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'Tis the Season: Holiday Style and Color



Hopefully, the slow economy and falling stock prices won't put a damper on festive gatherings this season. In fact, don't be surprised if your clients are already booked with celebrations from now until next year. Everyone could use a lift so why not amp up the cheer level with some great holiday 'dos? Here are a few merry styles and joyous color ideas to ensure lovely holiday locks.

Joyful 'Dos

The holidays are special so the prom approach doesn't cut it and a simple blow-out is just too... simple. Instead, offer your client a sexy, fabulous look to make her season bright.

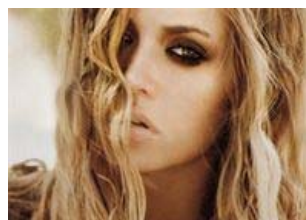
Celebrity stylist **Orlando Pita's** "friendly Amy Winehouse"—a soft-swept ponytail—is sweet and sexy, and perfect for holiday merrymaking. "It's a sixties-inspired, exaggerated beehive with a graceful tail," Pita explains. To create this look, he applies a volumizer to damp hair and blow dries with a boar bristle brush, curling hair under as he goes. A little more volumizer into dry hair (he likes T3 Elevate) will provide additional volume and texture.

Next, he creates a side part (pick the best side) and backcombs the entire head, 3-4 inches from the root. On the opposite side of the part at the back of the head, he sweeps all the hair over to the side and places a row of bobby pins from the bottom of the hairline diagonally to the center of the top of the head. Next, he brings all remaining hair over, making sure to retain as much volume as possible on top. Continuing, he starts rolling hair from the top, securing with pins along the way. Finally, he lets the ponytail hang loosely at the side of the head.



Finish the look with your favorite hairspray and shine spritz (Pita prefers T3 Control and Polish) and voila! A holiday look that's ready for anything, even the in-laws!

Tip: Add a special accent with a glittery brooch at the top of the tail.



Phillip Wilson, Global Creative Director for FHI Heat, says, "Be fabulous over the holiday season, in spite of any bad economic news. It's a time to look and feel glamorous." For a festive look, create lift and dimension on shoulder-length-or-longer locks by 'fast-setting' with braids and heat. Divide the two top layers into one-inch sections and braid each section loosely. Don't braid too tightly, Wilson warns, as it will prevent even, rapid



heat distribution. Grab your favorite styling iron and move it down each braid, from scalp to ends. Repeat this process over the entire head to ensure a proper set, then let the braids cool completely. Once cool, open the braids and work in a shine gloss like FHI Heat Hot Sauce. And, warns Wilson, don't brush the braids out!

Tip: For a funky downtown look, leave the ends straight. For more polish, turn the ends under with the iron.

For another holiday style, use your favorite styling iron (Wilson loves the FHI Heat Technique G2), to create a sophisticated "under-over" effect on shoulder-length (or shorter) hair. "On one layer," he explains, "flick the ends up, turning the wrist away from the face. On the next layer, reverse your direction, flicking the ends down toward the face." Repeat this process throughout the whole head, making sure to flip the final layer up.

Tip: Look to future First Lady Michelle Obama for inspiration when creating this textured style.

Ornamental Accessories

This year has been all about hair accessories, so keep the trend going through the holidays. The "hippie" style headband fashioned from sparkly fabric or pretty rhinestones is a fun option for younger clients with long, straight hair. Delicate brooches and jeweled barrettes add just the right amount of shimmer to any holiday look.



Cheerful Color

The perfect accessory for a stunning holiday look is equally stunning hair color. Formulate shades that warm up locks like a cozy fire on a winter day.

Offer multi-dimensional color, suggests **Melissa Johnson** of **Patrick McIvor Color Studio** in Pennsylvania. "Weaving two shades of highlights throughout brunette hair, adding lowlights and texture to blonde hair and using russet and copper lowlights in red hair all add dimensional richness to the color," she explains. Two of Johnson's favorite color combos are:

Dark Brunettes – alternate mahogany with rich caramel.

Try the new Redken Spotlight Collection Color Fusion Mahogany Glam shades: 1oz. 7MV Birch +

1oz. 30-volume Pro-oxide and Redken Double Browns GG: 1oz. GG + 2oz. 30 volume Pro-oxide

Warm Blondes – use a soft sunset-gold lowlight.

Mix Redken SEQ: ½ oz. 08C Cayenne + ½ oz. 07GB Butterscotch + 1oz. Processing Solution

Mia, a sought-after Bay Area colorist suggests scheduling your client for a glazing service when she comes into the salon for a holiday style. Shiny, healthy hair will brighten up a dull winter day in a flash, and that's what glazing produces. "If your client's color already looks good, a glaze will give it some oomph!" she says. "A clear glaze will improve hair's texture and shine and a tinted glaze will brighten golden tones, soften brassy tones and enrich redheads." If your clients are cash-strapped and can't get in for six-week touch-ups, avoid creating super straight or slicked back styles. "This will only draw attention to the roots," Mia warns. Instead, opt for a textured or curly style until she returns for her next appointment.



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