this. Communication with clients is also important so they understand that my schedule may change last minute. Often shoots and the press work I do comes in and I have to move an entire day of clients which can be tough for the front of house team and my clients, but as long as everyone knows this could happen it tends to work out OK. Also the management system we have means we can catch up and work through any potential issues.

What advice would you have for someone wanting to become a men's session stylist?

- 1 Make sure you know what kind of work you want to do. Editorial magazine, Hair magazines, TV/Film, the list goes on. But focus on what you want to do. Then find out who is doing that kind of work, who inspires you and then see if they need an assistant.
- 2 Get on set and watch and learn. Gain as much information as you possibly can; you never stop learning as shoots are a totally different environment to a salon.
- 3 You could be asked to create anything so make sure your skill set is up to date and covers everything.
- 4 Be prepared to be out of your comfort zone from one moment to another.



THE AWARD WINNER

Jim Shaw is not only the owner of Essensuals in Billericay, but he has won numerous awards for his stunning imagery, including Men's Hairdresser of the Year twice at the British Hairdressing Awards and International Hairdressing Awards Best Men's Commercial Category twice.

How did you get into creating images and photo shoots?

I have always loved the creative side of the industry and have worked with Essensuals and TONI&GUY on their campaigns and collections, as well as brands including Top Man and Office on their window campaigns. When it came to creating my own collections, I wanted to showcase my range of men's hairdressing skills and have my own signature style that I would become recognised for. I wanted the industry and my clients to see me as the expert in men's hair and I decided to enter hairdressing awards with my creative work and have been lucky to have won some of these awards. Winning definitely makes you want to continue to create incredible creative work and working with such a fantastic team inspires you to keep creating too. I regularly work with photographer Tony Le Britton and also my Premier Stylist, Daisy Carter. Having an incredible team working alongside you is so important to allow you to be able to create the best imagery possible!

How important is it to create images for your business?

Creating images for your business is a great way to build on your reputation. Entering awards will allow you to network with other industry professionals and become more known in the industry but not only that, they will show your clients that you are incredible at what you do and that they can have trust in you. Imagery is also great to have for any marketing materials and for your salon windows to show your work off to your clients. I love having my work in the windows and around the salon to inspire clients during their appointment and also to inspire the team should they want to create images in the future too. ➡



Hair: Jim Shaw using American Crew UK; Photo: Tony Le-Britton; Make-Up: Roseanna Velin; Styling: Bernard Connolly

How has doing shoots and winning awards helped you and your business?

I definitely think doing shoots and winning awards has increased our clients trust in us and shows our credibility. We have all our awards on the wall of the salon and client's love seeing these when they come into the salon and know that they are in safe hands when they come to visit us. It also allows us to stand out and attracts clients to our salon rather than our competitors, as they may have seen in the local press our award news and have our name in their head when it comes to choosing a salon for their next appointment. It also helps to show me as an expert in all things men's hair and from this I am so lucky to be approached by consumer and trade magazines for comments on men's hair, from brands to work with them, which is fantastic for me to be able to grow my reputation and my own education business too.

What advice would you give to any men's hairdresser and barber who wants to start doing photo shoots?

- 1 Think outside the box.
- 2 Don't spend all your time looking at what has been done.
- 3 Find images and ideas that you love then build your own ideas from there and always stay true to yourself!



THE SALON-BASED BARBER

Ryan Lambert is a barber at Joe and Co in Soho, London, where he works with clients from professionals to students and those looking for the London look.

Why did you become a barber?

I got into hairdressing from a very young age. I've always been creative and what initially caught my eye was fine art, however I didn't love the direction it took me. I then found hairdressing and 13 years later, I've never looked back

How would you describe a typical day as a salon-based barber?

Working in Soho at Joe and Co means giving high quality work alongside a diverse clientele. Each day is different to the next, as you can never be sure what a new client's hair will need. Being able to be versatile and have technical understanding of head shape, suitability and adapting to each client personally is highly beneficial. These challenges, combined with being fully booked, is exactly what made me fall in love with it. 

What makes a successful behind-the-chair barber?

There is no one recipe to being a successful, solid behind-the-chair barber; each individual has their own style and way of doing things. Some top tips for being the best you can be is understanding the client's needs fully and having the technical understanding of why you're going to give them the haircut they want. Always listen to them, but also advise and grow with your client. Let them trust your judgement and tell them why you're going to do what you will. Find similar interests to build a connection with them and that'll make an overall great experience for them.

What advice would you give anyone wanting to build a solid and successful column?

- 1 Be able to do whatever walks in the door and be the first to accept walk ins.
- 2 Don't limit your ability by sticking to one style; step out of your comfort zone, so you have a full repertoire of skills.
- 3 You're never too busy to keep a clean section, and make sure you keep on top of tools and sanitation, no client wants to sit and spend money in a messy section.
- 4 Always help out the front of house and apprentices, as they will always help you.

THE EDUCATOR

Rino Riccio is Head of Education at Manifesto London and is a regular at shows and workshops around the world.

How long have you been a barber?

This year I'm celebrating my 26th year! I started my career at the age of 12 in my father's shop and never looked back.

Why did you go into the education side?

To be honest with you, when I started my career my father sent me to college and I admired my teachers so much that I promised myself that one day I would also teach like them.

How did you become a men's hairdressing educator?

Basically I was learning both ladies and men's hairdressing – for me there is no gender in technique whether it's graduation or elevation. A lot of people were telling me that there was a difference, so I decided to teach a gender mentality. At Manifesto we are showing how to do something new and fresh, a new aesthetic.

What do you love about your job?

I love everything about my job. I love working with my colleagues in the salon, the people that come in for a Manifesto cut, I love undertaking presentations and shoots and of course teaching makes me so happy. Education is a passion for me – when people say they dreamed about being a footballer, for me, I always dreamed about being a hairdresser!

What advice would you give to anyone wanting to become an educator

- 1 Never stop learning.
- 2 Once you believe you know it all, have seen it all – give up.
- 3 Every day I learn something new or am inspired by something new – you must never become complacent.



Educating on the Fellowship Stage at Salon International.



PROJECTS Grand Finale

The Fellowship for British Hairdressing's inaugural PROJECTS Grand Finale was an iconic evening to celebrate the end to a truly historic year.

The team members of PROJECT: Colour, PROJECT: Men and PROJECT: X came together with ClubStar Art Team to talk about their exceptional year – from juggling lockdowns and zoom workshops to taking part in photo shoots, presenting on stage at Salon International and meeting some of their hair idols.

The evening, held at the WN Studios in East London, brought all the teams together to celebrate inspiration at its best. They showcased the techniques they had learnt, talked about mentors they met and the workshops that have shaped their skills.

President Ken Picton, who hosted the night, said, despite being a difficult year, the team members had thrown themselves into the projects and had gained as many experiences and learnings as they could. "We couldn't do this without our mentors who give up their time to spend a day with the team members, imparting their knowledge and expertise to the next generation of hairdressers and barbers. This year, despite everything, we have had an incredible roll call of mentors including Cos Sakkas, Tariq Howes, Robert Masciave and Karine Jackson. We couldn't do it without them and send huge thanks to them all."

The Project Achiever of the Year winners were announced at the Fellowship Luncheon & Awards. The winners were: PROJECT: Colour Achiever of the Year Darrel Starkey; PROJECT: Men Achiever of the Year Tammy Reynolds; PROJECT: X Achiever of the Year Emma Simmons.

PROJECT: Men Team Leader: Jonathan Andrew. **Team Members:** Tammy Reynolds – Tammy Reynolds for Hair, Tristram Curling - Sir & Co Barbers, Darren Smith - Review Hairdressing, Paulina Stochmialek – RPB, Manchester, George Smith - Smith England, Kenneth McLeod – My Two, Jodie Wheeler - Beepers Hair Salon, Vicky Morwood – The Bank Hairdressing, Kim Nicole Jones, Jacob Banfield – Renaissance Salon.

PROJECT: X Team Leader: Sam Burnett. **Team Members:** Kay Binnersley - Kay Binnersley Hair, Roisin Murphy - K H Hair, Lea Shaw - Rural Fringe Hair Salon, Cc McNamee - Andrew Smith Salons Fareham, Pamela Cooney - Toni & Guy, Cannon Street, April Mash - Strangeways, Emma Simmons - Salon 54, Nicola Hamm - Escape Hair Lounge, Arif Arikan - Alice and the Hair, Reina Boddy - Joseph Ferraro Hair.

PROJECT: Colour Team Leader: Paul Dennison. **Team Members:** Darrel Starkey - Taylor's Hair Studio, Scott Musgrove, Saffron Burton - Safy B's, Rebecca Johnston - Melissa Timperley Salons, Connor McIntyre - The Bank Hairdressing, Eloise Dudley - Toni & Guy, Bournemouth, Ernesta Mazonaite - Hare and Bone, Ellen Grimmett - Andrew Smith Salons, Gosport, Rita Tuska - Joseph Ferraro Hair, James Holroyd - Yoke The Salon, Sian Roscoe – Sian Roscoe Hair.

ClubStar Art Team Project Leader: Karoliina Saunders. **Art Team Members:** Sam Arnold - Strangeways, Darcey Clarke - Ashley Gamble, Jack Anthony - Sutherland & Barnett, Ella Gray – Timba, Andrew Plester - Hare and Bone, Lee Patrick Devlin - Paul Watts Hair, Emy Roccabella - Danilo Hair Boutique, Lizzie Williams - Gatsby & Miller, Josie Simmons - Electric Hair, Cameron Willetts - Combers Inside-Out Hairdressing.

For more information visit www.fellowshiphair.com



PROJECT X



PROJECT Men

Team members throughout the evening, revealed what they had learnt, what they were taking back to the salon and how the project had changed their life.

The names of the Project Achiever of the Year Winners for 2021 were announced at this year's Fellowship Luncheon, which was held at The Londoner Hotel in Leicester Square on Monday, 6th December.



PROJECT Colour



PROJECT Club Star



messe frankfurt

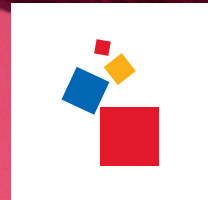
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MIDDLE EAST

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Dubai World Trade Centre



The organisation of MCB by BS 2021 this year was a great challenge for everyone involved.

It was a gamble that really paid off! Despite inevitable challenges, MCB by Beauté Sélection Paris 2021 succeeded in its objective of organising an event in person, in complete safety, while guaranteeing professionals the highest quality of content possible. Due to the current conditions, the event took place with a reduced turnout compared to previous years - about 30% in fact. Nevertheless, there were 30,000 people in Paris keen to



MCB by Beauté Sélection

An event held in complete safety, while still guaranteeing the highest quality content.

discover new products and trends, get inspiration from shows, learn new techniques and know-how and also meet industry experts. Despite the delta variant further slowing down the return of air travel to anything like pre-pandemic levels, 4.5% of this year's guests still came from abroad. Three days of face-to-face meetings, exchanges, creativity, trends, business and innovation were organised into 6 areas: Hair Cosmetics, Labels & Packaging, Services & Furniture, Nails & Make-up, Men and Barbering and Store/Retail. Among the key events staged was the 8th edition of The Mentor, Best Emergent Talent 2021, a competition in association with Estetica. It allowed 30 minutes for 8 international talents ready to unveil their creations on the MCB stage. Presented by four Mentors - Loris Hug, Sandrine Ruiz, Pascal Lombardo and Agnes Soronellas - the participants showed great technical-stylistic skills but the young Stéphanie Michel won the prize (photo below left), followed by mentor Loris Hug. The designer

commented: "I have always wanted to do this job and since I was 16 I have taken part in various contests: at the Rotary Club of CAP and BP, always winning on the podium; in the interregional competitions of the Meuse department, always ranking me in first or second place. I was also elected 'Best Apprentice of Lorraine'". The next MCB by Beauté Sélection edition will be from 10 to September 12, 2022.



Spectacular Creativity



It was an long-awaited opportunity to once more come together in the spirit of creative unity: the Grand Final of Wella Professionals' UK & Ireland TrendVision Award 2021 at London's iconic Roundhouse.

The TrendVision Award UK & Ireland 2021 Grand Final saw more than 700 guests celebrate the many talents who made it to the final stage of this incredible competition and crown the worthy winners of 2021. Host for the event was broadcaster and style icon, Fearne Cotton, who was accompanied on-stage by Wella's legendary guest presenter, Patrick Cameron. For the first time in its history, the TrendVision Award was also live-streamed, hosted by radio presenter, Elspeth Pierce. She delivered a truly engaging experience for those not in the actual Roundhouse on the night. Many of the guests who attended in-person were there till the early hours at an after-party with DJ Philly, who truly got the celebrations into full swing. As is always the case at TrendVision, the awards night was also a creative spectacular, with four outstanding exclusive hair shows from hairdressing industry legends (see facing page). Ensuring that TrendVision Award went ahead as a live event - despite all the challenges - was a major priority for Wella Professionals, and the end result did not disappoint! "We desperately wanted to bring the industry back together for this amazing event, also the commitment of everyone has been remarkable," explained Allie Hargreaves, Wella's National Education Operations and Events Manager UK & Ireland. "This has been a special night like no other. The standard across all categories has also been incredibly high and every finalist should be proud of what they have achieved. Many congratulations to all the winners."



22 winners from 8 categories were crowned: Colour Artist (sponsored by Koleston Perfect), Colour Specialist (sponsored by Illumina Color), Craft Artist (sponsored by Color Touch), new for 2021 Natural Texture Artist (sponsored by Sebastian Professional), Style Master (sponsored by ghd) as well as Editorial Look (sponsored by Sebastian Professional). For the first time, Wella's student competition, XPOSURE (sponsored by EIMI), was integrated into TrendVision Award, with XPOSURE Colour the Cut and XPOSURE Creative Colour categories, both of which would not have been possible without so much enthusiasm. In addition, this year the competition also recognised the OPI Nail Artist of the Year, celebrating OPI's leading nail artist in the UK.

For a full list of this year's winners and runners-up, please visit www.esteticamagazine.com

D&J Ambrose named their show 'The Lost City - Orient -v- Occident'. Guests enjoyed mesmerising fusion of colour and texture, combining a nod to grunge with pure, premium colour tones as well as couture fashion-slaves sporting intense hair colour created using shades from the Koleston Perfect range of permanent hair colour.



The spectacular show by James Earnshaw and the ghd creative team was called the 'Jungle' collection. It unleashed a powerful, raw mix of volume, movement and also texture, with exaggerated shapes at their finest.

HOB Academy presented 'Lunascap' - a collection of bespoke looks, encapsulating street and catwalk trends, featuring an array of classic as well as advanced cut & colours.



Robert Eaton's show entitled 'Dark into the Light' delivered a contemporary editorial catwalk show, inspired by light, as well as a strong sustainability and environmental message.



I L L U M I N A R E

Illuminare AHS 2021

Held on the 9th and 10th October, 2021 Virtual Alternative Hair Show was a dazzling success, watched by an audience spanning every corner of the globe.

This year's Alternative Hair Show was held in a digital format – an excellent decision by the organisers, as it overrode any problems caused by the ongoing travel restrictions which continue to cause such disruption to the many international visitors who generally love to participate at the event in-person. The two-day event was presented by Alternative Hair Founder, Tony Rizzo and Worldwide President, Anthony Mascolo and was broadcast from the grounds of a quintessential English country house, blending traditional design with futuristic concepts. As always, all proceed from the show so to support The Alternative Hair Charitable Foundation and Blood Cancer UK. Sponsors for this year's Alternative Hair Show were Premier Sponsor: Wella; Charity Sponsors: TIGI, Infringe, Linda Hair, Sun Sea and AH products.

The digital format did nothing to distract from the anticipation and excitement felt by the thousands industry professionals who participated; furthermore, the virtual format enabled the participating artistic teams to take their creativity to an even higher level showing the international audience an incredible level of both imagination and technical skill.

THE VISIONARY AWARD FINALS

Day One was dedicated to the Visionary Award Finals, which have now become so popular that it was felt they warranted their own show time. A first this year was also the New Visionaries Video Show, which gave past finalists and winners of the Visionary Award the opportunity to create their own, amazing show. Everyone who participated agreed that the Video show was a valuable addition to the event's proceedings and that it will doubtless have an exciting future.

New Visionaries Show 2021

SHOW 1
Chrystofer Benson - USA
Carlos Valiente - Spain
Eva Stromblad - Sweden
Danilo Giangreco - UK
Ahkim Anthony Tan - Australia

SHOW 2
Mirko Schioppa - Italy
Francois Evequoz - Switzerland
Karoliina Saunders - UK
Valeria Barba - Italy
Christian Rios Torres - Spain

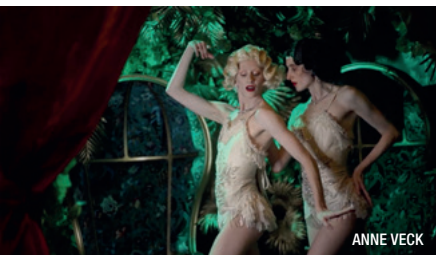
SHOW 3
Viktoria Vradii - Ukraine
Nuru Marcus Perkins - UK
Ryuta Tomono - Japan
Lucian Busuioc - Romania
Gorka Nevado - Spain

SHOW 4
Joseph Ferraro - UK
Luigi Martini - Italy
Rafael Bueno - Spain
Shogo Ideguchi - Japan
Pino Troncone - Italy

WINNERS:
Viktoria Vradii - Ukraine **Cut & Colour**
Alla Tkaciuk - Moldova **Mens**
Chen, Kuan Lin - Taiwan **Avant-Garde**

RUNNERS UP:
Sophie Hung - China **Cut & Colour**
Ayoze Medina - Spain **Mens**
Linda Schuster - Sweden **Avant-Garde**

SECOND RUNNERS UP:
Stephen O'Driscoll - Ireland **Cut & Colour**
Yu Wei Chuang - Taiwan **Mens**
Raluca Horvat - Romania **Avant-Garde**



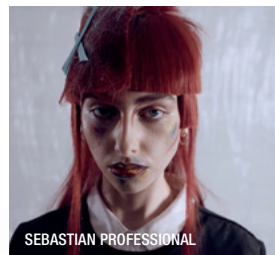
ANNE VECK



CARLO BAY



GOGEN



SEBASTIAN PROFESSIONAL



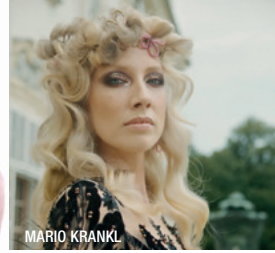
KLAUS PETER OCHS



SANRIZZ



MIKEL LUZEA



MARIO KRANKL



KEN ZHOU ACADEMY



TIGI INTERNATIONAL CREATIVE TEAM

Unt, idus volest,
consequi quatati
buscillent quibus,
optatior sim re
ratquae perciissus
seque nonet pore,
nihici de eost hil idite
cum hilitatio.
Aximporum.

THE ALTERNATIVE HAIR SHOW 2021

On Sunday the Alternative Hair Show was a display of truly outstanding presentations, translating this year's theme: ILLUMINARE.

Each year the support and devotion given by the fantastic hairdressing teams is both inspiring and humbling. Despite the difficult times through which we've all lived, these amazing teams did everything within their power to create entertaining, high quality presentations showing their finest work. There was no limit to their artistry and the audience watching live was treated to an extraordinary experience.

SHOW 1
Sanrizz "Blue Sky"
Klaus Peter Ochs "Mars Mania"
Anne Veck "Life At The End Of The Tunnel"
Carlo Bay "Contemporary Lights"

SHOW 2
Saco "Nuance"
Mikel Luzea "Spiky"
Sebastian "Phantom"
Ken Zhou "Tribute to Beidou"
Gogen "Reflex"
Robert Cromeans "A Face In The Crowd"

SHOW 3
Petra Mechurova "Strings Of Love"
Stevo Pavlovic "Roots"
The Altieri "California Dreamin'"
Babic "Crystal Fragility"
Tigi Creative Team "Metamorphosis"

SHOW 4
Laszlo Hajas "Desire For Freedom"
Rudy Mostarda "Relume"
Beauty Underground "Matilda"
Mario Krankl "Garland & Tinsel"
Dmitry Vinokurov "Elysium Of My Thoughts"

If you missed the show you can still watch it at <https://alternativehair.org/ahs-2021-shows/> where you can also make donations to Fighting Leukaemia.

Salon International London 2021

Three days of inspirational hair and engaging education at ExCeL London on 16-18 October - in an atmosphere of celebration to mark British hairdressing returning to its best.

From 16-18 October, Salon International 2021 put hair brands at the heart of the show, with a host of leading manufacturers coming together to share their latest innovations and product insight. There was ground-breaking styling tools powered by the latest in cutting-edge technology. Everyday salon essentials also meant the show provided hairdressers with the perfect opportunity to stock up, and to learn more about the newest market launches that will help drive business forward, fuel festive retail and get clients excited about returning to the salon.

SEMINARS AND BUSINESS LIVE

For those serious about education, the Salon International Seminars also provided the opportunity to go deeper. It presented in-depth, intimate sessions from Mahogany, Patrick Cameron, Sassoon Academy and TONI&GUY. These up-close-and-personal look and learn classes gave hairdressers the opportunity to indulge in the latest techniques; these covered cut, colour and styling and left guests empowered with new ideas for both creative and commercial work. The Business Live sessions were another must-attend for salon owners over the weekend. Packed full of relevant, practical ideas and advice, the expert panels covered a number of topics; these included sustainability, mental health, inclusivity and the shifting freelance model. There were also insights into launching a brand, recruitment and managing and maintaining a motivated team.





Salon Seminars: Mahogany



Schwarzkopf Professional



Salon Seminars: Mark Hayes for Sassoon Academy

THE BHAS 2021

Salon International also provided attendees with the opportunity to view and be inspired by the finalist and nominee collections for the British Hairdressing Awards, sponsored by Schwarzkopf Professional. A highlight of the show every year, the 2021 gallery of work proved beyond all doubt that British hairdressing is back to its best with outstanding creativity on display across all categories.

“It was incredible to be back at ExCeL for hairdressing’s biggest weekend,” says HJ’s Executive Director, Jayne Lewis-Orr. “We are so proud of everyone involved in Salon International – from the stage teams to the brands – for coming together and providing such a fantastic show. We’re thrilled to have been able to reunite everyone under one roof, and we can’t wait to welcome everyone back next year for a show that’s even bigger and better.”

Salon International 2021 put hair brands at the heart of the show, with a host of leading manufacturers coming together to share their latest innovations and product insight.

It was an event hallmarked by mask-wearing – sported by 29,600 professionals in fact, hosted in Hall 12 of Ifema Madrid.

There were three days of training and conferences, but also the opportunity for brands to launch their latest innovations in terms of products and services.

It was an event that highlighted the need and importance for the hair & beauty sector to be able to rely on a big annual event like this taking place; a trade fair capable of bringing the entire industry together and to achieve tangible returns in terms of investment by brands, companies and professionals; all eclipsed by



Salón Look



an international vocation which gives the sector the social recognition it deserves. The event was visited by Spanish professionals as well as by foreign hairdressers, mainly from Portugal, Italy, Colombia and Chile. This generated added value for everybody concerned, helping to consolidate Salón Look as a point of reference stretching far beyond national borders. New for this edition was the worldwide launch of The Hair MBA education platform and the

presentation of the Honor Award in Hairdressing to Lluís Llongueras. The second edition of the Ibero-American Image Consulting Congress also took place, as well as the fourth edition of the Business Meeting and the first Hairdressing Congress. Salón Look event highlight was the Club Figaro Spanish Hairdressing Awards, sponsored by Revlon Professional, which proclaimed Rafael Bueno Spanish Hairdresser of the Year.



The 23rd edition of Salón Look surpassed all expectations, with over 29,000 visitors in Madrid. Next appointment: 21/23 October 2022.

I'm hungry

SUPPORTING HAIR AND BEAUTY PROFESSIONALS AND THEIR CHILDREN

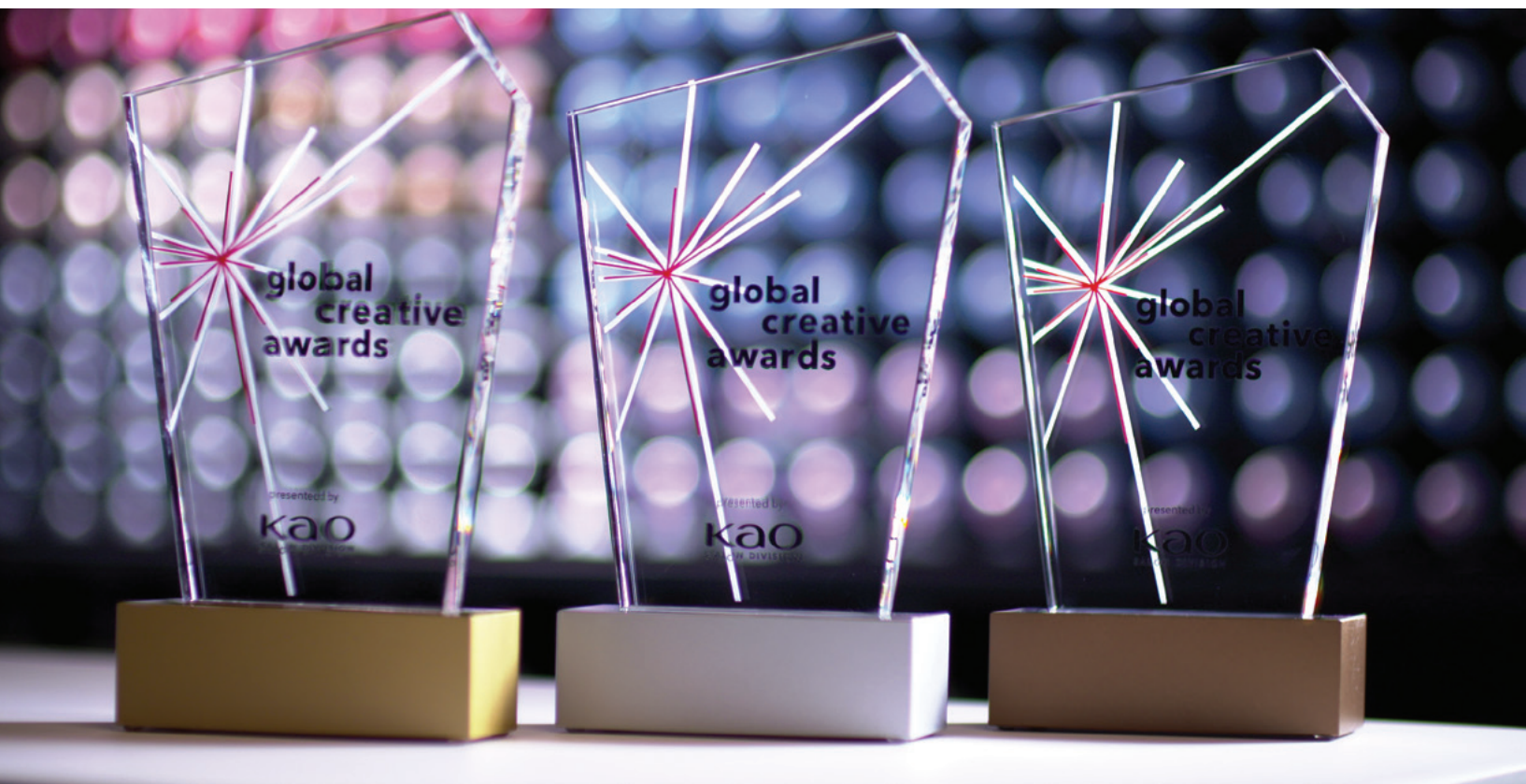
Together we can help make a difference supporting terminal illness, domestic abuse, homelessness, poverty, mental health, and financial hardship



**HAIR & BEAUTY
CHARITY**



Meet the Winners of the Global Creative Awards 2021



On 3-4 October, 2021, Kao Salon Division invited stylists from all over the world to the Kao Salon Virtual Experience 2021 to experience 48 hours of creativity and inspiration.

Artists from around the world shared the best in technical and artistic education in color, cutting and styling. And the highlight of the event was the Global Creative Awards with the live announcement of the final winners. For stylists from all over the world, the Global Creative Awards offer the chance to show off their full creativity - without limits.

The Global Creative Awards are an opportunity for stylists to create their own, unique hair look, showcasing their innovative skills and full creative vision. "The first ever Global Creative Awards proved that stylists around the world are ready to create inspiring images again, proving that despite the times we live in, Creativity Never Stops", said John Moroney, VP Creative & Communication.

New Talent Colorist of the year



TAIWAN

Harley Liu / *EROS Hair Styling*



GOLD WINNER



CHINA

Chloe Ng / *Mainstage Hairdressing*



BRONZE WINNER



NETHERLANDS

Britt Sturing /
Twins Hair & Beauty



global creative awards

GOLDWELL. KMS ORIBE

Men's Hairstylist of the year

GOLD



UKRAINE

Renat Murzahaleiev / *HDRM Salon*

SILVER



UNITED KINGDOM

Lydia Wolfe & Jack Mead / *Jack & the Wolfe*

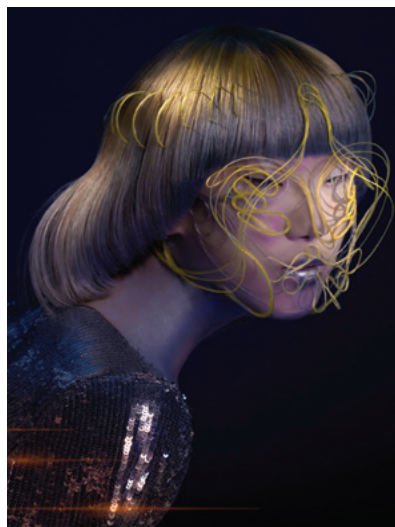
BRONZE



RUSSIA

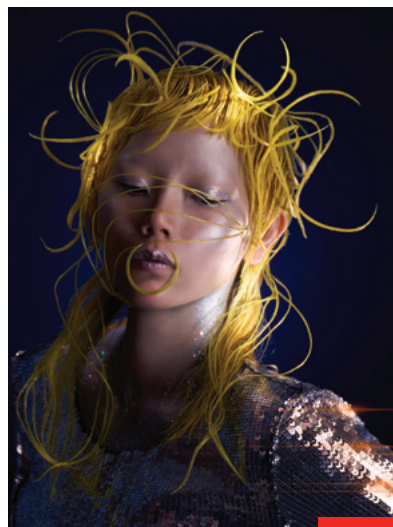
Rustam Mirasov / *Samedy*

Avant Garde Stylist of the year

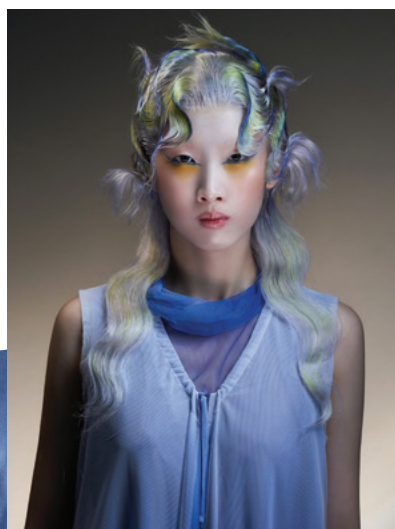


HONG KONG

Sean Chiu / *M Plus Salon*



GOLD



TAIWAN

Shi-Han Zhou / *EROS Hair Styling*



SILVER



CZECH REPUBLIC

Marcela Blechová / *Salon TOP*

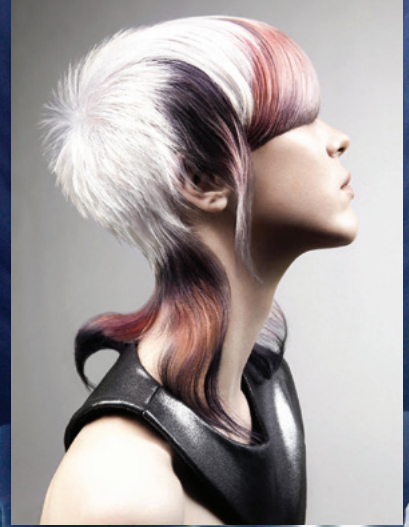


BRONZE

www.globalcreativeawards.com

Editorial Colorist of the year

GOLD



RUSSIA

Svetlana Zaytseva / Laimalux Academy

SILVER



UNITED STATES

Carlos Alvares / Trademark Salon

BRONZE



UNITED KINGDOM

Casey Coleman / CHAIR Studio

Salon Team of the year



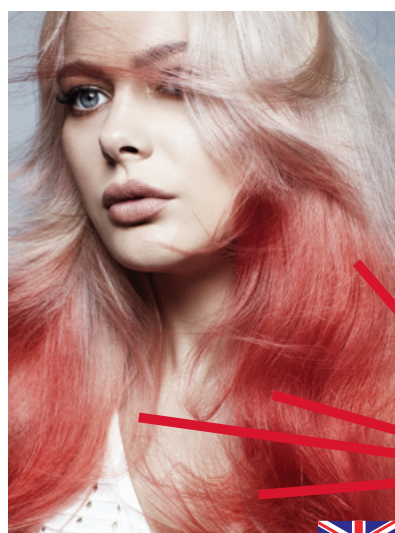
GOLD

NETHERLANDS
Hairstudio Infinity



SILVER

TAIWAN
K-Hans



BRONZE

UNITED KINGDOM
New Wave Hair



Global Creative Awards 2022

RETURNING LIVE IN 2022
WITH ALL CATEGORIES!



Let your ideas shine

Three things separate a true creative artist from a dreamer: extraordinarily creative ideas, the ability to bring them to life, and doing it so well that it inspires others to reach for greatness too. And you're a true artist. Everything you do shows this. You see the world as an opportunity. We get that. And now, we want to celebrate that. We invite you to share your work with us and the world. You have the talent; we have the stage for you.

Share your creative vision

// imagine: Let your imagination run wild. Envision your collection. What will you show the world? How will the colors, shapes and textures look? Once you have your vision, assemble your mood board to bring it to life. Review. Refine. Reimagine. Repeat until you're satisfied.

// create: Find your muse. Assemble your team. It's time for you to bring your vision to life. Be clear. Be focused. Push yourself and make it big. Make it great. Make it stand out.

// inspire: Now it's time for you to put your creation out there. Enter the Global Creative Awards and share your vision with the world. Impress our judges with your collection. Inspire the entire world. In 2022 stylists can compete in two different ways - the Technical Awards with three different categories and the Editorial Awards with four categories:

Technical Awards

Creativity that starts with a photoshoot and ends with a live technical competition.

// new talent colorist of the year.
// creative colorist of the year.
// creative haircutter of the year.



Editorial Awards

Four exciting categories of photo-only global competition that celebrate the ultimate in editorial creativity.

- // **men's hairstylist of the year.**
- // **salon team of the year.**
- // **avant garde stylist of the year.**
- // **editorial colorist of the year.**

The participants of the editorial categories have to compete globally in this Photo-Only International Competition. The Gold Winners of each of the technical categories deserve the recognition and reward for all of their creative efforts. In addition to their trophy, they will receive global editorial coverage with ESTETICA Magazines.

Take the chance to show the world what a true creative does: Imagine, Create and Inspire.

For more information and all of the requirements, rules and regulations of the Global Creative Awards, please go to www.globalcreativeawards.com



www.globalcreativeawards.com



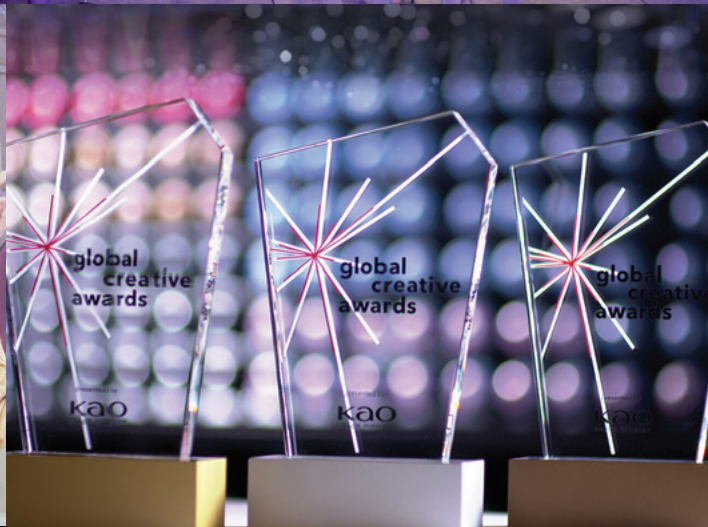
SAVE THE DATE

KAO SALON

GLOBAL EXPERIENCE

Oct 2-3, 2022

Amsterdam



The Kao Salon Family is looking forward to seeing you LIVE again at the Kao Salon Experience 2022!





Cosmoprof Worldwide Bologna 2022 returns in March, welcoming the main international players to the city's exhibition centre with the aim of creating new synergy while facing up to how the market is changing. "The 53rd edition of Cosmoprof Worldwide Bologna will be a moment of extraordinary importance for this sector," declared Gianpiero Calzolari, President of BolognaFiere. "We will be able to welcome guests from all over the world and rekindle the spotlight on the excellence, innovation and creativity that have allowed our industry to cope so well with the unpredictability which has dogged us on an international scale." Enrico Zannini, General Manager of BolognaFiere Cosmoprof S.p.A added: "There is a desire to return to doing business in person, to discover new ideas and make new partnerships and friends. The 2022 edition will be a constructive and

Cosmoprof Worldwide Bologna 2022

From 10th to 14th March 2022, Bologna will rekindle its spotlight on excellence across our industry: with everything from packaging to beautiful hair.

stimulating event, to help manufacturers, brands, buyers, distributors and retailers from all over the world to find new ideas." The fair will take place following all the safety protocols following all the safety protocols. From Thursday 10th to Sunday 13th March, the pavilions dedicated to the Cosmopack production chain and to the retail and perfumery sector with Cosmo | Perfumery and Cosmetics will be inaugurated, while from Friday 11th to Monday March 14 Bologna will welcome professional operators with Cosmo | Hair &



Nail & Beauty Salon. The area most influenced by innovation and new technological solutions is Cosmopack, which covers all aspects of the supply chain while the section in Hall 19 will be dedicated to leading companies specializing in machinery and production solutions. Hall 15 is confirmed as the destination for international manufacturers specializing in offering a full service, while Hall 18 will focus on the OEM sectors and packaging. In Hall 20, alongside innovations in the machinery sector, there will be space for companies specializing in packaging.

PROFESSIONAL SECTOR

Companies specializing in products, accessories and furnishings for hairdressing salons will be on display in Halls 25, 31, 32, 33, 35 and 37. On Hair returns to Hall 37, the new, recently inaugurated BolognaFiere space with over 8,000 seats. It will host the most engaging hair shows with teams and experts known all over the world for their innovation and creativity. Products and services for professional beauty, spa and nail will occupy Halls 28, 29, 30 and 36. There are also many other initiatives scheduled: Cosmo Onstage, the stage dedicated to the news of the beauty and hair

sectors, will host Masterclasses - the new Cosmoprof higher education project, with the participation of organizations and professional trainers; World Massage Meeting will give operators in the beauty sector opportunities for discussion, training and updating; Wunderkammer, the cool beauty salon, will welcome the videos of exhibitors with the most innovative products, equipment and treatments.

PERFUMERY

There are many areas dedicated to the most innovative and top companies, starting with Cosmoprime, the pavilion dedicated to selective high-end cosmetics. It will host premium and luxury brands with a strong vocation for sustainability. Also confirmed is the Zoom on Emerging Prime, a special area where 15 selected companies will bring new ideas on ingredients and formulations, product usage and new features of consumption. The Extraordinary Gallery will welcome companies with innovative concepts in terms of formula and packaging, while the round tables and insights from CosmoTalks will complete what the exhibition has on offer.

www.cosmoprof.com



Cosmoprof Worldwide Bologna is supported by the Ministry of Foreign Affairs and International Cooperation and by ICE - Agency for the Promotion and Internationalisation of Italian Companies Abroad, as part of the plan to promote the Made in Italy label.

Grey Coverage: Think 10 Minutes!

Yes it's true: LumiShine LUMI10 from JOICO delivers 100% grey coverage in just ten minutes. What better way to make your working day so much easier to manage!?

For hairdressers, time is always of the essence. Despite planning your diary down to the minute, things come up and time can run away from you. The brand

new fast-acting colour range from JOICO was designed to shave precious minutes off your developing time. LumiShine LUMI10 delivers 100% grey coverage in ten minutes! Think high pigmented hair colour that provides results your clients are guaranteed to love, and with a ten minute development time makes your working day so much easier to manage. Featuring a new fast-acting activator alongside a formula with the trademarked JOICO Quick Coverage System, colour has never looked so good. The 'joi of healthy hair' means this colour range is packed full of nourishment. Bond-building ArgiPlex helps to protect hair with arginine, an amino acid crucial for hair health



and strength. The dedicated LumiShine LUMI10 Accelerator is pumped up with an extra 0.6% of peroxide (compared with traditional 20 vol developers). The exclusive Quadramine Complex from JOICO, a blend of proteins low in both molecular size and weight, adheres quickly to each strand to help reconstruct hair from cuticle to cortex. Make your festive season in the salon run like a dream with this magical launch from JOICO. Colour processing and coverage is efficient and effective, and hair is protected, nourished and glowing.

Visit www.joico.eu and embrace the joi of healthy hair!



This brand new fast-acting colour range was created to shave precious minutes off your developing time.



5 Ways to Boost Salon Potential

With a century of hairdressing heritage to its name, Takara Belmont knows a lot about what goes into creating a successful salon!



When it comes to delivering first class hairdressing and achieving success your interior setting, hairdressing and technical expertise and your furniture and equipment choices define every customer experience. With a Century of hairdressing heritage, Takara Belmont shares 5-ways to exceed your creative and commercial potential.

CUSTOMISE

Chairs can be customised* from a range of upholstery colours and textures to complement your brand, just like Blue Tit, London who customised the Harp styling chair in their signature blue. Contrasting piping, metalwork styles and base options are also among customised features, with many options across the furniture range - from different veneers and working surfaces to detailing and accessories that make them truly yours.

MOTORISE

Upscaling to a motorised chair or combining a motorised option with traditional chairs brings a new service dimension. Gielly Green, London has integrated the Inova EX into their salon to great effect, creating a special feature for their discerning clients.

REVOLUTIONISE

The Roller Ball F and Spa Mist II processors present two technologies that enhance colour and technical services, and generate additional income. Roller Ball F was a global sensation when it was first introduced, cutting processing time by half and delivering more vibrant, durable results. Over 30 years on, it continues to transform colour with Trevor Sorbie among its highest profile fans.

Spa Mist II also enhances colour results, as well as the outcome of treatments and other chemical processes, including improving

scalp health and delivering spa-style hand treatments. Working in perfect harmony with prestigious Yume DX shampoo system, this pairing allows salons to offer the ultimate in luxury at the backwash.

VISUALISE

Takara Belmont's Salon Design service is free** to customers investing in their equipment. Their team draw on international influences and decades of design experience to make your vision the talk of the town and attract clients from miles around.

COMMERCIALISE

Salon Design helps you on your journey to the perfect salon by making sure that your space is maximised and other service opportunities are considered that can expand your service menu, and accelerate your commercial performance.

For more information visit
www.takarahairstyling.co.uk

** See individual chairs and equipment for customised options as these vary*

*** Free Salon Design subject to spend minimums and T&Cs*

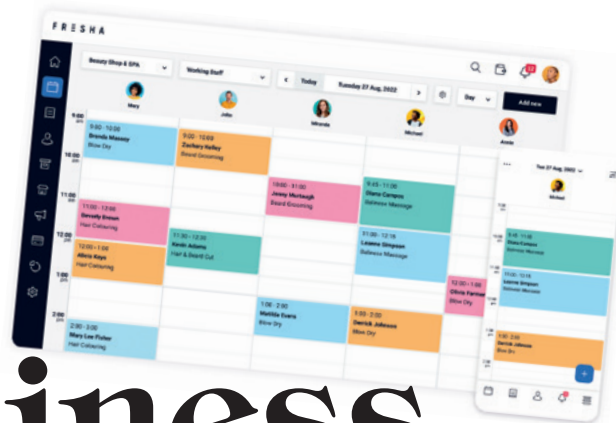


Empower Your Business

Top salon software from Fresha is FREE for hair and beauty businesses!



"Fresha marketplace actively connects our partners to people searching for hair and beauty services in their area," explains CEO and Founder William Zeqiri (below left with Co-founder, Nick Miller).



In an online, digital and mobile-centric world, technology is enriching the hair and beauty industry with booking software and apps now integral to running a salon business. However, not all platforms are the same. Every now and then, something truly game-changing emerges that redefines the market and sets new benchmarks by which all other software providers are measured. Fresha is such an innovation!

GLOBAL SUCCESS STORY

With over 60,000 partners and 200,000 beauty and wellness professionals in 120 countries - from freelancers to multi-outlet businesses - Fresha is positioned as the world's fastest growing salon management platform. With its intuitive, user-friendly modern interface, and wide range of free-to-use features, it has also become the most popular platform for salons and spas.

100% SUBSCRIPTION FREE

Fresha is a 100% subscription-free platform with unlimited team members, bookings, locations and transactions among its free-to-use features. Fully integrated reporting, POS and unlimited inventory are also included, with low cost-per-transaction rates via the App or in-store card terminals ensuring fast and secure payments.

SUPERCHARGE GROWTH

Key to the success of any salon business is attracting new clients and retaining existing ones, and by

joining Fresha, partners gain access to Fresha marketplace - the ultimate search engine for hair, beauty and wellness services. This generates appointment bookings for partners that are boosted by reviews, so consumers can book online with complete confidence.

FRESH A MARKETPLACE

This seamless end-to-end experience helps generate new clients for partners, as well as protecting their incomes:

"Fresha marketplace is one of our greatest innovations, as it actively connects our partners to people searching for hair and beauty services in their area," explains CEO and founder William Zeqiri. "We've already processed over 250 million appointments worldwide and this feature allows partners to promote their business, attract new clients and exceed their commercial potential."

Co-founder Nick Miller goes on to explain why Fresha is free, and why Fresha is urging salon businesses to stop paying for software: "Fresha gives salons free access to innovative software and our business grows as they attract more clients and generate more revenue. Salon businesses should only pay for software when it's working for them and this partnership philosophy means that we collaborate and grow alongside our partners. This is the Fresha way."

Join Fresha FREE now by visiting <https://www.fresha.com/for-business>

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The "Green Paper" mark is synonymous with quality and respect for the environment

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EDITORIA DI SETTORE



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REVITALISING NATURALLY GREY HAIR*

**FREE OF COMMITMENT.
FREE OF DAMAGE.**

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NEW 'Mastering Grey'
studio course and online seminar.



Learn more about the
NEW products and services here.

*Combining: Free of perfume and alkalisers such as ammonia or ethanolamine oxidative grey pigments pH7