

COLOR WALK

Stunning, red-tinged chocolates play off smudges of luminescent pearl.

Dreaming in Color

Wella Professionals' Eva Scrivo dreams up a new set of rules for haircolor on the Catherine Malandrino catwalk.

"I gave to a pink the nerve of a red. A neon pink; an unreal pink—shocking pink." So purred surrealist fashion designer Elsa Schiaparelli—who in the '30s introduced the fashion world to that electrifying hue, hot pink, and partnered with artist Salvador Dali to transform a shoe into a hat. Schiaparelli's madcap design aesthetic is a source of inspiration for Catherine Malandrino's fall runway show, where another lover of color, Wella Professionals spokesperson Eva Scrivo, injects plenty of nerve and unreal beauty into the accompanying coifs' haircolor.

Like the trailblazing "Schiap," Scrivo lives to break the rules of color—haircolor, that is. For the color design she crafts for Malandrino's catwalk, she relates that she "wants to change how we view symmetry and tone in haircolor." To achieve this, she balayages extensions with Wella Koleston Perfect and Color Touch the day before the show, randomly placing the hues to create an organic, sparkling diffusion of color. The extensions, which super-stylist Odile Gilbert interweaves into an architectural, multi-bun hairstyle, optically pop against the models' own haircolor, playing up contrast to the nth degree. And these are no ordinary hues. "This is all about pastels—very pale, very cool. Champagnes, platinums, lavenders, grays, pinks, Venetian reds: I combined all different palettes together to create colors you dream about," Scrivo gushes. Indeed, she's managed to take everyday haircolor and morph it into whimsical, wearable art that, though mixed to project a runway dream, should certainly become all colorists' reality. —*Karie L. Frost*

Alert! Check out www.TheColoristMag.com for even more model formulas and pictures. Don't miss it!

Surreal feel: No matter the models' natural haircolor, the palest champagnes and caramels project otherworldly contrasts.

Wella Professionals spokesperson Eva Scrivo balayages a spectrum of cool Koleston Perfect and Color Touch tones on a platinum-perfected weft.

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Colorist: Eva Scrivo
Haircolor: Wella Professionals
Existing color: Level 8, golden blonde
Formula: Blondor + 30-volume developer
Processing time: 45 minutes

Cooler than cool: Ice-streaked buns dance with a shimmering taupe gown.

Photos: Courtesy of Wella Professionals; Karie L. Frost