

MAGAZINE
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THE BUSINESS OF CANADIAN BEAUTY AND STYLE

*Must-have products,
backstage at Fashion Week,
plus all the latest in hair,
makeup and nails for fall*

Trend Report

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Trend Tracking

Bring this fall's hottest looks into your salon. From hair to nails, here are the latest styles for your clients, straight from 2011's best catwalks.

The beauty beat of the season:

- A new palette of browns
- Bolder brows
- Colourful, textured nails used as accessories
- Feathers as hair accents
- Spidery lashes

Ladylike (or Not)



Tempting Tresses

Starting off the fall lineup, chunky and chic or thinner and feathered braids are the ready-to-go hair of the season. "To add a feeling of 'tribal-coolness' we plaited a braid on each side of the head, then gathered the bottom half of the hair along with the braids to create a long ponytail with a bungee band," says Nick Irwin with the TIGI Creative team at London Fashion Week.

Butch/Femme

Short, sleek hairstyles ruled

the runway in Milan. Quiffs were all the rage at Dolce & Gabbana, where Redken's Guido Palau pinned up a French twist, leaving out small wisps of hair, which he coated with styling wax to create 'mock' sideburns. Not for the faint of heart... "Handsome beauty" is how Wella global creative director Eugene Souleiman dubbed the new look.

The Big Tease

Fall's '60s-inspired bouffants mean the return of hairspray. Big time. The look is either

total glam—Hitchcock heroine—or more nonchalant and dishevelled. Think 3 am hair after a wild party on the town. Sam McKnight added coloured streaks to his ratted-out hair rolls at Fendi.

Uptown Updos

The *Mad Men* saga continues on the catwalk with '60s flashbacks reminiscent of a more formal and elegant era. At Toronto Fashion Week, a three-tiered, superbly executed updo—complete with a dainty bow of hair on a bouffant crown—

perfectly embodies the mood.

"The Jason Wu hair for this season is elegantly chic—like a piece of art. The ends of the hair are coated in 24-karat gold leaf and shaped like a feather, echoing the gold accents and feathers from the collection."

— Odile Gilbert for Aveda

Feeling Gilt

In step with the 24-karat gold facial of this year, hair takes on a decidedly luxe tangent for fall, particularly at New York Fashion week.

PHOTOS: RYAN FRANCOZ, MENSWEAR PHOTO COURTESY OF AVEEDA



For the Boys

Deconstruct and Disconnect

"Just like for women, men's hair tends to be structured, yet disconnected, giving it a messy, wavy look," says Joshua Gambrell, a Eufora stylist from Lotus Salon in New York City. Jorge João, Redken artist and owner of KOI Hair Studio in Brampton, Ont. agrees. "We're seeing tapered and short, but with length on top. Long fringes and sweeps that are

versatile and can be worn up, but also down. There's a lot of disconnection with a rockabilly, James Dean inspiration."

The Guy Pony

While a ponytail for women continues to be popular, the guy pony is even hotter. "Last season, everyone looked like they just walked out of a sawmill, wearing plaid shirts, beards and messy hair. This season, they're clean-shaven

and the hair is neat," says Gambrell.

Retro Style

"The men's shorter hair trend is still pulling influence from *Mad Men*. But this fall's take on it has the hair on top getting longer and the sides getting shorter," says Gambrell. "It's an exaggeration of what we've seen in the past. The sides are shaved, but it does have clean lines. Men can use pomade to slick it back when

they're wearing a suit or going to work. If they're in a rock band on the weekend, they can wear it messy, with a lot of texture."

"At Christian Dior, we saw a type of wet look with a distinct part. Hair seems to be going from one extreme to the other, either a style like this or dry, textured, disconnection."

- Jorge João

Fall Faces



Face Framers

"The strong brow is making a comeback, almost an androgynous look," says Melanie White, Contessa Makeup Artist of the Year 2011. "And you'll see your usual fall palette of coppers, avocado, violet and khakis."

The Eyes Have It

White predicts that there will be neutral lips with a bit of gloss—a flashback to the '60s—with

more attention put on the eyes, which will be glossy, as well.

Free for All

"There are no rules this season in terms of a bold eye with soft lips or bold lips and soft eyes. Anything goes," says Eryn Shannon, a Push The Talent makeup artist who worked backstage at Jeremy Laing, Alexander Wang, Alice + Olivia, Creatures of the Wind and Donna Karan this year.

Bold is Beautiful

According to Shannon, the hottest fall trend is a bold lip with colours ranging from red to deep purple. "Deep '90s grunge-inspired plum lips, neutral monochromatic brown tones for eyes, lips and cheeks, and metallic shades of silver and gold will be the hot colours this fall," she says. Or try a deep berry-stained lip with gilded metallic eyes and skin. "As long as you balance the look and

stick to the same colour family—such as all cool tones or all warm tones—it will work," she says.

Finger Painting

Both makeup artists agree on finger application. "Working with the warmth of your fingers with cream-based products will help achieve this season's looks. The makeup should look like a stain," says Shannon. ▶

Runway Survival

Fashion show hairstylists dish out their secret "it" products and tools for backstage

By Noelle Stapinsky

Stylist	Show(s)	Must Have
<p>■ Bruno Racine, artistic director of Ottawa Fashion Week</p>	<p>Ottawa Fashion Week</p> 	<p> "I use all of Rowenta Beauty's tools, especially the 2 in 1 Ceramic Ionic Curling Iron. Its heat and versatility allow me to create and change models' looks quickly. This is important, as backstage can get very hectic."</p>
<p>■ Chad Taylor, Joico stylist and educator</p>	<p>International Fashion Weeks – 15 seasons in NYC and eight seasons in Paris.</p> 	<p> "Mason Pearson brush - amazing for blow-drying and finishing. A staple backstage on every show!"</p>
<p>■ Grace Tartaglia, Cityline hair expert</p>	<p>Louis Vuitton by Marc Jacobs</p> 	<p> "Fall 2011 runways' most coveted hair trend was the luxurious, luminous hair most visible in the Louis Vuitton collection by Marc Jacobs. The best asset to the rich textures and golden colours of Vuitton bags, shoes and clothes is the shiny hair for which treatment oils, such as Orofluido Beauty Elixir and its accompanying hair-care product range, are a must."</p>
<p>■ Paul Pereira, national trainer for Schwarzkopf Canada</p>	<p>Lead stylist for the Lucian Matis 2011, David Dixon 2011, Betsey Johnson 2010 and Chanel.</p> 	<p> "A curling iron! Used in a modern way to put texture in an undone feel to the hair. And OSiS+ Dust It is a must. Working with long hair and needing the look to last, Dust It allows me to get texture, volume and longevity."</p>
<p>■ Jennifer MacDougall, international portfolio artist for L'Oréal Professionnel</p>	<p>A variety of major runway shows in NYC including L.A.M.B. by Gwen Stefani and Rachel Roy.</p> 	<p> L'Oréal Professionnel Infinium 3 spray for setting the hair to ensure a brushable hold and L'Oréal Professionnel Texture Expert Mousse Volupte, that was applied to dry hair and blow dried in to add support and volume.</p>
<p>■ Morgan Roy, Aveda Canadian creative team</p>	<p>New York Fashion Week</p> 	<p>Aveda's Control Force. It has a really firm hold, but it brushes out. If you don't want to use a bobby pin or hair elastic, you can get hold from the hairspray. Also, a Mason Pearson brush. You won't know the difference until you own one. It just combs hair differently.</p>
<p>■ DJ Riggs, TIGI artist</p>	<p>Erin Fetherston, Milly, Yigal Azrouel, Lake and Stars, Halston, Diesel, Richard Chai</p> 	<p>I can't live without my YS Park brush, it's a modern version of the Mason Pearson; the grooves in the handle of the brush makes control and dexterity easy, even with product on your hands. TIGI Catwalk Root Boost is one of my go-to products because it is a multifaceted product that allows you to create texture, hold, and volume depending on the desired look.</p>
<p>■ Jan Rudolph, Redken Canada artist</p>	<p>Atlantic Fashion Week</p> 	<p> "I love Redken Fabricate 03 because it's just the right amount of control to work and rework runway styles. It's such a nice fine mist that you can use as much or as little as you like, it's great heat protection, lightweight, remains brushable and is never sticky. To achieve the looks, I used a one-inch Marcel iron for looser curls or waves, or a 3/4-inch for curlier styles. It rolls well in my hand and is easy to control so I can do a great set."</p>
<p>■ Joshua Gambrell, Eufora artist</p>	<p>NAHM – Collaboration between Ally Hilfiger and Nary Manivong</p> 	<p>"I won't touch hair without my pure boar bristle Mason Pearson brush. It's great for working on models with fine- to medium-textured hair. Also, the Eufora Elevate finishing spray is amazing. It's not a wet spray; it's workable with hold, and you can layer it."</p>