

chic sauvage at Sassoon

THE STUNNING AUTUMN/WINTER '07 COLLECTION FROM SASSOON IS NOW IN CARDIFF AND AWAITING YOUR APPOINTMENT!

Luxury and glamour with a hint of danger, the **CHIC SAUVAGE** collection is 70s Paris reborn – a glossy, futuristic take on an era where alpha females prowled urban haunts dressed in Yves Saint Laurent with scarlet lips and killer heels.

Sassoon now evolves this iconic look of effortless sophistication where sleek, lustrous hair is the crowning glory of every seductive femme fatale. The perfect complement for this season's catwalk styles where slim, tailored lines and seductive glamour are being

revisited by the likes of Marc Jacobs.

SASSOON INTERNATIONAL CREATIVE DIRECTOR MARK HAYES SAYS: "CHIC SAUVAGE

is our most seductive collection to date. Featuring 'The Edge' and 'The Frame' cutting and colouring techniques, the hair is sleek, glamorous,

sexy and edgy. Cut and colour flirt dangerously together, creating looks that are suggestive and sensual with images inspired by 70s photographers such as Guy Bourdin and Helmut Newton.

"The haircuts are intelligent and decisive. Sassoon has revisited iconic looks from its rich

THE LOOKS ARE SUGGESTIVE AND SENSUAL, INSPIRED BY 70S PHOTOGRAPHERS

heritage with an Erte half-moon fringe from 1974 and the short, sharp Cadette cut of 1980. The sharpness of 'The Edge' cutting technique creates layers of hair that are allowed to move effortlessly and kick out in exciting ways."

Colour is applied using a technique called 'The Frame', which defines the perimeter of each haircut with a series of accent tones. Mink blonde is highlighted with a touch of white,



champagne with dove grey or deeper graphite.

The single-minded pursuit of excellence at Sassoon has created this deluxe collection of true hair design – as smooth as glossy oyster satin, as polished as patent

leather and as tactile as the most expensive mink.

GET THE LOOK:

* By visiting the Sassoon Salon in Cardiff's Capitol Shopping Centre. This salon receives exclusive training and education based on the latest client-oriented cut and colour techniques, developed and delivered by The Sassoon International Creative Team. They work with the Sassoon Chromatology Colour System for amazing iridescent colour and a range of Cut/Care/Finish products for hair that shines as it moves. ■

SASSOON SALON

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