

Bridal Bounty



“Remember what the bride is paying for her shoes and her bouquet. Her hair is much more important than these items, but often she spends less on the hair. It is up to us to build the value and deliver great value.”- Vivienne Mackinder, Fashion Director, Intercoiffure America/Canada

MIAMI: Intercoiffure America/Canada Fashion Director Vivienne Mackinder sent 12 brides down the aisle and onto the main stage at the Spring Symposium, held by Intercoiffure America/Canada (ICA) on April 17-18 in Miami’s South Beach. The bridal styles were the grand finale to ICA’s Spring Trend Collection and showcased Mackinder’s stellar hairdressing skills as well as her signature use of

haute couture.

“This collection is meant to remind stylists of the great artistic and financial value in building a bridal business,” notes Mackinder. “It’s important to capture the total beauty of the client, especially on her wedding day, one of the most important days of her life. You must see the bride not only as a fashion statement, but also as an individual. The hairstyle must fit the bride from the inside out.”

For more information:

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www.intercoiffure.com ☎ 718-747-7100



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The well-known bridal design house Demetrios (www.demetriosbride.com) donated the gowns and accessories for this collection.

Vivienne Mackinder has served as ICA's Fashion Director since 2010, and as such brings the collective creative vision of the organization into focus. "The members of Intercoiffure represent the top salons in North America," says Mackinder. "Sharing ideas on how to grow our businesses is just as important as sharing our creative ideas."



About Intercoiffure America/Canada

www.intercoiffure.com

Intercoiffure America/Canada is an association of the beauty industry's elite—more than 200 salon owners employing more than 27,500 employees. The average annual sales volume for an Intercoiffure member ranges from \$1.5 million to \$85 million. In addition to their economic clout, Intercoiffure members set the creative and quality standards for the industry.

About Vivienne Mackinder www.hairdesignertv.com

Vivienne Mackinder is one of the most highly respected international leaders and innovators in the hairdressing profession today. In her early days, she worked as artistic director for grand masters Vidal Sassoon and Trevor Sorbie and soon became known for her expertise in precision cutting and her eye for original design.

This five-time NAHA winner (including the coveted Masters Award) was named Fashion Director of Intercoiffure America/Canada in 2010, and as such has released several ground-breaking collections, including "American in Paris," "Six Faces of Fashion," "Lady of the Manor,"

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“Glamorama,” and “Shadows & Shapes,” and launched Intercoiffure’s new Rising Star Competition.

About Brides By Demetrios www.demetriosbride.com

Bridal boutiques throughout the world proudly sell Demetrios gowns. Today, the Demetrios brand is a prestigious leader in bridal fashion. Designer and owner Demetrios is a fashion icon in the bridal gown industry. His gowns offer women the widest and most versatile styles, and are on the cutting edge of the fashion world. They have been showcased in all leading bridal magazines, including his own publication *For The Bride*. This leadership and expertise in bridal category marketing continues to expand.

Demetrios James Elias was born near the port of Athens in Piraeus, Greece. As a young boy, he immigrated to the United States with his family. While still in school, he assisted his parents in their family-owned bridal store in Warren, Ohio. In 1980, Demetrios’ dream of owning his own company became a reality. He purchased Ilissa Bridals of New York City. Virtually overnight, he turned this small-unknown business into a thriving international company.

Credits

Bridal Collection Courtesy of Intercoiffure America/Canada

Hair : Vivienne Mackinder, Fashion Director, Intercoiffure America/Canada

Hair color: Jo Blackwell-Preston, Intercoiffure America/Canada Hair Color Council

Photography: Ernesto Mendoza

Gowns: Brides by Demetrios

Fashion styling: Montgomery Frazier

Makeup: J. Patrick

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