

Lifestyle Coloring

David Stanko, a classic NYC Midtown mover, shares the rewards of catering to more than just like-minded color clientele.



Midtown Management: "To create a fashionable color that would look gorgeous at work, at a formal event or at play, I did a full-head highlighting using three different formulas and diagonal partings. While the highlights were processing, I balayaged lighter, yet still subtle, highlights throughout the hair to provide versatile style/color options, such as showing off strategic blonde strands when wearing an upstyle," says Stanko.



Uptown Tailoring: "To give my Uptown model expensive-looking haircolor that appears natural and not contrived, I added strategic foil highlights—about a level 6—and then painted a sparkling warm glaze between the foils," he explains.



"Have I got an earful for you," gushes David Stanko, in response to our query about his new education platform and DVD, *Lifestyle Coloring*. "The concept came to me after I realized that I was attracting a horde of people who were too similar to me: intensely motivated and extremely career-centric." Stanko, who's an independent colorist in NYC, plus an educator, a Redken spokesperson and an executive board member on the Intercoiffure America/Canada Haircolor Council, then proceeds to passionately relate how he resolved his ennui, stabilized his business and transformed his appointment book.

"I live in New York City, which has three distinctive areas where people lead three dissimilar lifestyles: Uptown, Midtown and Downtown," Stanko explains.

Uptown: "This crowd is more conservative in terms of color, won't settle for anything less than the highest-quality services, and expects five-star treatment at all times." *Uptown Color Technique:* "Don't just cover gray; add classic highlights and include an opulent glaze. Process the two simultaneously."

Midtown: "Midtown people have demanding careers; they need to get in and out of the salon as quickly as possible.

These clients like stylish colorings that are fit for red carpet events." *Midtown Color Technique:* "Combine highlights and balayage pieces. (Hand-painted sections create movement so they look dramatic with updos, and natural when the hair is worn down.) Use three closely related shades for incredible dimension."

Downtown: "This is where the young hipsters come in. They're adventurous with their colorings to the point that they can



Downtown Exploration: "To create a hip and individual color design, I broke the base to lighten my model's look, and then added subtle, random bold pieces of color to accentuate her layers and strong fringe," says Stanko.

be two seasons ahead of the general color curve." *Downtown Color Technique:* "Use my Pasta Method of highlighting, which involves skimming off narrow to wide pieces from a single parting. [Stanko compares different strand widths to pasta: lasagna being the widest, and so forth.] This results in more interesting, and less contrived, highlights."

Stanko continues with a knowing smile: "You're probably thinking, 'Oh sure, it's easy for you to say; you work in New York City and I color hair in Boise.' But honestly, every city in the U.S. has these three client segments. To find them, you must go where they go and do what they do. This means doing your homework about each group's general interests and beauty affinities, and then using your creative skills to customize their looks once they arrive at your salon!"

[Editor's Note: Having watched Stanko's DVD *Lifestyle Coloring*, I heartily recommend it. Not only will you learn in-depth information about each of these client lifestyles and how to go about attracting them to your salon, but also step-by-step color designs that are sure to satisfy the most devoted Uptown, Midtown or Downtown client! For more information about how to purchase the DVD, visit www.DavidStanko.com.]