

**PRESS RELEASE**  
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## **Intercoiffure America/Canada presents**

# **Fall Atelier 2010**

### **Beauty Industry's Top Artistic Event Held in New York City October 16-18**

NEW YORK: The elite members of Intercoiffure America/Canada (ICA) and their staff congregated at The Waldorf-Astoria in New York City October 16-18 to attend the Fall Atelier, the association's annual celebration of the art and craft of hairdressing.

Intercoiffure America/Canada is an association of more than 250 salon owners employing more than 27,500 employees. In addition to their economic clout—the annual sales volume for an Intercoiffure member ranges from \$1.5 million to \$85 million—Intercoiffure members set the creative and quality standards for the industry.

The industry's top talents shared their creative vision in presentation after presentation.

**"Beauty Unmasked,"** a three-part extravaganza was presented Sunday night by P&G Salon Professional in celebration of the 25<sup>th</sup> anniversary of Shaper. The Sebastian Team—**Carol Protat, Thomas Dunkin** and **Anthony Cole**--opened with a sexy statement on texture and volume. The mood changed from Sebastian's rock theme to an elegant, modern ambience in the second segment, featuring Nioxin. World Hairdressing Champion **Mirella Rota Sementilli** demonstrated her classic long hair dressing skills. In the final segment, Wella artists **Eugene Souleiman** and **Josh Wood** create amazing editorial hair, based on Wella's Global Trends of 2010.

ICA Fashion Director **Vivienne Mackinder** premiered her Intercoiffure 2010 Trend Collection, **"Glamorama."** "Glamorama" remakes classic 50s styles with a 21<sup>st</sup> century

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sensibility. Mackinder's signature fusion of beauty and fashion, as well as her immaculate technique, were on display. The 2010 Trend Collection was sponsored by L'Oreal Professionnel.

Logics International Color Spokeswoman **Gina Khan**, who also serves as Creative Director of the Intercoiffure Haircolor Council, introduced her 2010 Trend Collection, "**Global Color Design**" International influences from Japan and Europe were evident, as well as Gina's elegant, fashion-forward design combined with salon-friendly styling.

A high point of the main stage presentations was the finale presented by the creative team from Intercoiffure Italia. Directed by **Carlo Rossi**, President of Intercoiffure Italia, the Italian Artistic Team brought their unique vision to life in "As Time Goes By."

The ICA Haircutting Council—**Frank Gambuzza, Anthony Muti, Stacie Bowie, Woody Michleb, Judy Tuttle-Wurth, John Gialluisi, Micki Stirsman** and **Andreas Zafiriadias** presented "Take 3," a fast-paced *tour de force* of architectural hair design.

Gina Khan and Jo Blackwell-Preston with the ICA Haircolor Council presented "Soft and Strong," a tribute to the well-known colorist and Intercoiffure member Lili Jakel. Team members came from the Haircolor Council's mentor salons, including Dop-Dop Salon, Di Rosa Haircare, Gina Khan Salon, Maximus Salon Spa, Michael's Salon & Day Spa, Salon Buzz, Salon Norman-Dee, Salon Visage, and Visible Changes.

**Perry Monge**, creative director of **ICA Nouveau**, which is dedicated to developing the young talent in Intercoiffure salons, challenged his Nouveau team to new heights with not one but two entertaining shows. The team presented "ICONS: Women Post 80s" on

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Saturday night at the annual cocktail party and dance, then followed up that success with another clever period show, “Bob Got Banged! The 70s,” on main stage Sunday.

Other creative highlights included:

- **Andrew Bartfield** and some of L’Oreal’s top artists, including **Suzie Bond, Jessica Vosper, Amit Abraham, Joseph DiMaggio** and **Drew Schaefering**, presented “Visions of the Future.”
- **Martino Cartier**, International Artistic Director of Keratin Complex, presenting “The Hair Everyone Dreams Of.”
- Logics Artist Visionary **Don Csicsai** and the **Logics Artistic Team** presenting “Art Deco: Pure, Progressive and Uncensored.
- The **Hairdreams U.S. Artistic Team** and guests presented “Hairdreams Revolution-Evolution.”
- **Sherri Jesse** of the Rusk Creative Team, with **Don Wyatt and Grace Norwitsky**, presenting “Edgy Elegance”
- **Reginald Laws**, with the PR & Partners Creative Team, presented “What’s in Your Brand?”
- **Peter Lichtenthal**, President of Bumble & bumble, spoke on “Our Changing Salon World—Current Reality, Future Vision.”
- **Howard McLaren**, Bumble & bumble’s Senior Artistic Director, presented “Howard and Friends.”

For event photography and details, please visit [Intercoiffure.com](http://Intercoiffure.com) or contact Barbara Shepherd at [bshepherd@creativeage.com](mailto:bshepherd@creativeage.com).

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