

Nov 18 2011

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Haircare 2011

This year will be remembered for its colour renaissance, as well as the return of the tongs. Stylus highlights the most important looks and technological developments in the hair market over the past 12 months.

Cut & Style

• “2010’s **Alexa [Chung]** cut has moved on this year into The **Freja [Beha Erichsen]** – a messy bob with chunky fringe,” says George Northwood, stylist at London hair salon Josh Wood Atelier. “It’s about looking **effortless – scrunch-dried** hair with light texturisers.”

• Light texturiser launches included **Shu Uemura Yokan Craft**, **V05 Give Me Texture Tousled Style Spray**, and **Tigi’s** new salt spray and styling creme – part of its new Session Series collection – both to enhance the ‘Freja’ look.



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Styling Trends

The standout trends that crossed over the whole year of shows were the glossy **blowdry** and the **ponytail**.

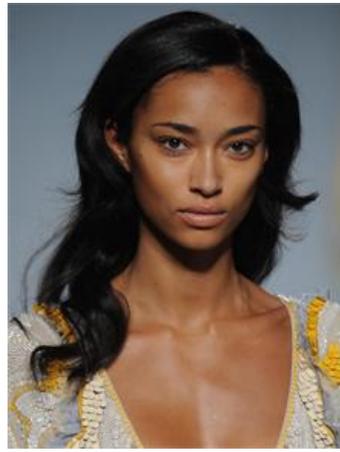
Glossy Blowdry

• “We always have a really sleek blowdry, but this year’s poster girl is [British model/actress] **Rosie Huntington-Whiteley** – bouncy, but not overdone,” says Northwood.

• This look capitalises on the power of the new **hair oli** market. New launches included **Redken’s Argan 6 Oil**, **Kerastase Elixir**, and **Percy and Reed No Oil Oil**.

• On the Spring/Summer 2012 catwalk, this look cropped up at **Issa**, **Matthew Williamson** and **Versace**.

• Fitting this groomed mood, the tool of the moment is definitely the **curling tongs**. “The day of the straightening irons is well and truly over,” says Northwood. “More women are using tongs now.”



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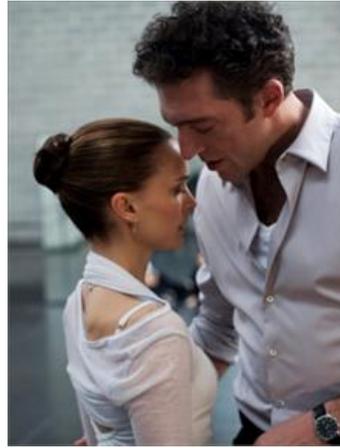
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Ponytails

• “Braids were everywhere for a time, but now the ponytail seems to have taken their place,” says Northwood. “With all the clip-in extensions on the high street, it’s made the look accessible to everyone.”

• British brand **Hershesons** launched its **Pony Bar pop-up** at fashion retailer **Topshop Oxford Circus** in London this year, while other brands such as **LOVE Hair** launched **clip-in ponies**.

• **Buns** also featured heavily in the wake of the ballet-based Oscar-winning film, **Black Swan** – as well as a variety of twists on the chignon at **Louis Vuitton**, **3.1 Phillip Lim** and **Chanel**.



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Colour

- “We are definitely set in two camps: **very natural looks or extreme colour**,” says Josh Wood, founder of the Josh Wood Atelier and global creative colour ambassador for Wella.
- For bold colour, the **Bleach London** trend for multicoloured hairstyles continued to be a huge trend for 2011, with the Bleach team forming a pop-up salon in New York in September with Tigi, and opening a hair bar in Topshop.
- In January, **Colour Xtreme** launched hair colour sprays at Boots. “There’s far more experimentation with a bright colour palette now,” says Northwood. A rainbow palette appeared throughout the S/S 2012 shows, including **Thakoon, Narciso Rodriguez** and **Meadham Kirchoff**, suggesting it’s set to continue into next year.



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- “We’ve also seen the **end of the Ombre effects**,” says Northwood. “It’s more about ‘**HD-ready**’ colour now, like **microlighting** and increasingly **intense block colours**.”
- “This year there’s definitely been a whole ‘**red**’ revival, from soft copper to fire engine red,” says Wood. Indeed, a recent study by Garnier revealed 20% of all hair colour consumers chose red shades. **Garnier** responded with a new ‘**UltraColor**’ kit (£5.49) – intensifying the red shade with new dye, PR5.
- “We’re also **layering different densities of colour** for a sheer effect,” says Northwood. Wella launched its **3D Color Effects** salon system, which promises added depth and dimension to colour, while next year, **L’Oreal is launching an**

update on its Inoa multi-dimensional colour system.

• “For Spring 2012 the palette will be more muted,” says Northwood. “We’ll have that ‘**stealth wealth**’ hair, which is all about getting the exact tone to suit the skintone.”



New Technology

- **Foam-based hair dye** marked a significant breakthrough for 2011. Replacing the dripping, often fiddly liquid dye kits, **John Frieda**, **Clairol**, and most recently, **Schwarzkopf Live Color XXL** all launched foam home colour kits.
- Following US government investigations regarding the formaldehyde content of the hugely popular **Brazilian Blowdries**, several companies sought to capture shaken consumers with formaldehyde-free options. **John Frieda**, **Bumble & Bumble** and **L’Oreal** all launched products, while the **Kebele Smoothing System** came to UK salons.
- Celebrated hairdresser Zoltan at London’s Compton Hair created his own ‘**instant**’ **Keratin treatment**, which doesn’t require the client to wait to wash and style; and the **Japanese Digital Perm** technology was launched into select international salons.



Stylus Summary

In salon styling, **avant garde became the norm**, as the **rainbow colour palette** seen on the catwalk was brought to the mainstream. Red became the biggest-selling colour for home applications, and **androgynous cuts** filtered down to the salon menu.

Brands cashed in on the controversy surrounding Brazilian Blowdries with formaldehyde-free versions, while salons added in signature tools and products to reach a new national audience.

Foam colour kits and new dyes with a deeper intensity were the year's major technological breakthroughs for home colouring.

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