

PRESS RELEASE
For immediate release

For more information: Barbara Shepherd
800/442-3007 ext. 521
bshepherd@creativeage.com

Celebrating the Romance of Luxury



“Lady of the Manor” is a new collection from Intercoiffure America/Canada, by Fashion Director Vivienne Mackinder.

NEW YORK: If your fantasy is to dress the hair of a lovely aristocrat, to have the freedom to set off your design with the height of couture, and to see your creation moving gracefully among the guests at a candlelight dinner party, then this collection will speak to your dreams.

Designed by the great Vivienne Mackinder for Intercoiffure America/Canada, “Lady of the Manor” is a whimsical, elegant riff on the romance of luxury. ““Lady of the Manor’ celebrates the art of design, creating looks that are rich and luxurious,” notes

INTERCOIFFURE AMERICA/CANADA • Administrative Offices 7628 Densmore Ave., Van Nuys, CA 91406-2042 • www.intercoiffure.com

PRESS RELEASE
For immediate release

For more information: Barbara Shepherd
800/442-3007 ext. 521
bshepherd@creativeage.com

Mackinder. “I want these images to capture your imagination, to reflect upon and escape the madness of today’s life. “

Mackinder’s technical brilliance is on display in the collection as much as her superb design and signature fusion of beauty and fashion. “Lady of the Manor” features eight unique designs, ranging from various dress work techniques to an abstract razor cut and a classic bob with an unexpected twist.

The collection was shot in spring 2010 by photographer Ernesto Mendoza and introduced at the Fall Atelier in New York City on Monday, October 18. Hair styling was by Vivienne Mackinder, and fellow Intercoiffure member Jo Blackwell-Preston of Dop-Dop Salon in New York collaborated on hair color. Mackinder was assisted by her team Rosemary Tejada, Daisy Duchens and Brittany Molina. Montgomery Frazier served as the fashion stylist, and Edward Cruz was the makeup artist for the shoot.

Vivienne Mackinder made history in January 2010 when she was appointed the first female Fashion Director of Intercoiffure America/Canada. As such, she is tasked with shaping the image of Intercoiffure and bringing its collective vision to life.

When not working on Intercoiffure projects, Mackinder divides her time between her celebrity clientele, advertising and editorial photo shoots, runway fashion shows, keynote speaking engagements, platform artist presentations, and her pioneering work in online education, www.HairDesignerTV.com (HDTV).

Mackinder has been honored with numerous prestigious awards, including the IBS Editors’ Choice Awards (three times); North American Hairstyling Awards (five times), and the NAHA Lifetime Achievement Award 2009.

Intercoiffure America/Canada (www.intercoiffure.com) is an association of the beauty industry’s elite—more than 250 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.

30