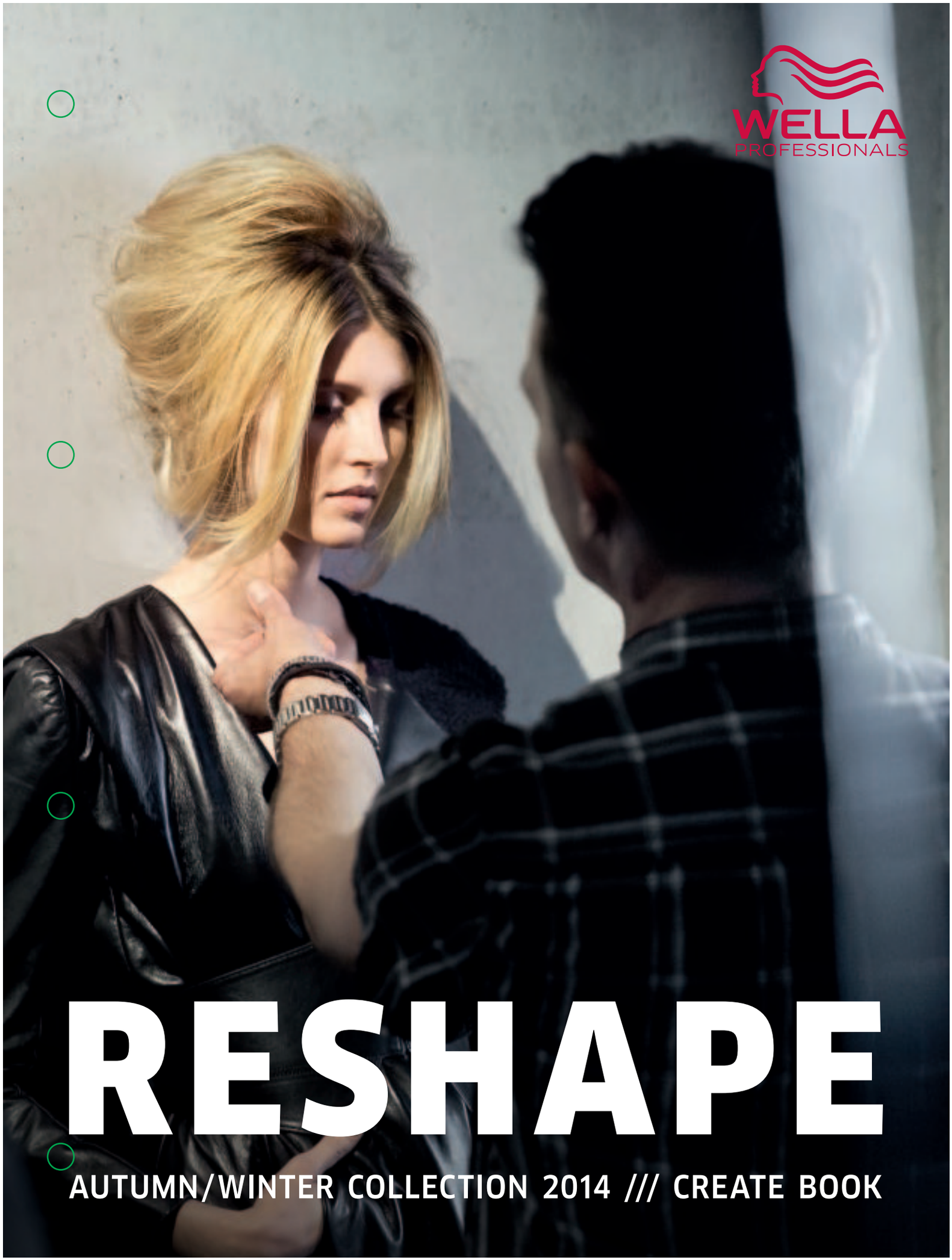



TV14_AW_CB.indd 1 10.01.14 10:45

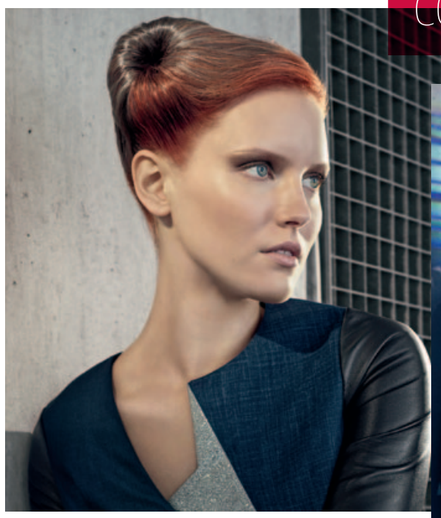


BORDERLINE BEAUTY
A changing world demands a new perspective: what is deemed borderline today, will be the beauty of the future. Trailblazing experimentalists venture beyond the boundaries of age, color and shape, connecting the real and virtual, future and past, human anatomy and android artifice, to create an unexpected, almost alien aesthetic. Is there beauty beyond the horizon? Yes, but not as we know it.

ANATOMY OF SHAPE
Autumn / Winter 2014 sees experiments with a new shape language in hair: pushing the boundaries of old beauty norms, shapes in hair are set in deliberate contrast against the shape of the head to find surprising new lines of beauty. This has inspired hair, casting, locations, wardrobe and the way the models are placed in the settings.



# RESHAPE COLLECTION





**COLOR** Color redefines the anatomy of shape through the juxtaposition of light and shadow to make you re-look at color in terms of placement and tone.



**CUT** Creating shadow and light and challenging the anatomy of the shape by manipulating and diffusing the lines. Cutting into the lines and creating new textures within the shape.

**SHADOW SHADES** From overcast brunettes, mustardy blondes and brick russets, to patinated aquamarines and jades, we create the illusion of color moving into the shadows: a palette with grey as catalyst.

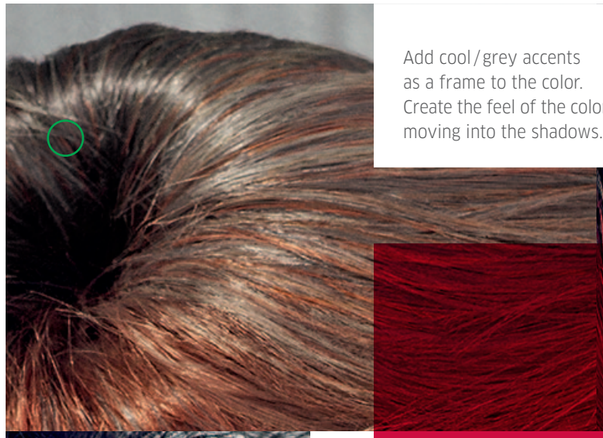


**DARREN'S INSPIRATION:**
"Grey is key here, it's never been used so creatively before."

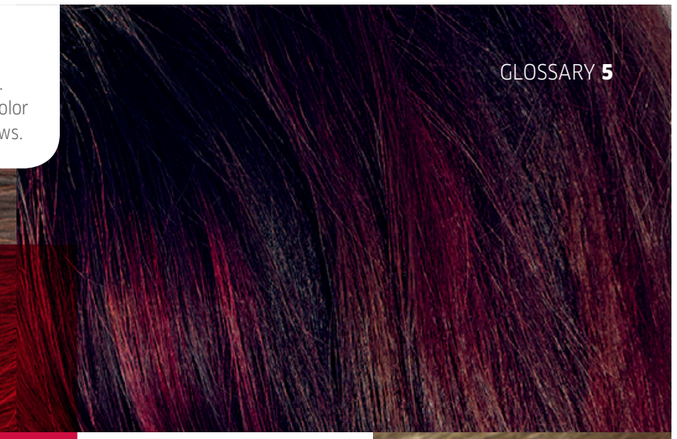
**ALEXI'S INSPIRATION:**
"We were thinking to create a color like a breaking mirror. Then it is nothing geometric, it's full of sparkling pieces floating around the heads."

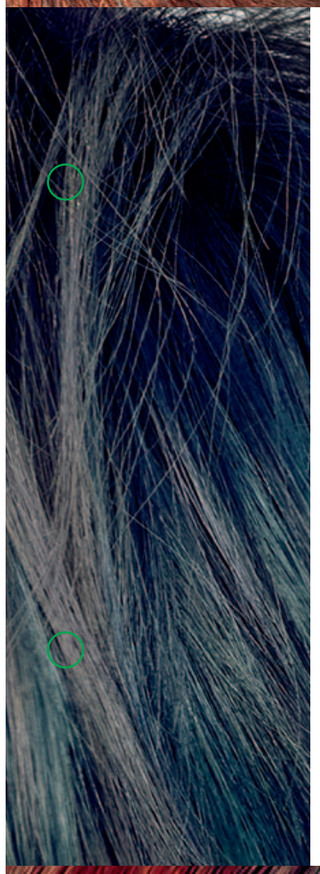






Add cool / grey accents as a frame to the color. Create the feel of the color moving into the shadows.





# GLOSSARY

## COLOR PLACEMENT

**TRIANGLE** The shape creates a spread of color like a beam. Multiple triangles result in a soft blending of colors.

**CIRCLE** When following the shape of the head, it creates a soft natural falling color.

**CRESCENT** Used to create shine lines and focal points with color.

**V-SECTION** Feathering the color in a V creates softer shadowed results.

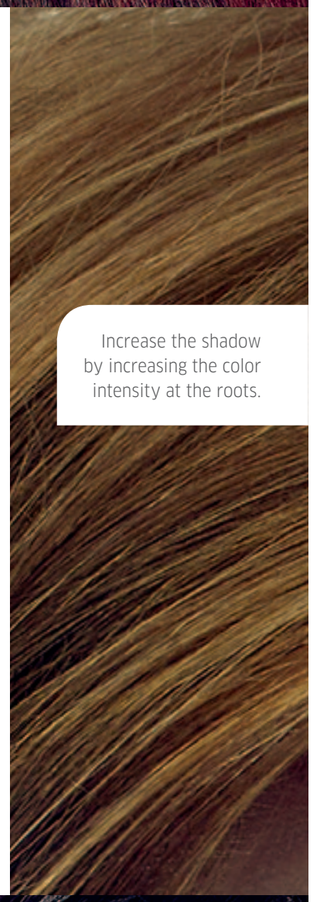
**FREEHAND** Natural soft highlights applied where you want them.

## COMPLEXITIES

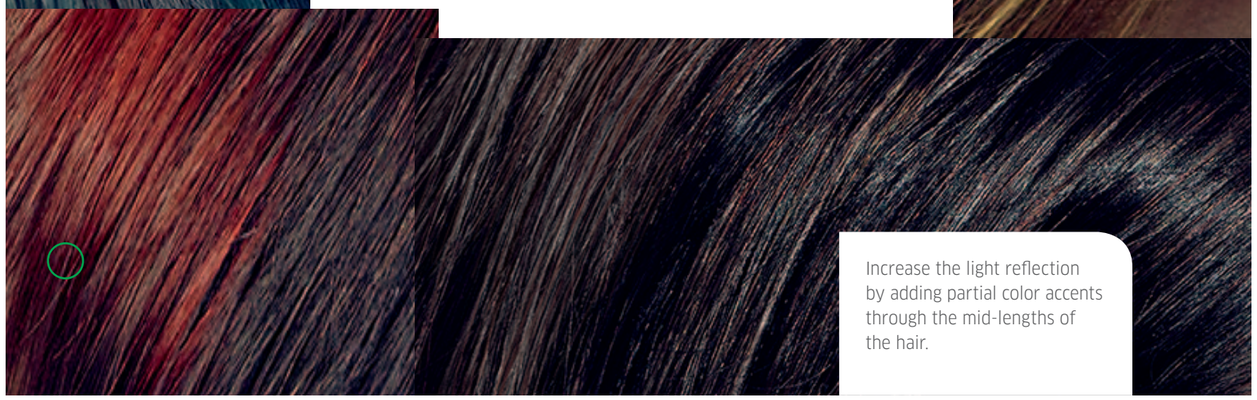
**LOW**

**MID**

**HIGH**



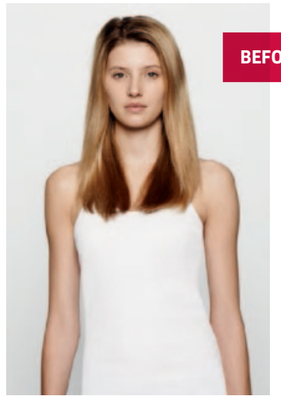
Increase the shadow by increasing the color intensity at the roots.



Increase the light reflection by adding partial color accents through the mid-lengths of the hair.

# SHADOWED MUSTARD

Inspired by the 60s Hitchcock or Bardo-esque look. When cutting, think soft layering and a lip-skimming focal point for the fringe. Allow a collar length base line to elevate the style.



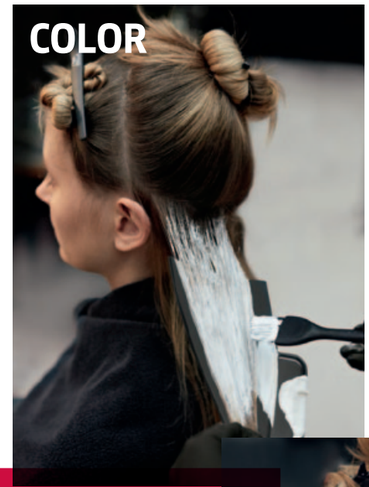
**BEFORE**



**FORMULAS**
A. BLONDOR FREELIGHTS + 6%
B. COLOR TOUCH Relights /03 + 1.9%
C. COLOR FRESH 10/36
D. Perfecton /3



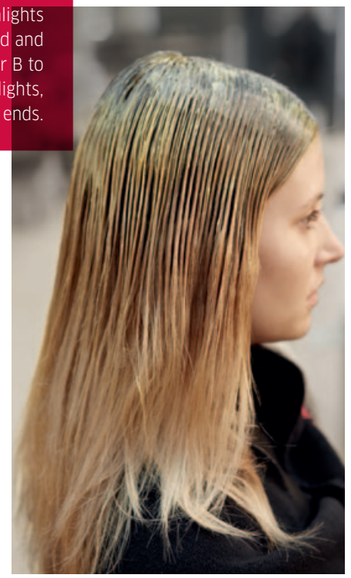
**COLOR PLACEMENT:**




**01** Use backward diagonal sections and create freehand highlights with A. Vary the distance from the root to add depth in the root area. **Tip: Use waved sections to create extra softness.**



**02** After the highlights have developed and dried, apply color B to the roots and mid-lights, and color C to the ends.



**03** Before blow-drying, add color D to the roots and spread 3 cm down the hair to give an extra rich mustard base.

**CARE TIP**
Enrich Shampoo
Color Recharge Warm Blonde



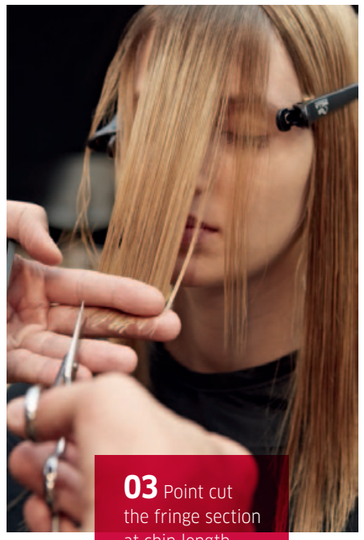
## CUT



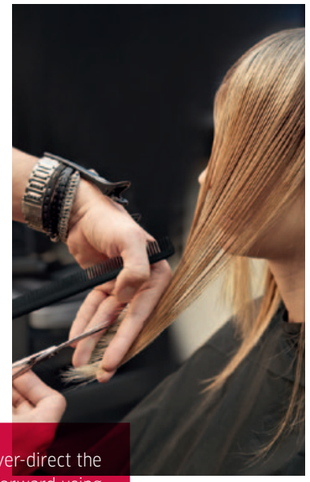


**01** Create a strong base line.

**02** Create soft layers by bringing the hair at the back up to the crown and point cut.

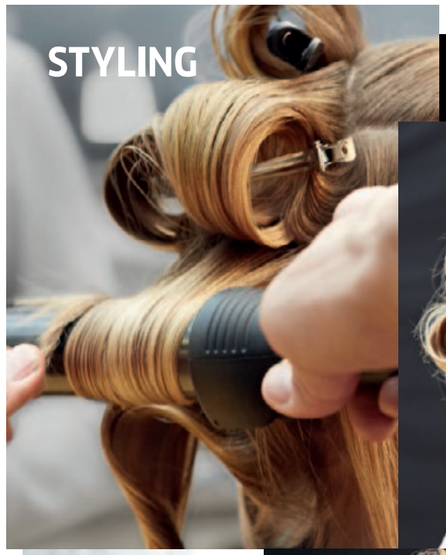


**03** Point cut the fringe section at chin length.

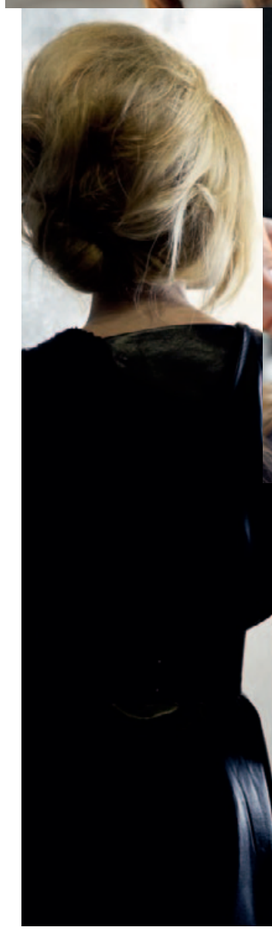


**04** Over-direct the sides forward using the fringe section as a guide.

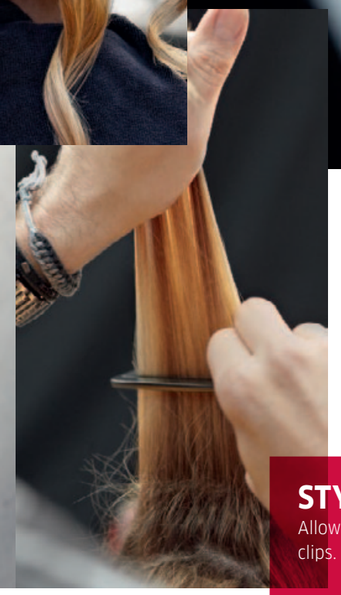
## STYLING







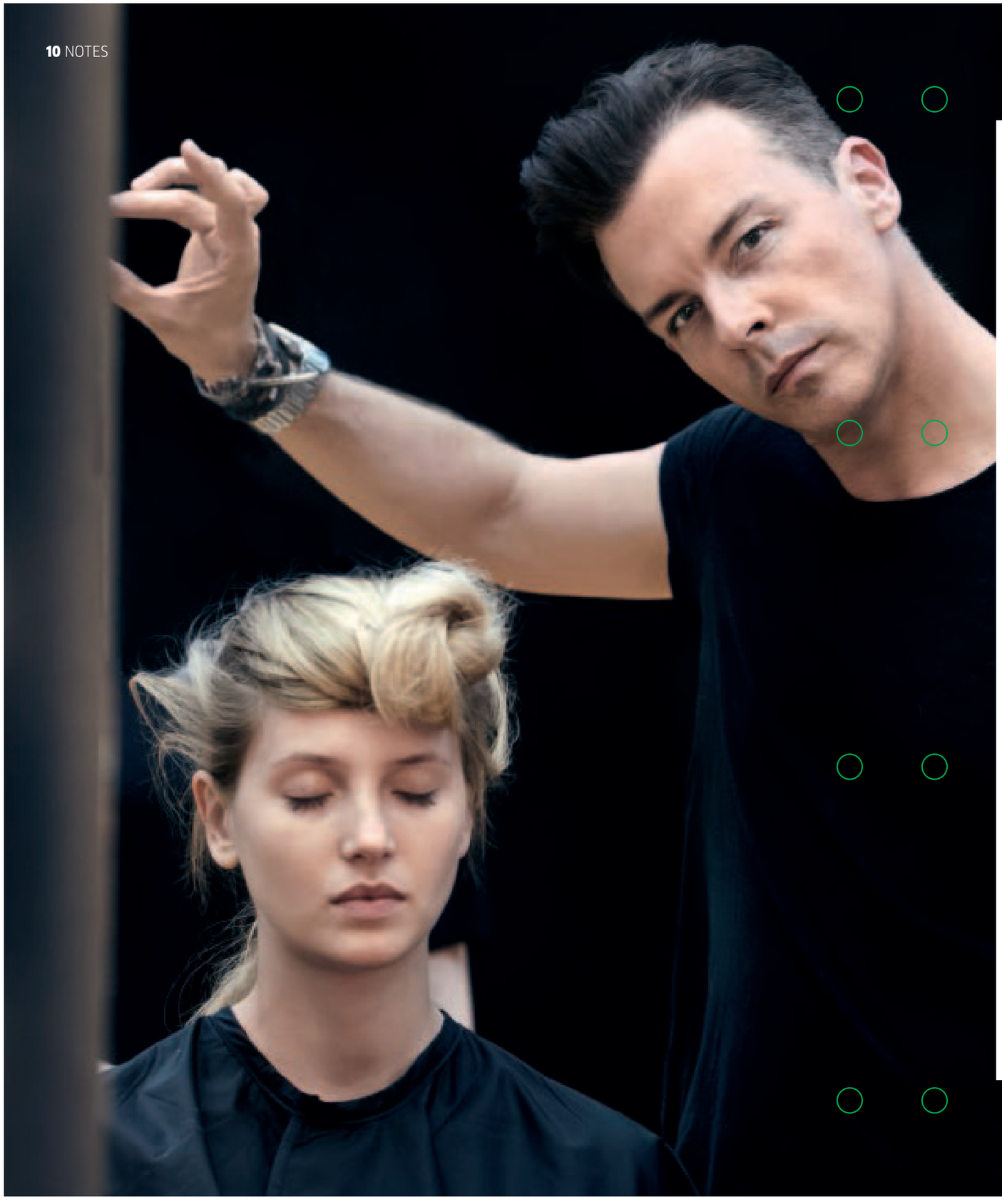






**STYLING TIP**

Allow hair to cool before removing clips. Back comb from underneath.



## NOTES

### ALTERNATIVE FORMULAS

KOLESTON PERFECT and Welloxon Perfect:
B. 10/03 1.9 %, C. 10/0 + 10/03 (1:1) 1.9 %
ILLUMINA COLOR and Welloxon Perfect:
B. 9/03, C. 10/ + 9/03 (2:1), D. 10/36 Gloss
Others:
BLONDOR Multi Granules

COMPLEXITY · HIGH

# ACCENTS OF GREY

With this style, the color creates the movement as the rich golden copper diffuses into the shadows with the accents of grey.



**BEFORE**



**FORMULAS**
A. KOLESTON PERFECT 10/04 + 9%
B. KOLESTON PERFECT 12/11 + 0/11 (15:2) + 9%
C. 7/43 + 6%
D. COLOR FRESH 7/4 + 10/39 + 8/71 (1:1:1)




**COLOR PLACEMENT:**

**01** Pre-lighten all the hair with color A using 9% at the roots and 12% through the mid-lengths and ends.




**02** Create a circle just off-center. Bring the hair up to where it hits the circle. Color the tips with color B.



**03** Color the circle with color C.



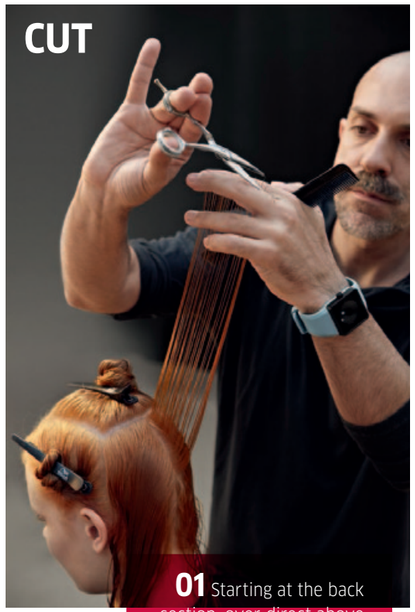


**04** For a soft transition, apply color D on the remaining hair.



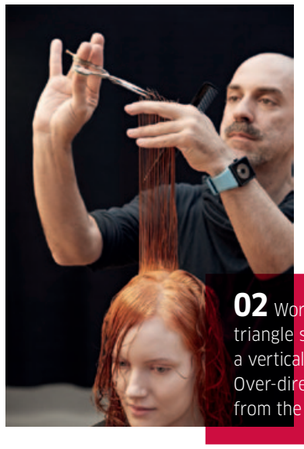
**CARE TIP**
Brilliance Shampoo and Conditioner

# CUT



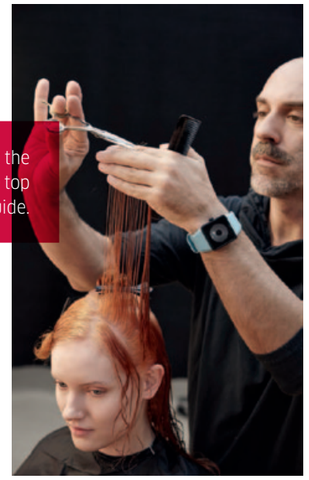
**01** Starting at the back section, over-direct above the occipital and blunt cut.





**02** Work with the triangle sections in a vertical direction. Over-direct to a guideline from the back section.

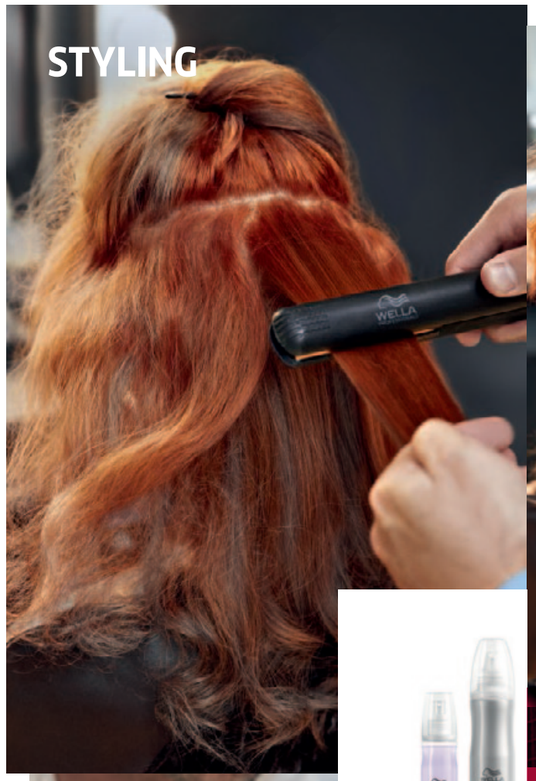
**03** Over-direct the sides using the top section as a guide.





**04** Bring the front section forward and blend the sides towards the front.

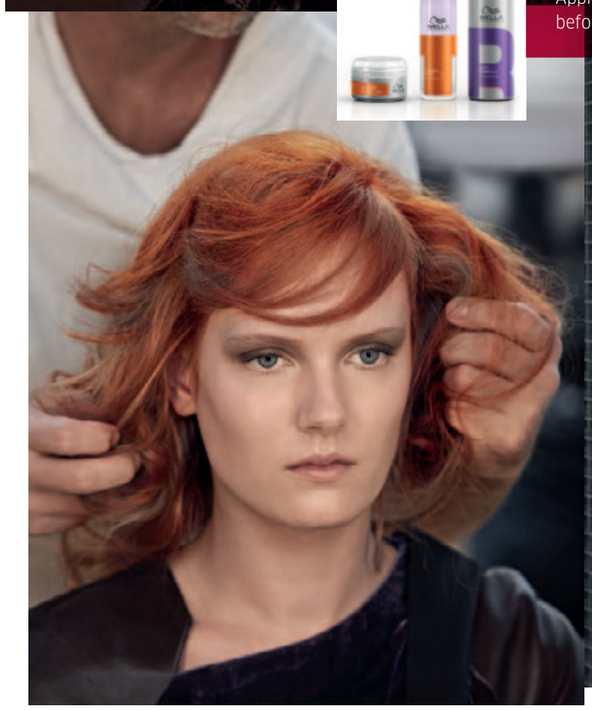
# STYLING







**STYLING TIP 01**
Apply Texture Touch to your fingers before you break up the curls.





# ACCENTS OF GREY

With this style, the color creates the movement as the rich golden copper diffuses into the shadows with the accents of grey.

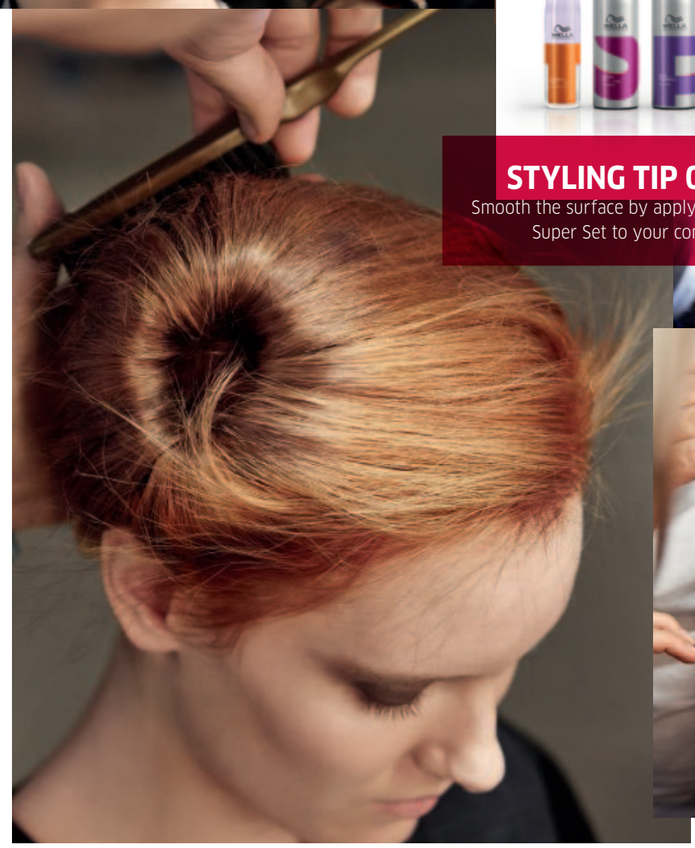


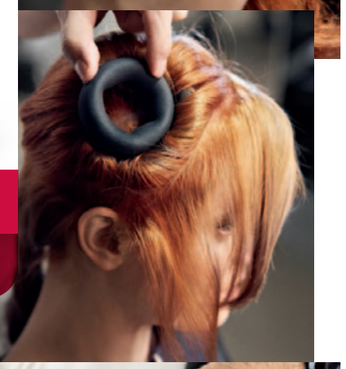


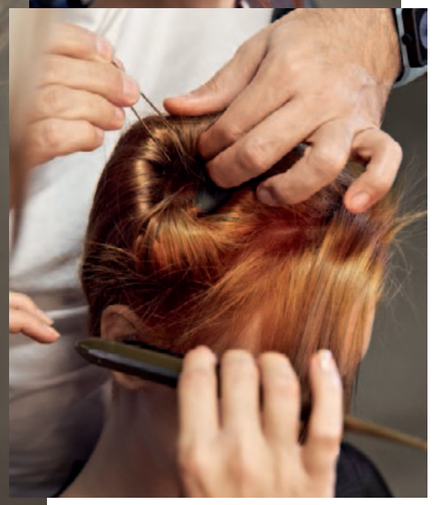



**STYLING TIP 02**

Smooth the surface by applying Super Set to your comb.





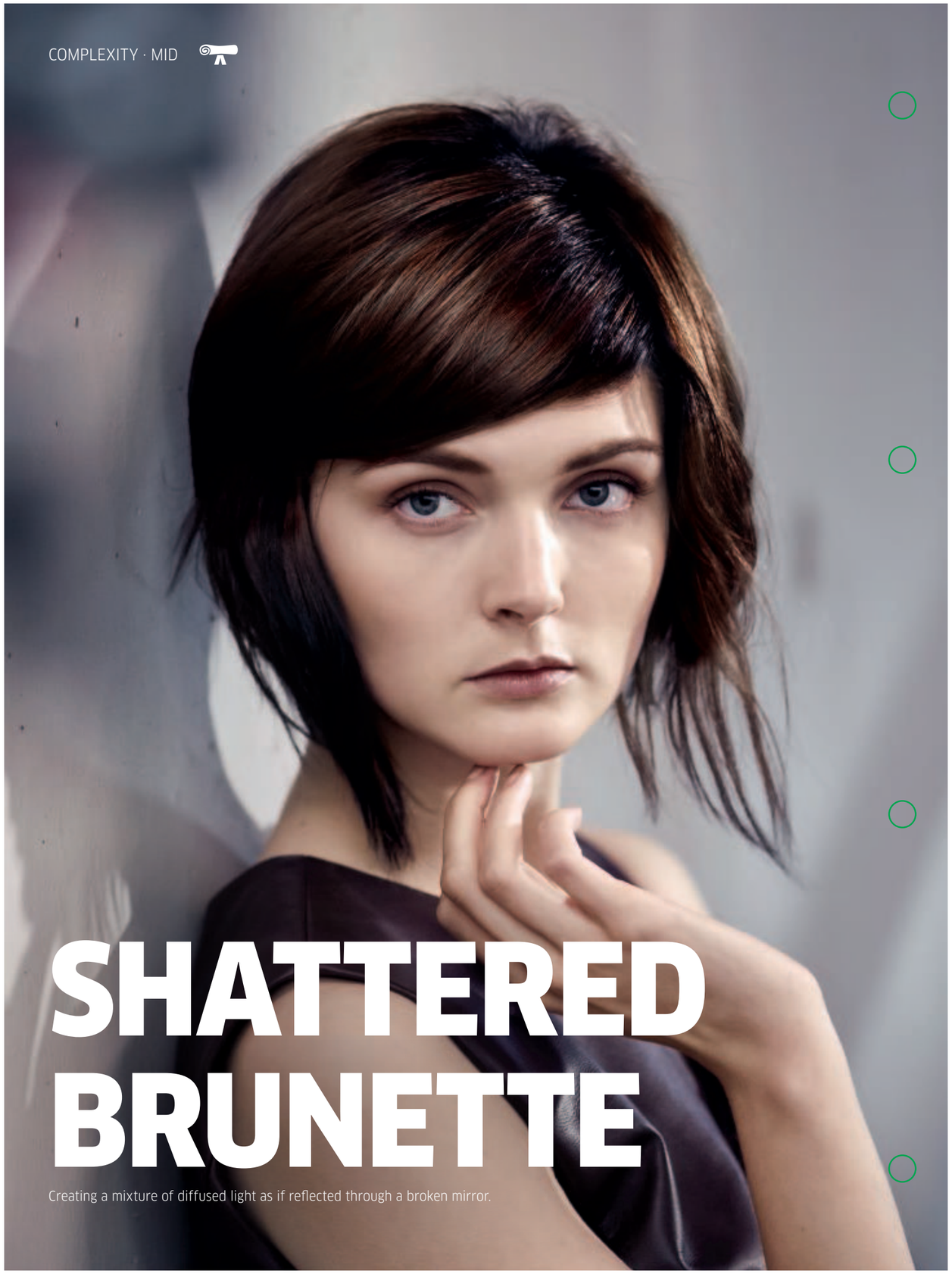


# NOTES

## ALTERNATIVE FORMULAS

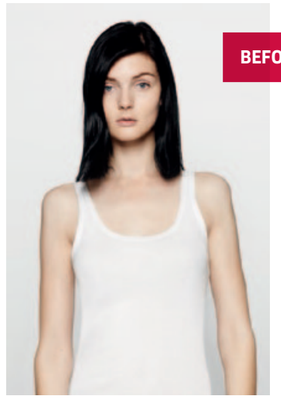
Innosense and Welloxon Perfect:
B. 10/88, C. 8/44, D. 9/34 + 9/3 (1:1)
ILLUMINA COLOR and Welloxon Perfect:
A. 9/43 + 10/ (1:1), B. 10/69 + 7/81 (1:1)
C. 7/43, D. 9/43 + 10/36 (2:1) Gloss
COLOR TOUCH & COLOR TOUCH Emulsion:
B. 7/89, C. 7/43, D. 7/43 + 9/03 + 9/73 (1:1:1)

COMPLEXITY · MID



# SHATTERED BRUNETTE

Creating a mixture of diffused light as if reflected through a broken mirror.



**BEFORE**



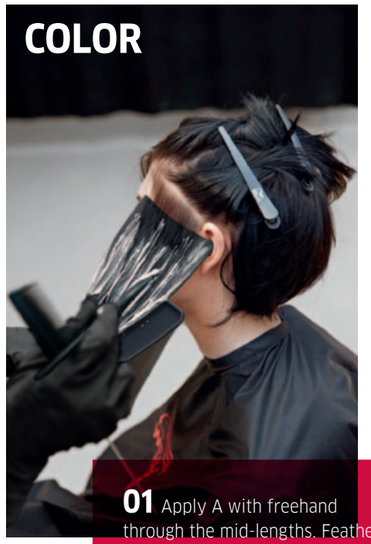
**FORMULAS**

A. BLONDOR FREELIGHTS + 9%
B. ILLUMINA COLOR 7/81, 6% + 3g Color.id
C. 8/69 + 6% + 3g Color.id
D. 9/60 + 8/81 (1:1) + 6% + 3g Color.id
E. KOLESTON PERFECT 3/0 + 6% + 3g Color.id



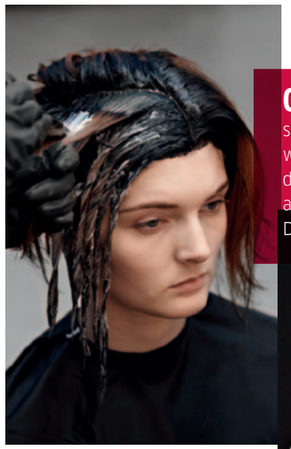

**COLOR PLACEMENT:**

## COLOR

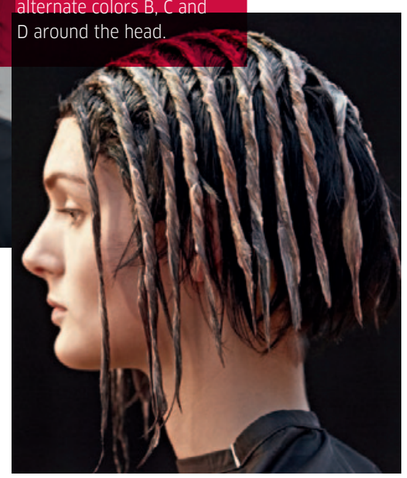


**01** Apply A with freehand through the mid-lengths. Feather toward the roots and the ends. Lighten to a yellow/orange.

**02** Apply 3/0 to 1cm of the roots.



**03** Create a circular section from the occipital working with a thin diagonal sections and alternate colors B, C and D around the head.

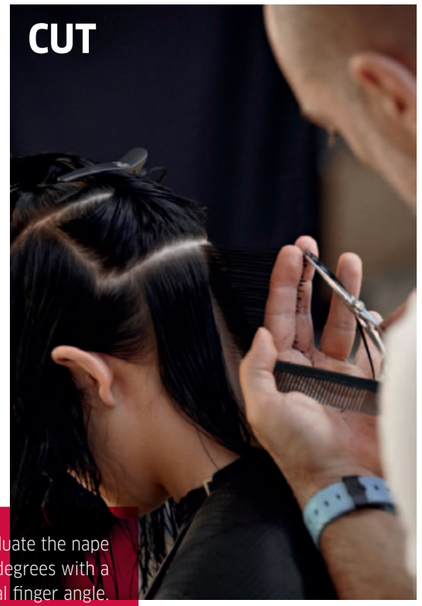




**CARE TIP**

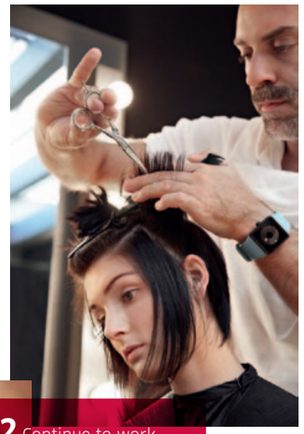
Brilliance Shampoo and Conditioner
Color Recharge Cool Brunette

## CUT



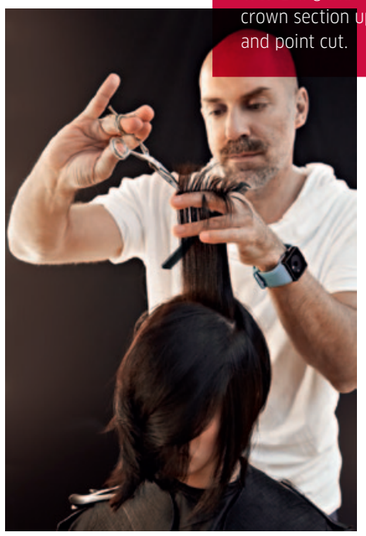


**01** Graduate the nape at 90 degrees with a diagonal finger angle.



**02** Continue to work the occipital section with a vertical finger angle.



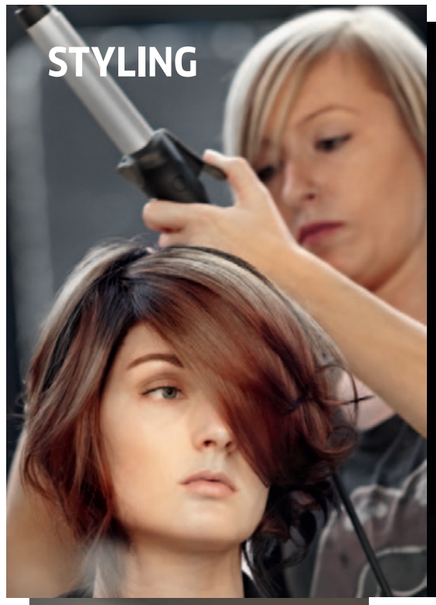


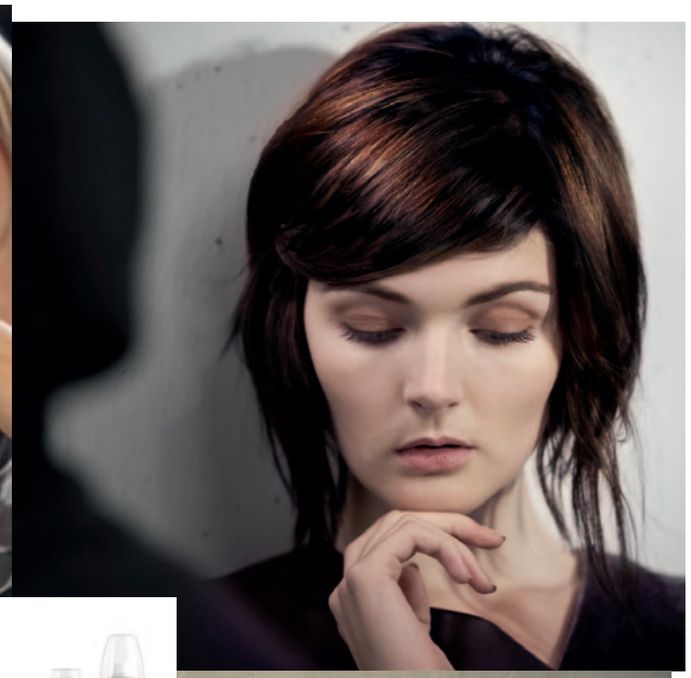
**03** Bring the crown section up and point cut.

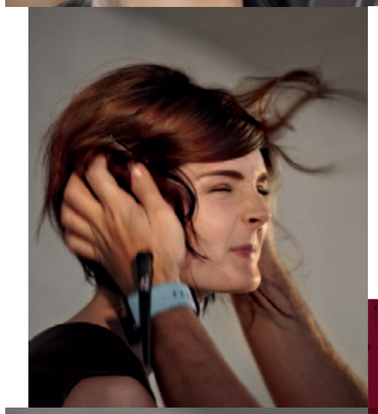
**04** Over-direct the sides and top forward.

**05** Point cut the perimeter at back and sides.

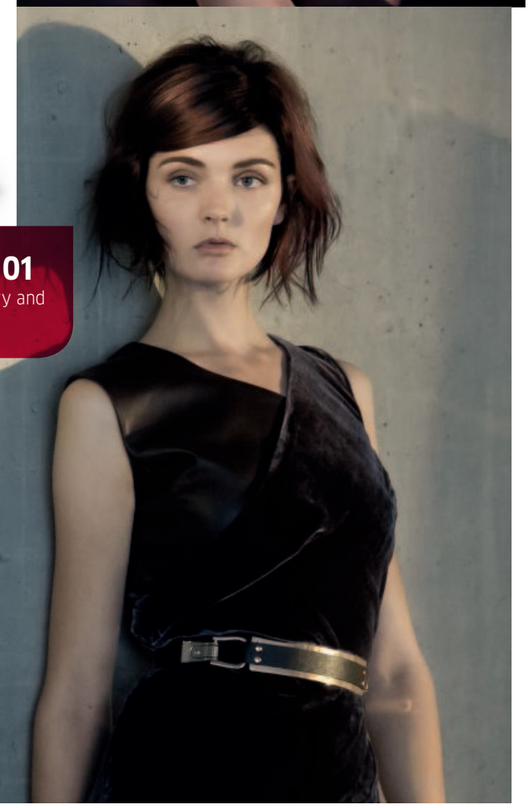
## STYLING



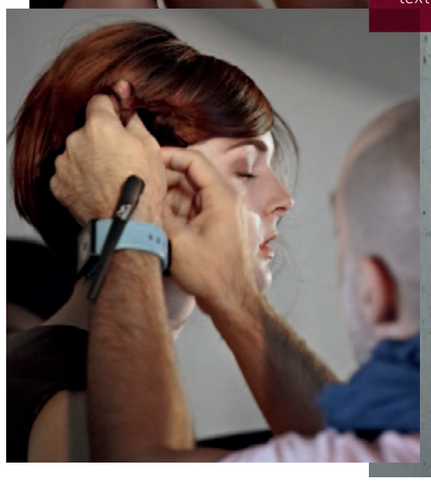








**STYLING TIP 01**
Use Body Crafter to dry and texturize the dry hair.

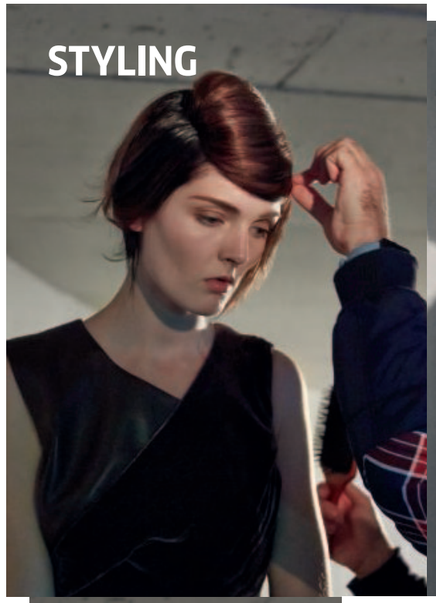


COMPLEXITY · MID

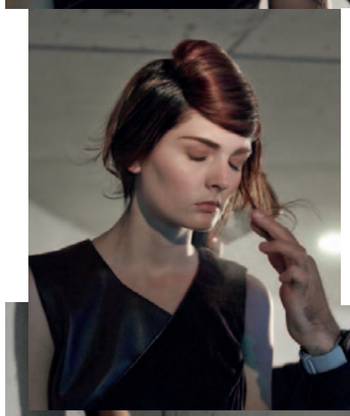
# SHATTERED BRUNETTE

Creating a mixture of diffused light as if reflected through a shattered mirror.

## STYLING

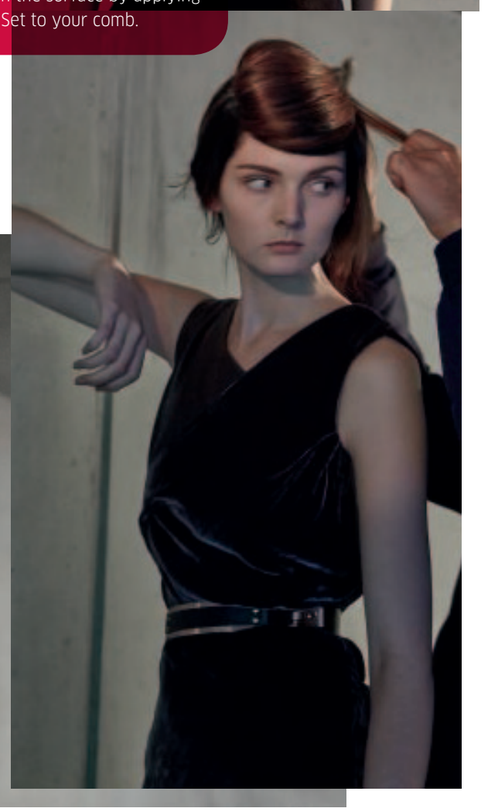


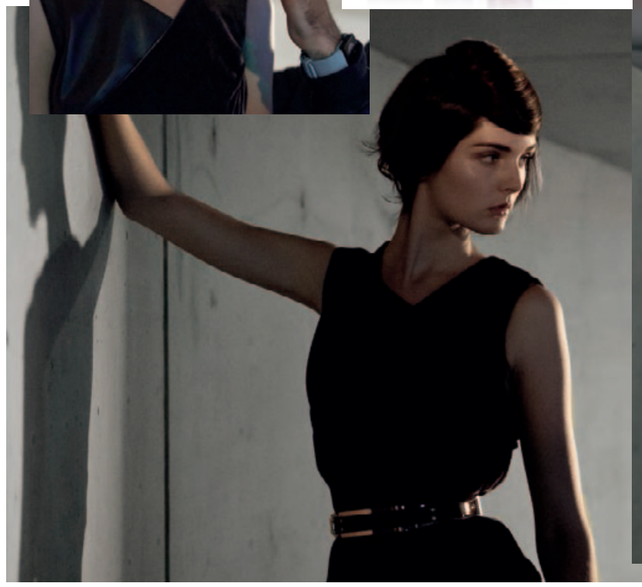






**STYLING TIP 02**
Smooth the surface by applying Super Set to your comb.







## NOTES

### ALTERNATIVE FORMULAS

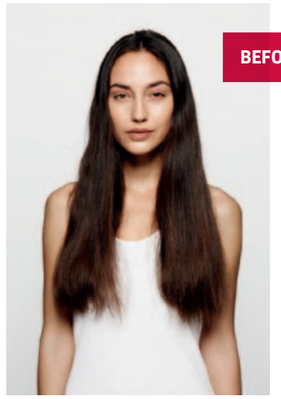
KOLESTON PERFECT and Welloxon Perfect:
B. 8/96 + 3 cm 0/11, C. 8/96
D. 9/16 + 2 cm 0/11
Innosense and Welloxon Perfect:
B. 7/1, C. 8/1, D. 9/1 + 10/88 (1 : 1), E. 4/0
COLOR TOUCH & COLOR TOUCH Emulsion:
B. 7/89, C. 8/81 9/16 + 10/81 (1 : 1), D. 3/0
Others:
A. BLONDOR Multi Granules or Magma /89



# MARBLED CRIMSON

Recreating the highs and lows of Vibrant Reds emerging from the shadows and light.





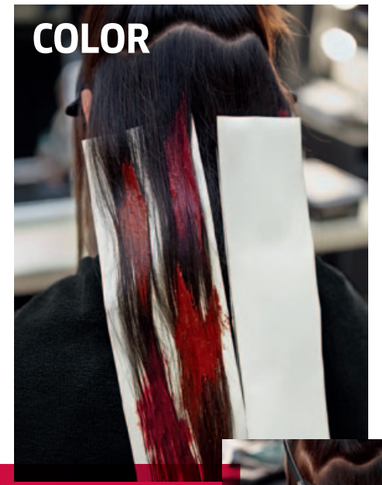
**BEFORE**



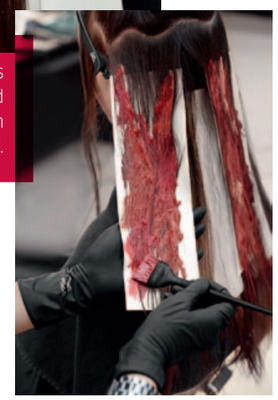
**FORMULAS**
A. Magma /36 + /56 (1:1) + 9%
B. Magma /7 + 6%
C. KOLESTON PERFECT 77/44 + 9% + 3g Color.id
D. 55/55 + 9% + 3g Color.id
E. 6/5 + 6/74 (2:1) + 9% + 3g Color.id

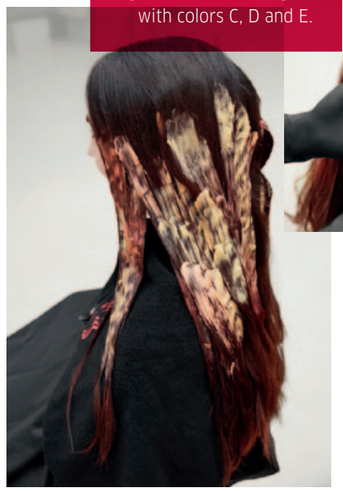


**COLOR PLACEMENT:**




**01** Take large waved sections starting at the occipital and marble colors A and B through the mid-lengths only.





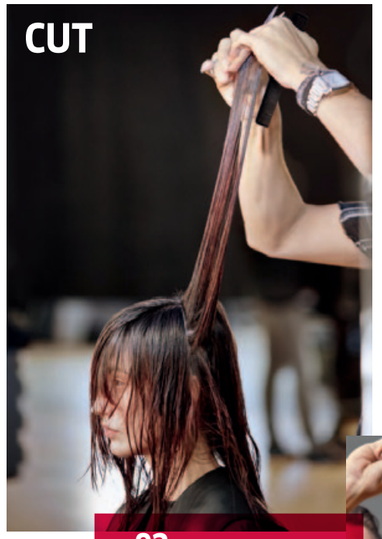


**02** Repeat the marbling technique over the pre-lightend and mid-lengths with colors C, D and E.

**CARE TIP**
Brilliance Shampoo and Conditioner / Color Recharge RED

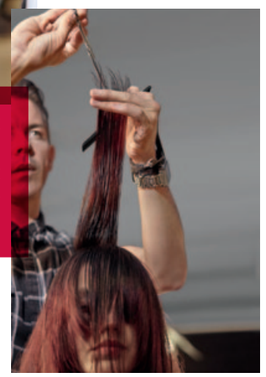


## CUT





**01** Create a blunt base line.



**02** Over-direct the back to the crown and point cut. Continue to over-direct the top and sides to the crown and point cut.

**03** Create blunt curved fringe at bridge of nose.



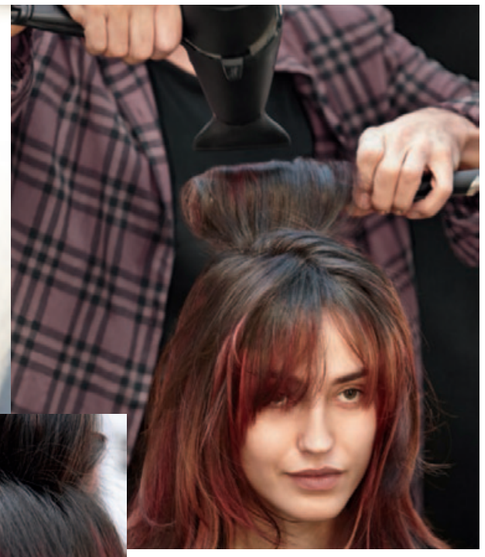
**04** Over-direct the top over fringe and point cut at chin.

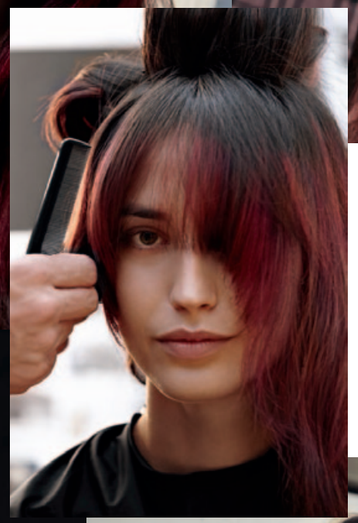


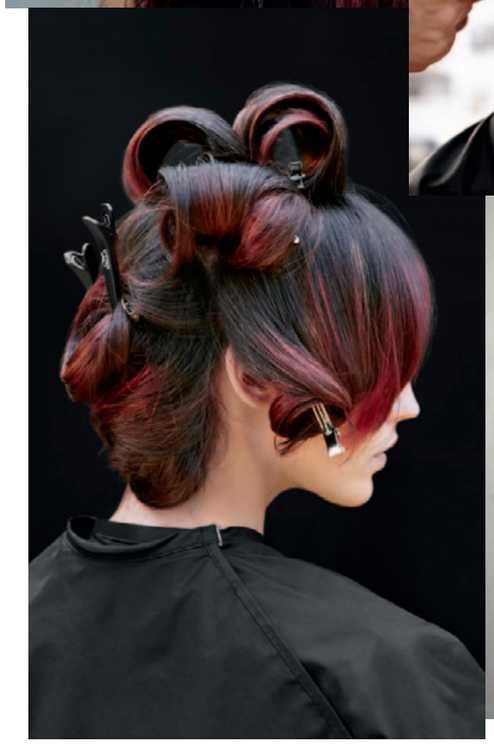
**05** Over-direct the sides forward and use the top (over fringe) as a guide.

## STYLING











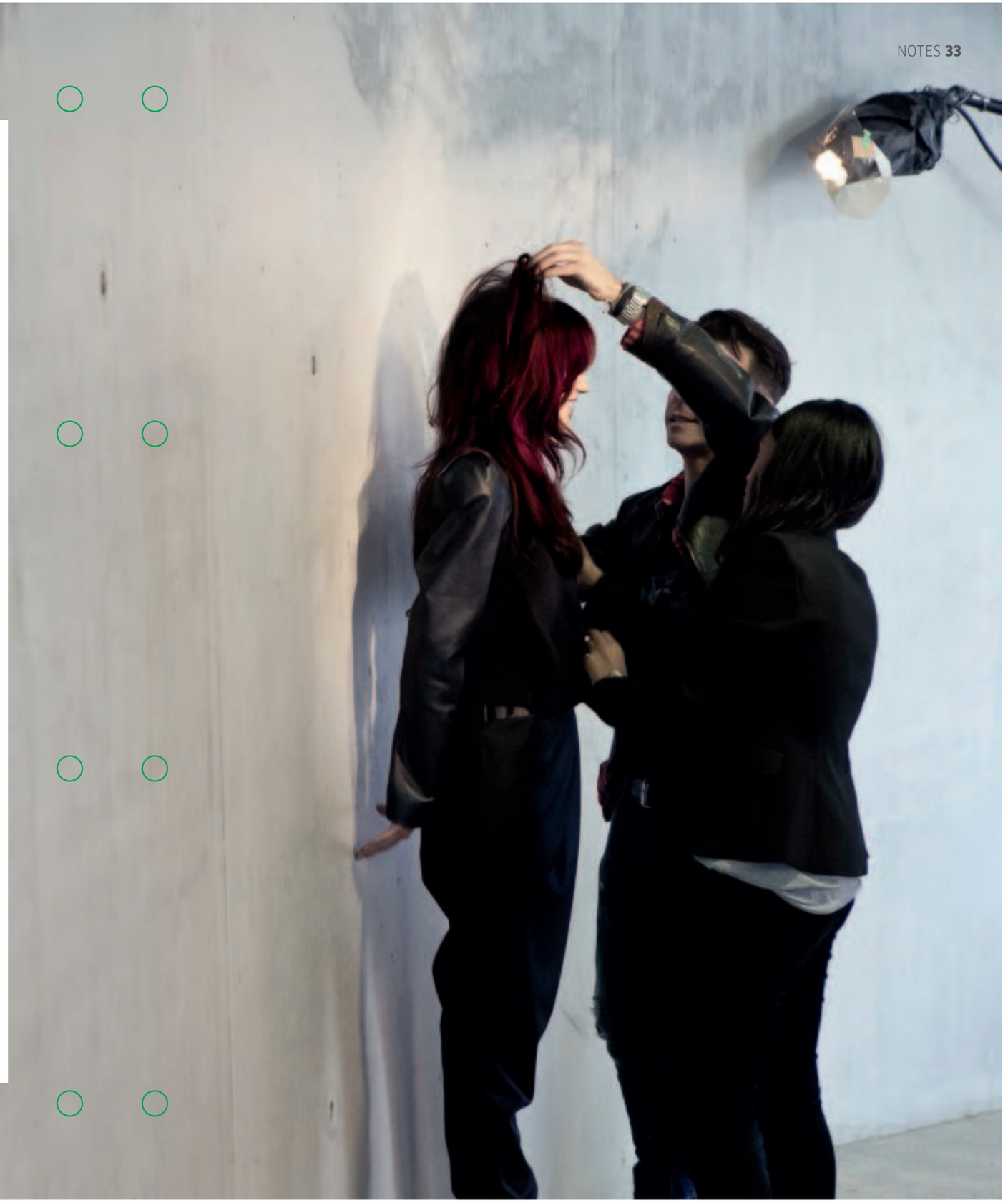
**STYLING TIP**
Use flat pin curls at the back to get the texture without the volume.



# NOTES

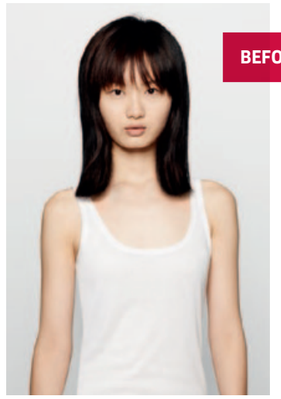
## ALTERNATIVE FORMULAS

Innosense and Welloxon Perfect:
C. 77/44, D. 55/66, E. 7/74 + 0/65 (4 cm)
COLOR TOUCH & COLOR TOUCH Emulsion:
Relights /56 /57 /74
Others:
Perfect color technique for
curly and wavy hair.



# PATINA TEXTURE

Creating a very light and ethereal, almost ghostly feel to the movement and color of the hair.



**BEFORE**



**FORMULAS**
A. BLONDOR Multi Granules (1:1.5) + 6%
B. Instamatic* Ocean Storm (1:1) + 4%
C. Instamatic* Jaded Mint (1:1) + 4%
D. COLOR TOUCH 7/89
E. COLOR TOUCH 7/89 + 1cm 2/0 + 4%

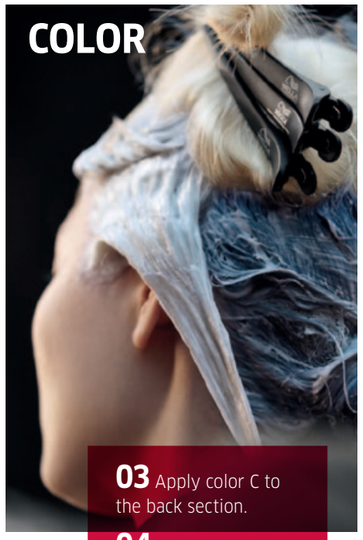



**COLOR PLACEMENT:**

* available as of October 2014

**01** Pre-lighten with A to a pale blonde.

**02** Create a waved circle over the crown with 3 waved Crescent sections attached.




**03** Apply color C to the back section.

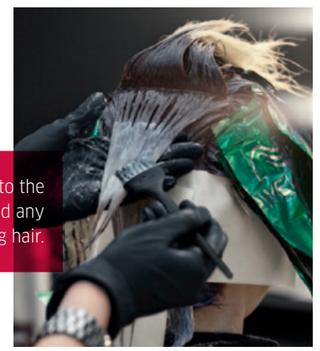
**04** Apply color D to the mid-lengths of the sides and front section.





**05** Apply color E to the roots of the crescents and circle them.

**06** Alternate colors B and C in each slice in the 3 crescent sections.

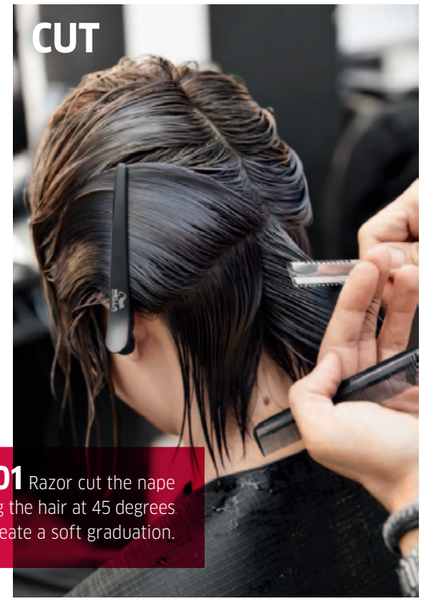


**07** Apply D to the top circle and any remaining hair.



**CARE TIP**
Elements Shampoo and Conditioner

## CUT

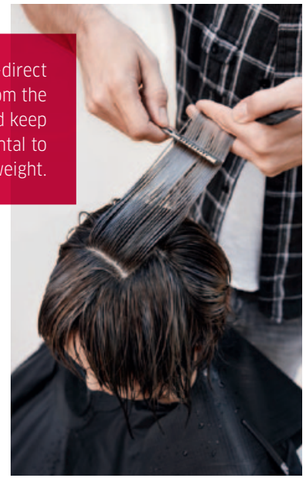




**01** Razor cut the nape holding the hair at 45 degrees to create a soft graduation.



**02** Continue up the back and sides moving to a 90 degree horizontal.



**03** Over-direct the hair from the top back and keep it horizontal to create weight.



**04** Razor cut the fringe creating texture.



**05** Razor cut the sides and base lines to create a choppy texture.

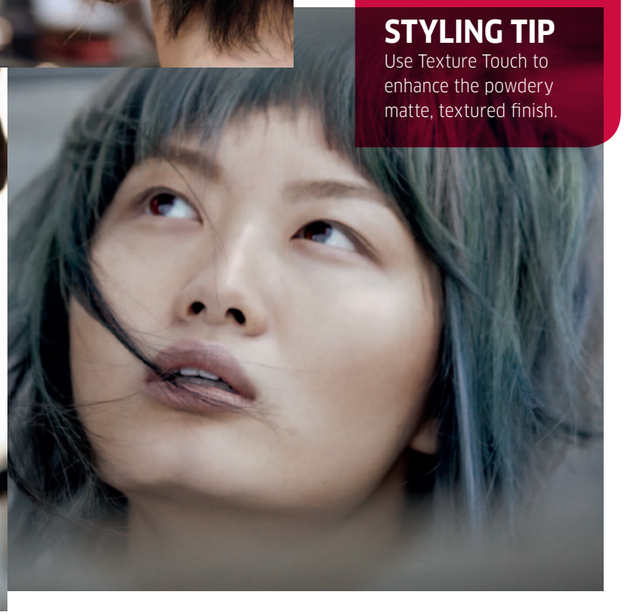
## STYLING











**STYLING TIP**
Use Texture Touch to enhance the powdery matte, textured finish.



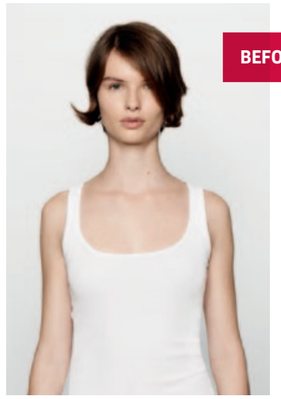


## NOTES

COMPLEXITY · LOW

# VIBRANT DUSK

An explosion of vibrant color going into the shadow.
Vibrant Reds at the roots and cool shadow tones through the ends.





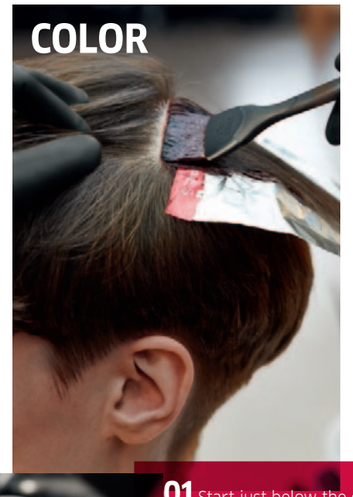

**FORMULAS**

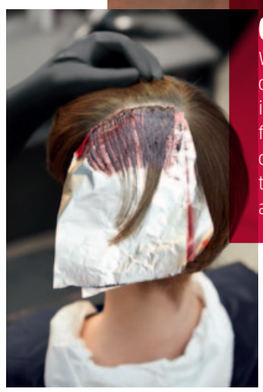
A. KOLESTON PERFECT 77/46
+ 0/45 (5:1) + 6%
B. KOLESTON PERFECT 8/45
+ 0/45 (5:1) + 9%
C. KOLESTON PERFECT 6/71 + 6%
D. COLOR FRESH 8/81 + /6
Perfecton (10:1)

**COLOR PLACEMENT:**




## COLOR





**01** Start just below the crown. Working in small sections of different sizes, create an irregular circle fanning out from the central point. Apply colors A, B and C randomly to the roots and mid-lengths, and apply C to the ends.

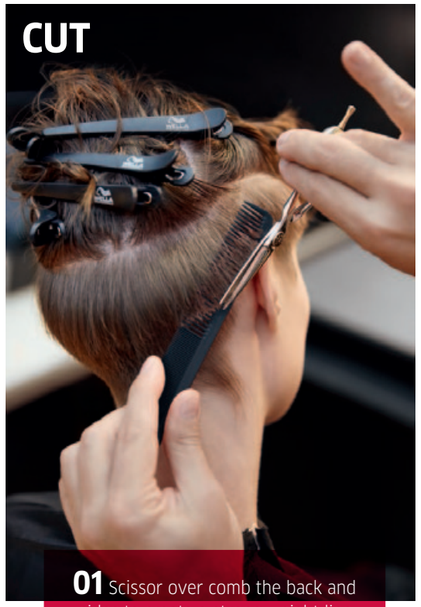


**02** Apply color D to all remaining hair.

**CARE TIP**
Brilliance Shampoo and
Conditioner / Color Recharge RED

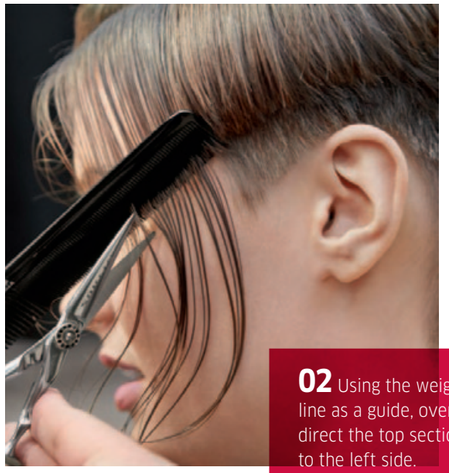


## CUT

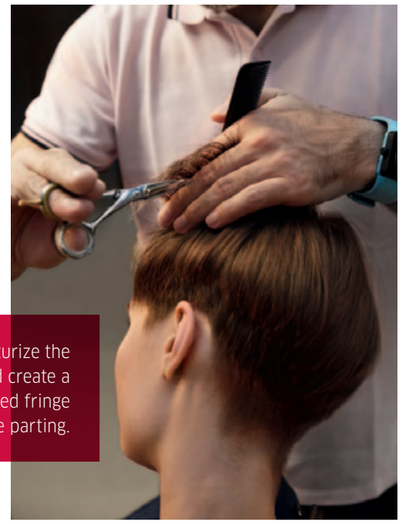




**01** Scissor over comb the back and sides to create a strong weight line.



**02** Using the weight line as a guide, over-direct the top section to the left side.



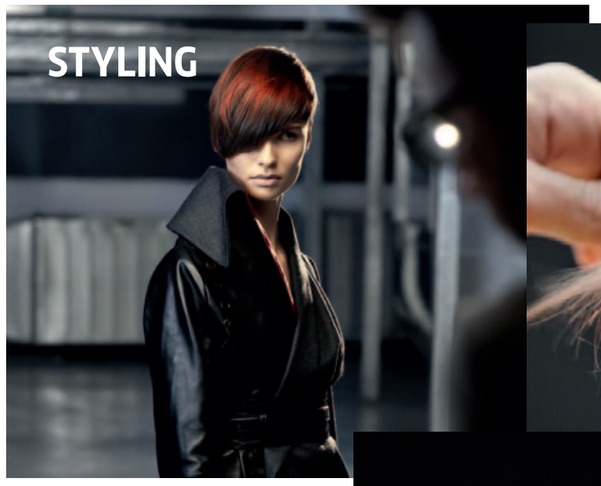
**03** Texturize the top and create a texturized fringe at the parting.

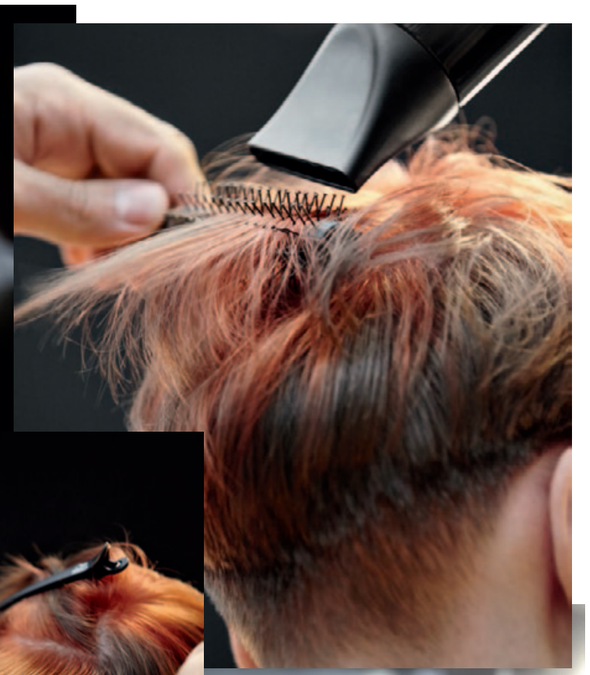


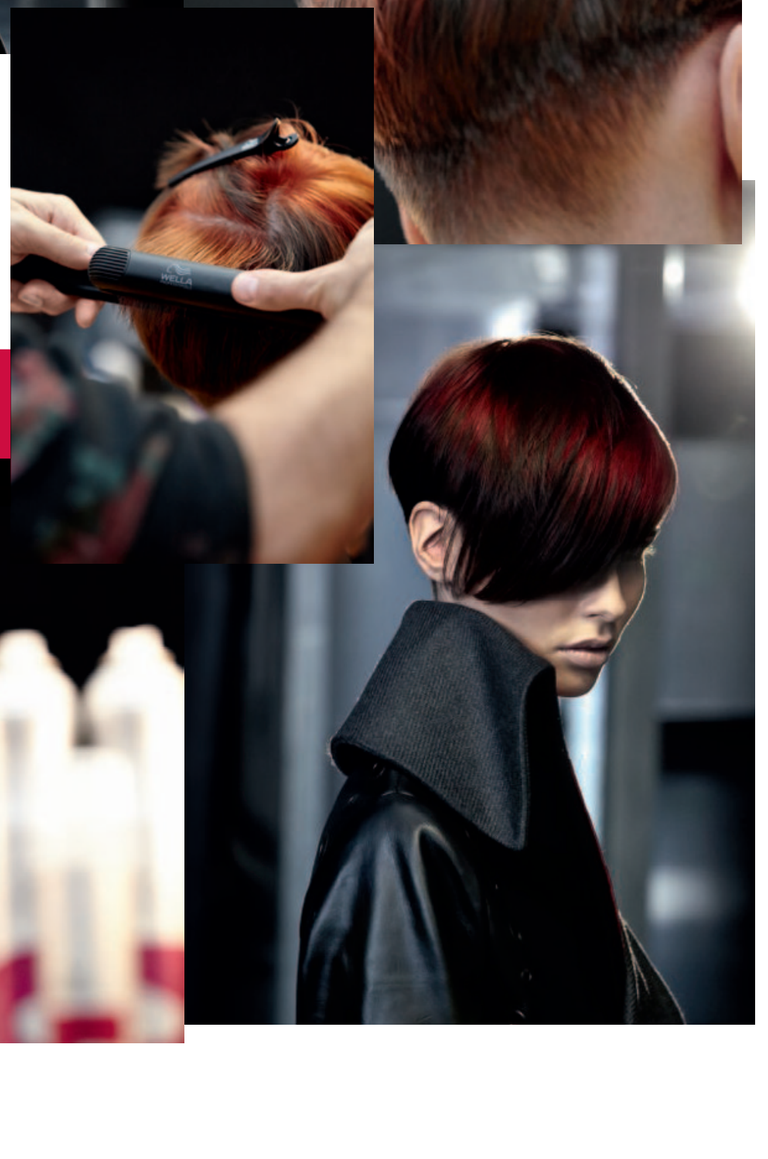
**04** Create a neat perimeter.

The inspiration for Borderline is a character with two distinctly different sides. This cut is a cut on a cut – two unrelated shapes fusing to create the final look.

## STYLING



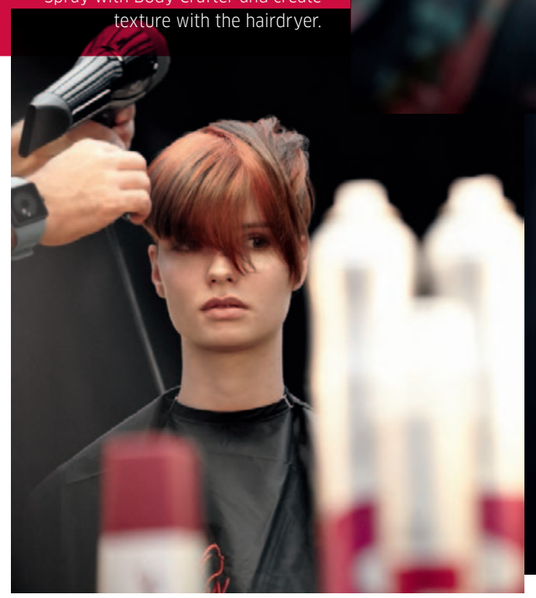






### STYLING TIP

After blow-drying, smooth with Wella Style. Spray with Body Crafter and create texture with the hairdryer.





## NOTES

### ALTERNATIVE FORMULAS

Innosense and Welloxon Perfect:
A. 77/44, B. 8/44 + 0/65 (3cm), C. 6/7 + 7/1 (1:1)
ILLUMINA COLOR and Welloxon Perfect:
A. 7/43 + 8/05 (3:1), B. 7/35, C. 7/7
D. 7/81 Gloss through ends
COLOR TOUCH & COLOR TOUCH Emulsion:
A. 7/43 + 6/44 (1:1), B. 8/3 + 6/45 (2:1)
C. 6/71, D. 8/81

