

Intrinsic-Chic

She's born with that "It" gene, so strolling into the ultra-exclusive Milk & Honey in NYC or London is the norm. Showing off her spicy side, she flaunts a swath of metallic copper hair amidst sparkling Bordeaux and inky-plum hues. **Pairs best with:** fall's rough-and-tumble separates and accessories, such as the skinniest leather pants and stud-encrusted jewelry. **Key styling products:** OSiS Air Pomade.

With one smart cut and subtle color gradations that shift with each toss of her head, our sumptuous sylph seamlessly shuffles from one gorgeous fall/winter trend to another, thanks to the artful hands of Alex Fretwell, Schwarzkopf education ambassador and owner of Montage Studio Salon and Spa in Boise and Eagle, Idaho. Capable of tickling the fancies of fashionistas living in Anywhere, USA, Fretwell's trio of salon-worthy designs also echo a familiar fashion ambition by allowing women to dress their hair casual, chic, or even assume a different character...all on a whim.

Mythical shape-shifters have nothing on Schwarzkopf colorist Alex Fretwell, as he transfigures our model into three hot fall/winter trends: La Belle Classique, Intrinsic-Chic and Remix-ticate Romantic.
by Jeryl E. Spear

"Dyeing" to view more images from our Triplicity photo shoot? Access TheColoristMag.com.
Bonus! We've also posted behind-the-scenes shots and more interviews.

Triplicity

Black blazer by Doo.Ri
Gray tank: stylist's own
Black leather pants by Robert Rodriguez
Pony boots by Herve Leger
Black blouse with lace sleeves by Gemma Kahng
Finger gloves; La Crasia Gloves
Rings By Iosselliani
Copper chain necklace by Tomoko Igarashi
Chain cuff by Gasoline Glamour

Photographer: Hama Sanders; Photo Assistant: Eric Staudenmaier; Hairstylists: Alex Fretwell and Bob Siebert; Makeup Artist: Olaf Derflig; Exclusive Artists; Fashion Director: Karlie L. Frost; Wardrobe Stylists: Jessica & Kelly; Model/Agency: Heidi Edwards, Next Los Angeles; Caterer: Chris Angulo Catering



Remix-ticate Romantic

With roughed-up texture that accentuates her multihued design, she's ready to take her 'do to new heights. The intermingling of highlight and contrast allow this romantic, swirling style to command plenty of attention.

Pairs best with: autumn's '80s reverie, which revels in nifty neons, asymmetry and full-on frivolity.

Key styling product: OSIS Magic.

Blue suede skirt by Robert Rodriguez
Fuschia Blouse by Robert Rodriguez
Shoes by Report Signature
Black Leather lace up glove by Gemma Khang
Spike cuff by Gasoline Glamour

PROCEDURE



Step 1: Apply Color Balancing formula to midshafts and ends. Lift to level 6. Shampoo and damp dry.



Step 2: On top create a large, off-set section, then secure four diagonal/triangular subsections.



Step 3: Create a crescent-shape section through the back and sides.



Step 4: Beginning at the back of the head, apply the Base to the perimeter (unsecured hair), from roots to ends. Place a foil along the perimeter line to isolate the color.



Step 5: Release the crescent-shape section and apply Shading #1 from roots to ends. Place a foil along the perimeter line.



Step 6: Moving to the right side of the head, release the first triangular section. Using a single foil to isolate the color, apply Shading #2.



Step 7: Release the second triangular section. Foil back-to-back sections using Fashion Accent "A" (decolorizer).



Step 8: Release the third triangular section and apply Shading #2 from roots to ends.



Step 9: Release final triangular section and apply the Base formula from roots to ends.



Step 10: Process for 30 minutes. Shampoo and condition; damp dry. Isolate prelightened triangle.



Step 11: Apply Fashion Accent "B" to the prelightened section only. Process for 10 minutes and rinse (do not shampoo).

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Haircolor: Schwarzkopf Professional
Natural Level: 6
Existing Haircolor: Level 5 tint on
midshafts and ends; 2" regrowth
Hair Texture: Fine
Hair Condition: Healthy

FORMULA

Color Balancing: IGORA Vario
Blond Plus powder lightener +
5-volume developer (midshafts and
ends)

Base: IGORA Viviance, 30 ml
6-89 (light red violet blonde) + 13-
volume developer

Dimensional Colorations:
Shading #1: IGORA Royal, 10 ml
5-889 (light intense red violet
brown), 20 ml 6-888 (dark intense
red blond) + 20-volume developer
Shading #2: IGORA Royal, 20 ml
7-7 (medium copper blonde), 10
ml 0-77 (copper concentrate) + 20-
volume developer

Fashion Accent:

A. IGORA Vario Blond Bleach
Cream + 10-volume developer

B. IGORA Personality, 15 ml 0-55
(gold reflex additive), 5 ml 0-77
(copper reflex additive) + 5-volume
developer

After Care: BC Bonacure Color
Save Sulfate-Free Shampoo and
Color Save Conditioner

La Belle Classique

Who says that classic styles have to be boring? Just revealing tantalizing bits of bright color beneath a calmed-down 'do allows for a chic visual kick.

Pairs best with: the season's sensuous, sophisticated and oh-so-clever drape detailing.

Key styling products: two-to-one mixture of OSiS Upload and OSiS Buff.

Blouse by Emanuel Ungaro
Skirt by Gina Kim
Ring by Iosselliani

Color Speak

Amidst the whirl of our 12-hour photo shoot, we managed to speak with Schwarzkopf education ambassador Alex Fretwell in quick convos—prior to shooting, between takes, and afterward when our adrenaline had finally succumbed to physical fatigue. Here's what Fretwell reveals:

What's your most searing career passion?

My salon is the most passionate part of my career. My wife, Jennifer, and I have been salon owners for the past seven years. She's the business arm of our enterprise; I'm the artistic and education arm. Together, we've been able to rapidly grow our business, which currently includes two salon locations.

What's your take on current fall/winter haircolor trends?

This season, it's more important than ever before to create versatile color designs that last up to 50% longer than the ones we did prior to the recession. This not only means hiding the regrowth by placing pieces beneath the part line, but also using more diffused shading techniques. Equally important, the latest approach to color involves placements that morph into new designs as the hair shifts. In the past, we've hidden bright color panels that pop when the hair is brushed a certain way, or one section of color that looks more or less dominant depending on how the hair is parted. What I'm talking about is really the next generation of this concept where the entire color design looks distinctly different as the hairstyle changes.

How are you combating the sluggish economy at your salon?

My current goals are to create color designs that give clients a variety of looks without having to put a lot of foils in the hair. From a salon point of view, this means doing subtle shading; simplifying color placement patterns; keeping pops of color isolated and usually within the same tonal families; and placing colors in such a way that clients can extend their time between salon visits while still looking put together. No one can afford to look anything but great at work in this economy! The competition is too fierce.



Besides color placement, would you like to share one other recession tactic that you're currently practicing at your salon?

Absolutely! Partial touch-ups have become an important part of our service plan. Between full-color visits, we offer to touch-up the hairline, part line and around the crown for a modest price. This service has proven to be particularly useful for clients with noticeable graying.

What's the favorite part of your career? Is it doing color?

Please don't misunderstand what I'm about to say, because I'm truly passionate about color services. But I do love one thing more than doing color: growing the careers and expertise of other stylists and colorists. We've established formal educational training programs for cutting and color at our salons, allowing me to teach many classes as well as mentor beauty pros one-on-one. Being a Schwarzkopf education ambassador allows me to do photo shoots like this one today; platform work at many shows; workshop presentations involving many different aspects of coloring and cutting; and business-building seminars that emphasize creatively growing a salon business, rather than trying to strictly adapt to a cookie-cutter business template. We're all individual artists with different points of view; salons should be a reflection of these unique characteristics!