



# MARKETING SOLUTIONS

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## Fall Into Perfect Seasonal Style

By Laura M. Nolan

### New Seasonal Hair Trends

In today's fashion conscious society, it is understood that a woman's hair is her most important accessory for everyday image. Just as clothes and wardrobe color tones change with each new season, so can haircuts, colors and styles. There is no single haircut or hairstyle that is perfect for every woman in today's society. Nor, must women devote themselves to the same haircut or hairstyle for any length of time. Every woman is unique and individual, as is every hairstyle. Now, we must begin to act on the principle that no **seasonal** hairstyle is the same.

The summer is over. Your tan is fading and the bleached blonde ponytail, that you used to keep your hair from creating tan lines, is no longer serving a purpose. On the beach, hair doesn't much matter. Who's wearing or not wearing which bathing suit takes priority. However, once the summer sizzles down and leaves begin to fall, it's ready to take on a new direction. The Fall and Winter are times to really let your hair do the talking! While we are covering up our other admirable features with layers of clothes to keep warm, it is imperative that our hair be top-notch and highly noticeable!

### Hot New Haircolor

As clothes begin to mirror the Fall, we will see more browns, reds, golds, and warm auburn tones in a new level of bolder and more dimensional haircolor fashions. Robert Lewis, owner of the famous Salon Platinum Aveda Spa and Robert Lewis Salon, both located in the Montgomery Mall in Bethesda, MD, has shared some of his insights with us. Lewis notes, "Bleach will most likely take back burner to bright reds and warm browns. Now these trends, of course, vary depending on what color your skin and natural haircolor are. Some women can pull off electrifying red highlights with flying colors. Others may want to stick with less daring, but equally stunning, shades of ginger, auburn, burgundy or mahogany."

There is a whole spectrum of Fall shades to choose from. Lewis adds, "Just make sure that you communicate well with your hairstylist before deciding on anything too bold. There are so many new lines of haircolor that there are an abundance of choices." With proper communication, your hairdresser should be able to find exactly the right color for your skin, eyes, and most importantly, your lifestyle. Don't be afraid to look at a salon's professional haircolor swatch charts and to bring in some photographs to illustrate your desires from hair magazines.

Although the newest and most popular trend of very bold chunky haircolor highlighting will most likely stay its course this season, some women will chose to go back to an earlier time, when looking naturally blonde, brunette, or redhead had more value. Multi-level haircolor and multi-dimensional highlights will definitely be a trend to keep an eye out for. A mixing of warmer colors with blonde shades creates a look which is easy to love, and usually pretty easy to maintain.

### Fresh Haircuts & Styles

Today's hairstylists realize that what makes a *'good'* hairstyle a *'great'* hairstyle is easy maintenance between salon visits. If you can create the same hairstyle at home that your hairstylist did the day of the haircut, they've done their job well.

One important thing to ask for when you go in for your next haircut is a personal haircut and haircolor consultation. Next, ask whether or not your hairstylist uses a razor to create layers. This method of haircutting has become extremely popular lately and has dramatic effects on the newest layered hairstyles. If you are looking for the best texture, look for a hair designer who uses both shears and a razor. One downfall to razors is the potential of split ends. You may have to get your hair cut a bit more often, but if you find the right person, it will be worth it.

Whereas layering and texturizing was formerly a symmetrical endeavor, nowadays, you can find layers as messy and free as you can imagine. The right cut, however, will compliment both your face shape and hair texture. Short cuts and fringing will be used to bring out the natural beauty in face shape and facial features. More popular than the flip-under bob, which was all the rage a few years ago, today, the flip-out bob is making its way to the runways and magazines.

### **This Season's Helpful Hint**

If you don't already have one, get a professional flat iron. Straight-as-a-board hair is in and will stay in. No -- don't go pull out your mom's iron and lay your head on the ironing board! Go to a salon or a beauty supply store and invest in the most expensive one they have to offer. In this category, price absolutely does indicate quality. Even bouncy curls can be turned into stick-straight trendy dos. If you already have straight hair, forget the iron. Go out to your local salon and pick up some professional straightening balm, pomade or blow-dry serum. With a blow dryer and the right haircare products, straight-haired women can look just like Brittany, without the iron!

For those of you who already have natural or permed curls, or just want them, look to Sarah Jessica Parker for some advice. Messy, voluminous, curly dos are definitely back in again! Your sexy new curls should be accentuated by dramatic highlights and lowlights, but loose flowing curls are what we will see this season. Be sure that you have a diffuser, and pump up the volume with volumizing shampoo, conditioner, mouse and gel.

### **Getting What You Really Want -- Versatility!**

This Fall, versatility is key! One haircut should be able to produce a number of diverse hairstyles for you, with the appropriate advice and styling products. You can have one haircut that gives you hairstyle options for night and day, fun and business.

Remember, your hairstyle is your most important fashion accessory. Be prepared to make a new hair fashion statement! Whether it's a new haircut, haircolor or a total hair fashion and makeup makeover, now is the time to make yourself more exciting. Seasonal hair and fashion updates are always great for adding a new spark to your career and your social life.

Just because the weather is changing, it certainly doesn't mean you should give up on your hair! Now is the time to show it off! Flip through this month's magazines. See what the stars are doing. Look for models with similar facial shapes to you and consider their haircut, haircolor and hairstyle for yourself. Make yourself a local celebrity, by becoming a hair fashion trendsetter this Fall. Be daring. Be beautiful . . . And **Good Luck!**

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