

# CHROMATIC COLLECTIVE

Be inspired by our stunning shoot and prepare to push  
the boundaries with hair colour this season

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Just like artists, most hairdressers train to be colour specialists because it allows them creative expression, working with a broad palette of tones and mastering the rules of colour to create stunning and bespoke results for clients.

For someone with vision and creativity in their DNA, it's the dream job. As last issue's Rising Star Jacqueline Tarlier explained, "When I saw how you could paint hair by learning the science behind colour, I was hooked."

While many of your more conventional clients are happy to let their hair colour 'whisper' with the help of those natural and versatile gold, copper and caramel hues, increasing numbers are looking to make more of a statement, with stronger, edgier shades that 'shout'.

From rich, decadent jewel tones to rainbow washes and loud, look-at-me neons, statement colour has landed, and the good news is it can be customised to allow anyone

– even the colour shy – to experiment with a fresh and unique new look without lasting commitment.

## RAINBOW RUNWAY

Bold colour continues to rock both the catwalk and the red carpet, from the girls with pastel-green chalk streaks at Badgley Mischka's SS15 show and the paint-splattered heads at Jeremy Scott AW15, to poster-girl music icons Rita Ora, Katy Perry and Nicky Minaj.

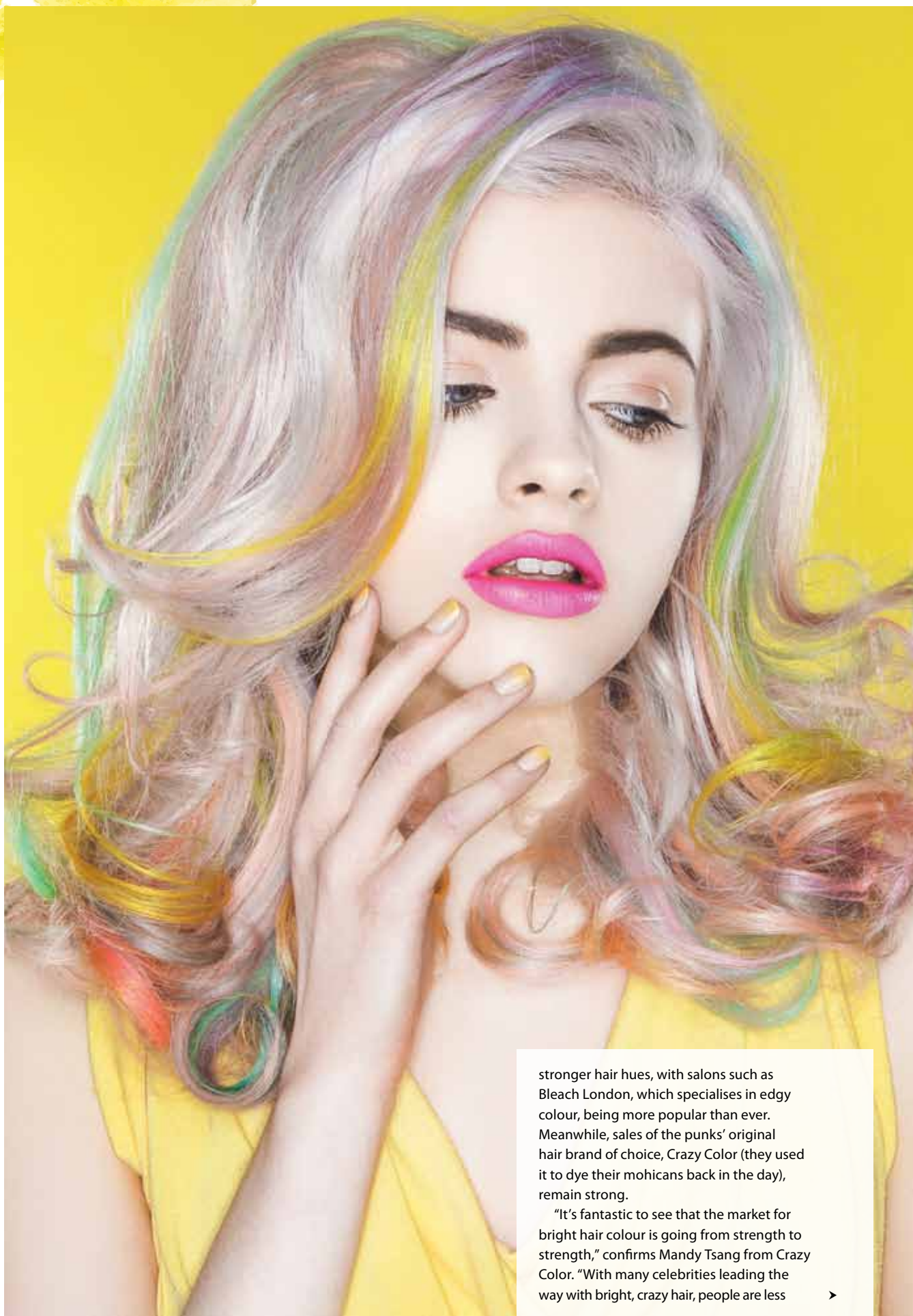
We applaud Katy's willingness to try pretty much any shade (at the time of writing, she had just gone lavender), but especially loved Ms Ora's one-night-only foray into pastel-blue territory at the end of 2014.

The music industry has always had a love affair with loud hair colour: remember singer Pink's explosion onto the scene in 2000 with her fuchsia crop, and – even further back than that – Cyndi Lauper's and Toyah Wilcox's trademark vivid manes in the 80s.

On the streets of the UK's most fashionable cities, consumers are also embracing ➤



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stronger hair hues, with salons such as Bleach London, which specialises in edgy colour, being more popular than ever. Meanwhile, sales of the punks' original hair brand of choice, Crazy Color (they used it to dye their mohicans back in the day), remain strong.

"It's fantastic to see that the market for bright hair colour is going from strength to strength," confirms Mandy Tsang from Crazy Color. "With many celebrities leading the way with bright, crazy hair, people are less





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afraid of being experimental with their colour, and the pastel trend is proving a popular choice for first-timers who want to dip their toes in the water.”

### CRAZY FOR HUE

If you'd like to jump on the bandwagon and start creating looks to rival the ones on these pages, which were created by RUSK's talented UK ambassador Katie Mulcahy, there are lots of products and colour activators at your fingertips to achieve an individual effect.

Pick of the semi-permanents include Ion Colour Flash, £3.99, €4.79, which is available in nine shades, including Ultra Indigo, Crazy Color's vivid new shades Lime Twist, Blue Jade and Ruby Rouge, £4.49, €6.99, Osmo Color Psycho Semi-Permanent Hair Color Cream, £3.99, €6.99, and RUSK Deepshine Direct Ready-To-Use Cream Color, £5.99, €7.29, which comes in 10 shades and can be applied straight from the tube. On-trend Teal is our favourite.

Wondering how to introduce your clients to strong colour without scaring them off? Think customisation: consider the colour as a base shade, and then play around to get a softer, more diffused result, or use selectively as opposed to full head.

“Working stronger colours on clients who are not so confident can be a challenge, but using the placement in a more subtle way – i.e. under the parting or in panels in the fringe or around the hairline – is always a safer way of introducing stronger tones,” says colourist Jamie Gould from Josh Wood Atelier, London.

The good news is that washed-out shades are still popular, so you should find something that appeals to your client.

“Pastels, stonewashed denim and distressed bleach effects are all on trend, and we will definitely see more of these when the festival season gets under way,” agrees Issie Churcher, head of technical at HOB Salons and Academy.

To achieve our lilac and pink pastel look on page 23, the hair was first pre-lightened and toned to a light, clean blonde.

“RUSK Deepshine Direct Pink was mixed with a little conditioner to soften, then applied loosely through the roots and left for around 10 minutes,” says Katie.

“When rinsing, the colour was washed through the ends to give a pearly tone to the blonde, before being shampooed.

“Through the mid-lengths and ends, I used Deepshine Direct Pink with a tiny spot of Deepshine Direct Blue and mixed with equal amounts of conditioner to create a lilac tone. This was left on the hair for a few minutes.”

In a similar vibe, the eight stunning shades in the new Schwarzkopf Professional IGORA Royal Pearlescence permanent range, £6.59, €8.59, can be used as all-over colour for those who want to shine with on-trend effects, while clients who simply want a hint of a tint can try shimmering slices for a softer, more wearable result. **12**

### BEAUTY NOTES

Working with vibrant colours requires make-up shades and techniques that complement the hair, so ensure your client takes this into account. “The best shades to complement bright hair tones are soft, creamy pastels with sleek black eyeliner and dramatic lashes,” says Iris Safar, marketing manager of Japonesque. “Soft peach and powder-pink cheeks pair beautifully with gloss and cream lipsticks.

Play up the drama and complete the look to polished perfection with a sleek black eyeliner and dramatic lashes.” We love Salon System Naturalash Double Lashes 204 Black, £4.49, €5.69, Lord & Berry Liquid Eyeliner Forever Black 1111, £12.29, €14.79, and Lord & Berry Blush 8205, £14.79, €17.49.

