

www.MktgSols.com

MktgSols@MktgSols.com

FAX: 703-934-5490

## FOR IMMEDIATE RELEASE:

## **FOR MORE INFORMATION CONTACT:**

Hannah Mayo, Marketing Director or Larry Oskin, President ● 703-359-6000 ● FAX: 703-934-5490 ● EML: Hannah@MktqSols.com

## Fall Hair Fashion Trend Predictions

Expert Advice From Nicholas French, Creative Director for SO.CAP. USA Hair Extensions

Mahopac Falls, NY It is common knowledge that celebrities usually inspire fashion and hairstyle trends. Nicholas French, international award winning hairstylist and National Creative Director for SO.CAP. USA Hair Extensions is happy to share his hair fashion trend predictions for Fall 2010. You don't want to miss out on this must-read, must-know information!

The newest and most exciting trend will be the use of temporary hair extensions for length, volume, texture and even haircolor. In times of recession, we tend to be more adventurous with our hair and makeup because we want a distraction from the current economic downturn. Escapism is something a lot of us need, even if it is subconscious. This means people will be more extreme on a temporary basis.

Variable Lengths: Years ago, most everywoman had a similar hairstyle with the same three or four popular looks. With the availability of hair extensions and accessories, today it is more about individuality. Thanks to professional salon hair extensions, we can now change our hair length on a daily, weekly or monthly basis. Generally speaking, mid-length to long tousled hair will be popular this fall.

New Texture & Style: Full hair, big hair, shiny hair and fresh looking styles are what people have on their wish list. Movement will likely be the most noticeable trend. A new surprising trend will be crimped hair. Many will start wearing the sectional crimp again, but this year it will look more like embossed hair rather than the 1980s ironed hair. Strong bangs are also going to be popular again. A lot of people are going to want them thicker rather than finer, thus creating a heavier bang. When you have bangs, have your stylist cut the rest of the hair so it is choppy, keeping the bangs heavier. Remember to also keep the rest of your hair really loose and disheveled looking.

Creative Haircolor: Color will be a huge aspect of hairstyle trends. Don't forget that your hairstylist can really make a difference with haircolor. A new trend this year will be the idea of haircolor without the use of chemicals. Semi-permanent and temporary hair extensions are your top choice for haircolor without chemicals. SO.CAP. USA Hair Extensions currently offers 86 haircolor shades, providing you with endless possibilities in just a matter of minutes if desired! Fantasy haircolor shades have become a bigger trend in the past couple of years for fashionable women of all ages. This year, we will see a lot of cool greens, blues and purples, besides the traditional warm tones. Instead of using the harsh tones of these haircolor shades, we will use the soft shades. It will not look like the "punk-rock" style but instead a more elegant and thought out haircolor choice.

Upstyles: Upstyle hair designs are perfect for weddings, special occasions and any fun night out on the town. A lot of hairstylists use clip-ins, wefts and adhesive extensions to fatten up your hair and add color for any upstyle. For example, skinny bangs can have new substance with hair extensions. Also remember that most celebrity upstyles are created with hair extensions, hair pieces, topettes and make-shift hair. If you want that red carpet style, ask your hairstylist about extensions!

With a new season approaching, remember that asking for consultations with your stylist is the key to any successful salon visit. To leave the salon with your desired look, you and your stylist need a long term plan for your hair!

Photographs Available **Customized Feature Stories Available Upon Request**