

MODERN

SALON

May 2015

Point of Hue

40+ blondes, brunettes and reds



Reinventing the Wheel

Sultry shades and blurred-line color applications dominate the season.

Hair: John C. Simpson for Goldwell

Tint condition

Pigment-infused products to keep color vibrant

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Bright Lights Big City

By LAUREN QUICK

The Event: America's Beauty Show 2015 at McCormick Place in Chicago, March 21-23. For more America's Beauty Show coverage and trends, visit modernsalon.com/abs.

The Details: More than 65,000 salon pros and owners, students, educators, product manufacturers and more attended the show. This year featured two active education and entertainment stages—**The CosmoProf Center Stage** (featuring **Beth Minardi**, **Robert Cromeans** and more) and **The SalonCentric Theatre** in the Round (with **Chrystofer Benson**, **Ruth Roche**, **Sam Villa** and more).

The show made a big splash with the MODERN-sponsored **Healthy Hairdresser Day** on Sunday, which encouraged pros to log 5,000 steps

on the showfloor, and the **Trilogy of Beauty** event in the modern wing of the Art Institute of Chicago.

Major Trends

Men: There were a number of men's-only brands popping up on the showfloor (**Johnny B.**, **Gibs**, and more) as well as the tried-and-true tool companies, such as **Andis** and **Wahl**. Unisex brands were pushing either an exclusively male line or new ways to use existing products on men. Remarkably, every booth with a men's demo happening was crowded with eager stylists, and classrooms with a men's focus were much of the same.

Texture: Many brands touted fresh additions for textured hair, and braids were everywhere you looked. Updos were prominent throughout the show

1. More than 65,000 attendees were at the three-day show. 2. Kenra clearly took note of the men's movement; more men's color is starting to pop up at shows and in collections. 3. MODERN was thrilled to sponsor the first-ever Healthy Hairdresser Day at America's Beauty Show on Sunday, March 22. 4. Scruples focused on cool, texture-iron styles with volume. 5. William De Ridder's stage presentation was show-stopping from head to toe. 6. Many booth presentations had an eye on updos and texture—here the two are combined at L'Anza. 7. Extensions business was booming at the Hotheads booth.

Photography: Lauren Salapatek

as well, and texture irons are being used to create extra volume and interest.

The Last Word: Ivan "Clipper Guy" Zoot perhaps says it best in his blog for modernsalon.com: "I have been preaching the guy hair game for a long time. Now the entire industry is listening."

of Beauty fashion presentation by many of the event's sponsors.

Trilogy of Beauty showcased interpretations of streetwear, underground and avant-garde fashions created by talent teams in a presentation that paid homage to Passage's goals of cultivating next-generation talent through mentorship and coaching.

Each artist, with assistance from sponsoring mentors, created a trend for an audience of 800 beauty industry notables.

While the Legacy Award spotlighted NEXTGEN talent, it also served as the venue for announcement of the **BCL Leo Passage Endowment Fund**, a postgraduate scholarship aimed at helping educators expand and enhance their creativity.

"My father's legacy continues to inspire and change lives through tonight's event, and with the Endowment Fund Postgraduate Scholarship," said Pivot Point's **Robert Passage**.

"His sheer determination to see others flourish always preempted his personal desire to succeed."



1. Keune models. 2. Aquage mentor Luis Alvarez. 3. CND model.



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