

JOICO



TREND COLLECTION: PIYA

UNISON

THE CONCEPT

“Unison celebrates the fundamentals of our craft, while paying homage to a few masters of modern design who illustrated that fine details can make a dramatic difference.”

That’s the word from artistic contributor Jeremy Davies-Barbala, who worked in partnership with the Joico Artistic Team to create the company’s latest trend collection: a stunning example of flawlessly executed cutting and coloring principles working in unison to create a seriously show-stopping “total look.”

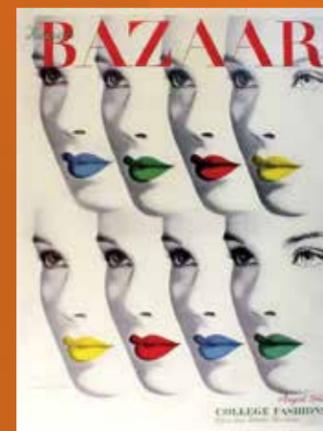
Legendary colorist Sue Pemberton, two-time NAHA winner and Joico’s International Artistic Color Director, accented the haircuts’ strong lines with daring, strategically placed swipes of bold, brilliant hues. The result?



“Four dramatically fashion-forward, yet completely wearable style statements,” says Pemberton. “All the fine cutting and coloring details allow you to take each look from ‘high-fashion editorial’ to ‘everyday, wearable salon chic’ in just a few steps.”

THE INFLUENCERS

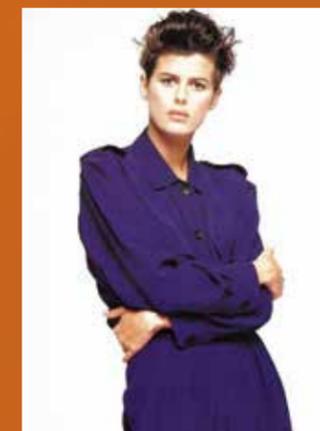
From conception to creation, the Joico Artistic Team looked to three masters of modern design for inspiration.



HERBERT BAYER

The Visionary

After studying at Walter Gropius’ historic Bauhaus design school in Germany and serving as creative director of Paris Vogue, graphic designer Herbert Bayer imported his unique style—typography, graphic design, photography and architecture mixed with Bauhaus design principles—to the U.S. in 1938. In 1940, his visionary cover design for the August issue of Harper’s Bazaar—eight female visages in black and white, each one with a different jewel-tone pout—inspired Andy Warhol and forever changed the shape of American design.



JIL SANDER

The Minimalist

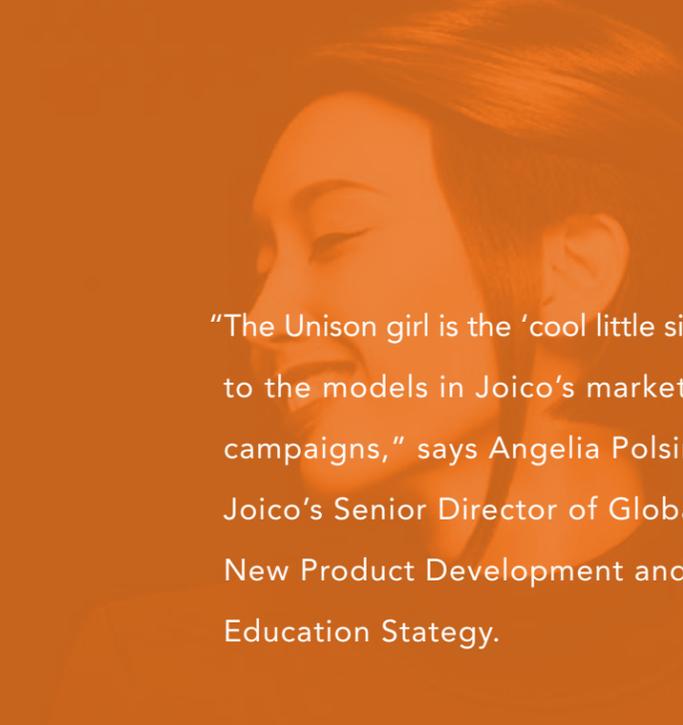
In the 1980s, when waves of women were on the fast-track to reach the top of the executive ladder for the first time, forward-thinking German fashion designer Jil Sander introduced the “power suit”, an empowering silhouette defined by sharp, dramatically simple lines—none of the frills and glitz that were typical of the time.



ROGER THOMPSON

The Pioneer

Pioneering hairstylist Roger Thompson, Vidal Sassoon’s first world art director, took the inventive use of lines, graduation and layering beyond his legendary mentor’s wildest dreams, creating three of the most groundbreaking haircuts of modern hair design: ‘The Vail’ (1970), the first haircut to combine short and long layers in the same shape; the ‘Greek Goddess’ (1967), a short haircut that was permed and left to air dry; and ‘The Havington’ (1970), the perfect balance of graduation, layering and length.



"The Unison girl is the 'cool little sister' to the models in Joico's marketing campaigns," says Angelia Polsinelli, Joico's Senior Director of Global New Product Development and Education Strategy.

MEET THE GIRL

"She's an independent thinker who consciously chooses to be edgy and cool rather than simply pretty. Uninterested in keeping up with anyone on reality TV when it comes to her style, she shuns long, ombré-d locks in favor of looks that are empowering and personal. She loves the simplicity of fine design details and the idea that they're all united in some interesting way."



THE CUT

This modern, versatile shape celebrates the diversity of graduation. Different techniques of internal graduation are used, creating the seamless “unison of cut and color.” A fine attention to detail and close control of the internal and external shapes pull together to create an exciting look that inspires confidence.



Before



1 Part hair on both sides from the crown to the back of the ears. Next, create a rectangular disconnected section on the top area by taking a parting on both sides (from the recession area) running into the previous partings. Sections may vary depending on the individual hair type and texture.



2 Part hair from crown to nape, then take out a fine, horizontal square section from the parting.



3 Elevate hair directly out from the head and cut a horizontal guideline tight to the nape. Note: The first section will determine eventual height of the graduation in the back area. These lengths may vary depending on individual hair type and texture.



4 Repeat the same process on the opposite side. Tip: Cut both the left and right side simultaneously as you work up the head to ensure a good balance.



9 Using the point of the scissors, cut an arched line from the center back outward and repeat on the second side. Note: Cut the outline freehand using no tension, following the natural hairline where possible.



10 View of the completed back section.



11 Take a small diagonal section at the bottom of the left side and section out the lock of hair; this is a key feature of the look.



12 Taking horizontal-diagonal sections from right to left toward the hairline, cut a graduated section and work up toward the top overdirecting each section to the previous. Note: Keep the cutting line parallel to the section.



5 Keeping even tension, continue taking subsequent sections as you graduate and work up the back of the head toward the crown. Focus particularly on the square shape being created, plus retaining the weight behind the ears. Note: The individual head shape determines the amount of elevation used in the graduation to create the amount of required weight.



6 View of the finished back section before refining.



7 Blow-dry the back section.



8 Refine the shape by working across the back section using a round graduated technique to remove the corner at the top of the previously graduated back area. Note: Remain focused on retaining the weight behind the ear.



13 Blow-dry the side section.



14 Refine the section by removing the corner at the top of the graduated area.



16 View of the completed first side.

15 Using the point of the scissors, refine the hairline and the area around the ear.



17 On the opposite side, take diagonal sections and cut a round graduated shape from the front toward the back, angling your fingers tighter toward the back of the ear to retain length in the front hairline. Note: Do not connect with the back section of weight behind the ear.



18 Continue with subsequent sections working toward the top of the side, bringing each section to the previous.



19 Blow-dry the side section.



20 Refine the section by removing the corner of the graduation.



21 Using the point of the scissors, refine the area around the ear.



22 Combing hair slightly forward, carefully refine the hairline with the point of the scissors.



23 Visually review the completed underside; using a slicing technique (where required), remove fine pieces of weight. Note: The suitability of this technique will depend on the individual hair type and texture. At the top of the back and side sections, lift up using a layering technique and connect if necessary; this will also depend on the individual hair type and texture.



24 View of the completed underside.



25 Take a horizontal section toward the hairline.



26 Slightly overdirect the section back and cut a line angling toward the cheekbone. Hold hair in your fingers using medium tension. Note: The cheekbone is your visual guide.



27 Continue taking subsequent sections, elevating very slightly each time.



28 When moving closer to the front area, use less elevation and keep the line closer to the face.



29 Blow-dry the top section.



30 Gently refine the top section with a pointing technique.



31 View of the completed cut prior to color application.

THE COLOR



Before: Model has colored Level 4 (dark brown) hair.

A line of color with diagonal back-to-back slices, going from lighter fiery coral into a hint of pink and finally into darker mermaid blue.

PHASE 1: PRELIGHTENING



1 Take a slightly diagonal-horizontal side parting from the crown into the fringe area (approximately ¼-inch wide at the crown and approximately 2-inches wide into the fringe area).



2 Take a diagonal-horizontal slice parting toward the fringe area and apply Prelightening Formula ¼-inch from the scalp area (at the edge of the foil) through to the mid-shaft and ends; fold foil.



3 Working toward the crown area, take a second staggered diagonal-horizontal slice parting and apply Prelightening Formula.



4 Continue to take diagonal-horizontal back-to-back slice partings, staggering toward the fringe area and then into the crown area.



5 Continue working in the same manner for approximately 10 staggered slice partings and two single slice partings (working into the hairline and fringe area; leaving out no hairline).



6 Completed foiling procedure. Lift hair to a Level 7 (orange); rinse. Shampoo with K-PAK Shampoo; rinse. Apply K-PAK Cuticle Sealer for 5 minutes; rinse. Apply K-PAK Deep-Penetrating Reconstructor for 5 minutes; rinse and dry the hair. Proceed to Phase 2: Color Technique.



Pre-lightening Formula: VeroLight with 10 volume (3%) Veroxide

Color Formula 1: Joico Color Intensity 1 part Fiery Coral** + 1 part Yellow + 1 part Clear (copper foil)

Color Formula 2: Joico Color Intensity 1 part Clear + 1 part Pink (pink foil)

Color Formula 3: Joico Color Intensity Mermaid Blue** (blue foil)

Optional Color Formula 1: LumiShine 7CC (7.44) with LumiShine 10 volume Developer OR Vero K-PAK Color 7RC with 10 volume (3%) Veroxide

Optional Formula 2: Vero K-PAK Chrome 3 parts Platinum (V9) + 1 part Really Red (RR) with Vero K-PAK Chrome Activator*

Optional Formula 3: Vero K-PAK Chrome 1 part Really Blue (RB) + 1 part Really Yellow (RY) + 1 part Platinum (V9) with Vero K-PAK Chrome Activator*

Base Formula: LumiShine 4NG (4.03) with 10 volume (3%) LumiShine Developer

Optional Base Formula: Vero K-PAK Color ½ 4N + ½ 5G with 10 volume (3%) Veroxide*

PHASE 2: COLOR TECHNIQUE



7 Re-section the hair as before, then take a diagonal-horizontal slice parting (working into the fringe area and hairline) and apply Color Formula 1.



8 Working toward the crown area, take a second diagonal-horizontal staggered slice parting and apply Color Formula 1.



9 Take two staggered slice partings and apply Color Formula 1 halfway down the strand and Color Formula 2 to the remainder of the slice



10 Take a diagonal-horizontal slice and apply Color Formula 2 to the entire slice parting.



11 Take a diagonal-horizontal slice parting toward the crown and apply Color Formula 3.



12 Continue to take staggered back-to-back slice partings with Color Formula 3, for a total of eight slice partings.



13 Completed foiling procedure. Apply Base Formula to all unfoiled hair. Process for 35 minutes; rinse. Apply K-PAK shampoo; rinse. Apply K-PAK Cuticle Sealer for 5 minutes; rinse. Apply K-PAK Intense Hydrator for 5 minutes; rinse. Dry hair and style with appropriate Joico styling products.

