

MODERN



February 2016

SALON

family friendly

Haircuts for babies, boomers
and everyone in between.

KA-CHING!

Planning for a healthy
financial future

colorfest preview

Top colorists,
education and
trend forecasting
at America's
Beauty Show

Cutting Edge

Fringe, pixies and cuts for
any client with any texture.

Hair: Chrystofer Benson for Matrix



Carte Blanche

When is it okay to do a cliché and predictable haircut? The answer is never. Even if a client requests "the usual" and expects it, it is up to the professional to customize and personalize the look to keep the client satisfied and coming back.

Hair: Rusty Phillips, assisted by Adrienne Bernat Emery
Photography: Roberto Ugresti
Makeup: David Maderich for Mehron Cosmetics
Fashion styling: Rod Novak, assisted by Dennis Potts
Nails: Gina Tiziano for Essie

When a fun opportunity comes our way, we jump on it. Industry PR executive Elizabeth Young contacted MODERN to let us know both she and her mother, Susanne, had been growing their hair out for years and were ready for a makeover. Would we be interested? YES YES YES.

Fortunately for us, this request came right before our most recent Artist Session (MODERN's photoshoot workshop) program. Rusty Phillips, owner of Belle Époque, Kansas City, Missouri, was attending, and we thought he would be the perfect artist to transform the duo.

"The consultation was key here," Phillips says. "Elizabeth explained that whenever they got a makeover in the past, they always got the go-to 'Asian bob' with bangs. I didn't want to give them something that they always got."

Mother Susanne requested keeping some length, but daughter Elizabeth gave Phillips carte blanche, adding the magical, "Do whatever you want." Although tempted to give each the same cut to make it an interesting photo and story, he instead treated each "client" separately and gave each an age-appropriate, personalized, unique shape.



Susanne

"Susanne is in her early '70s," Phillips says. "She's always had a classic bob in the past and was looking for a fresh shape somewhere at the shoulders. She has beautiful hair and a lovely disposition. She was soft and quiet when I first got started, and I wanted to create something that reflected her personality." Phillips was surprised by how much texture was in her hair. After adding some gently layered graduation, a slight face frame and wispy fringe, he finished by adding controlled slicing along the surface to loosen her hair.

1. Remove the length.
2. Point-cut below the nape to the desired length.
3. Take diagonal sections from along the occipital and direct back. Point-cut to blend into the length.
4. Blend up to the crown.
5. Direct fringe forward and lift. Cut to the desired length.
6. Direct sections from the sides forward, elevate and point-cut to blend.
7. Point-cut internally.
8. Comb hair as it is to be worn. Point-cut into ends for texture and movement. Slice along the surface to texturize the hair.

