

FRESH, FUN AND
SEXY ARE THE
OPERATIVE WORDS
FOR FALL 2003.



Courtesy of Wella American Classics

C FALL O BACK L INTO O R

by J. Elaine Spear

AS THE TEMPERATURE COOLS AND FASHION HEATS UP, sun-kissed hair, nude lips and muted nail colors are giving way to mood-lifting shades with warm sex appeal. Fashion designers are taking a Gemini approach to color this season by pairing rich, vibrant hues

with an array of understated, friendly and sometimes even mysterious tones. "After so many seasons of wearing neutrals, women want to wear colors that will perk up their lives," says Brooke Carlson,

vice-president of marketing for L'Oréal Classic Salon Products in New York City. "Fashion designers are

responding to this desire by creating optimistic, striking and quite often playful color designs."

This fall's fashion palette also means shopping for rich, colorful accessories, including more intense hair color, more expressive makeup and luscious nail enamels that refuse to allow a woman's hands or feet to go unnoticed.

Margaret Walch, director of the Color Association of the United States, relates that in the aftermath of the

September 11 tragedy, war and a troubled global economy, consumers are

strongly gravitating toward colors that are considered warmer, cozier and reassuring. She notes that color stories based on fashions and fabrics that evoke nostalgic feelings have also become important to fashion and cosmetic firms.

Fall Tresses

Right on cue, Wella American Classics in Woodland Hills, California, is leveraging this color momentum with the release of its Canyon Reds Color Charm collection that's reminiscent of a Southwest sunset. The graphics were shot in a dry canyon and show a breathtaking array of four wearable reds: Red Terra Cotta, Copper Sun, Canyon Copper and Light Copper. "We think it's a great idea for a niche color collection and a strong follow-up to our Sugar & Spice collection of warm browns last fall," says Pat O'Donnell, vice-president of marketing and business development. "People are enamored with the Southwest and the muted colors associated with this area of the world. They automatically associate the American Southwest with mystique and breathtaking beauty."

Wearable color has been the underlying theme of Color Charm seasonal collections, and Canyon Reds is no exception. "The beauty business shows a lot of reds," says O'Donnell. "Hairdressers love looking at vibrant reds, but when you go to the mall nobody's wearing these hot colors. Most reds that are shown on stage are too vibrant for consumers' lifestyles or environments. Even so, I think that at some point, most women want to experience life as a redhead. Canyon Reds represents a very wearable group of four shades that exude warmth and complement the eyes and skin tones of most consumers. Two shades have a gold-red base, one a red-gold base and one is a straight red [Red Terra Cotta] for those who don't want a lot of warmth in their hair." Canyon Reds is also considered ideal for the Latina market since they're targeted for all people with natural haircolor levels 3 to 8, states O'Donnell.

Canyon Reds shipped August 15, and will be available to beauty stores by mid-September, he reports. Beauty stores will benefit from an aggressive launch that includes a store display program and a Canyon Reds sweepstakes giving away five turquoise and coral necklaces with a retail value of \$600 each. Entry

forms will be available through your store! "To make the most out of this seasonal collection, we're also hosting a hands-on color workshop in October," says O'Donnell. "It will be held in the Los



Canyon Reds represent a wearable group of four shades that exude warmth.

Courtesy of Wella American Classics

Courtesy of L'Oréal Classic Salon Products



Angeles area, and Nancy Beauty Supply is selling tickets for the class."

In sharp contrast, L'Oréal Classic Salon Products in New York City is showing off its "Season of New Dimensions in Color, in Mood, in Time" collection that includes an updated glam look from the 1940s—tone-on-tone blonding—and a sexy 1960s design—high-contrast color blocking—that shows off a dark sultry brown hair color contrasted with a bright copper blocked bang. For the true fashionista who wants to take color to the outer limits of design, there's also multi-dimensional techno-color highlights featuring playful placement of four different L'Oréal Classic colors.

"Even when our lives are full and on fast-forward there's still room for new dimensions," says Carlson.

L'ORÉAL CLASSIC IS HELPING TO SET TRENDS FOR FALL/WINTER 2003-2004 WITH RICH, SOPHISTICATED SHADES.

"This is especially true when it comes to having fun with color, fashion and style. In these disquieting times, the spirit of fall beauty is happy and filled with individual expression. We wanted to be part of that very uplifting mood."

L'Oréal Classic is helping to set the trends for fall/winter 2003-2004 with rich, sophisticated shades of soft beige blonde, warm brown, gleaming copper and intense red, comments Carlson. "We used Feria Multi-Tone Haircolor because it's so young and uplifting, and L'Oréal Classic Excellence Blondes

Sophisticated hair color and a marvelous mix of updated vintage and uptown chic nail color will help customers look even hotter this fall.

Courtesy of Worldwide Cosmetics



Extreme and Cremelights for our blondes," she says. "We also used Excellence HiColor Red HiLights and Blonde HiLights new highlighting products," notes Carlson. "It has a 30-minute processing time, and there's no need to tone the hair." L'Oréal Classic's new Red HiLights will be out by the end of 2003 and Blonde HiLights is coming in the first quarter of 2004, reports Carlson.

Cool Cosmetics

Makeup colors for fall 2003 will run the gamut from bright to muted and are being paired with contrasting shades. Painting the faces of models strutting down

the runways for world-class designers during fall fashion week, New York City-based makeup artist Brett Jackson reports that she applied very light beige eye makeup and pouty mulberry lips to Calvin Klein models. "Balenciaga, on the other hand, was very different," says Jackson. "Showing a definite Mediterranean flair this fall, Balenciaga models wore metallic crème eye shadows and a very neutral—not sheer—lip color called 'stone.'" Smokey eye colors are a hot ticket this season, particularly when they're paired with a soft, muted lip color, adds Jackson.

Artiba Professional Cosmetics in West Los Angeles, California, is promoting colors that it believes will be winners this fall. "Our new fall collection consists of Maple Sugar, Flame, Berry, Cherries Jubilee, Casablanca, and Baked Apple," says president Jimmy Manoucheri.

Autumn Nails

Buying a new nail polish has always been the next best thing to owning a new lipstick, but this order of preference could be changing as fashion-focused companies like Worldwide Cosmetics and Orly International put strong marketing spins on their newest offerings. With new collections like Bohemian Chic, Patent Leather Lacquer and Starlets, a nail polish isn't just a nail polish anymore. It evokes a mood. Positioning themselves as an integral part of fashion, these top-notch nail companies are marketing their enamel colors to bring out everything from the wild side of a woman's personality to her gentle romantic self.

China Glaze by Worldwide Cosmetics in North Hollywood, California, will be tempting your customers to indulge in Bohemian Chic, a collection of nine nail lacquers that run the gamut from Hippie Chic to Gypsy Girl. This couture-inspired collection was taken directly from the fall runways. With names like Bohemian Rhapsody and Haute Hippie and colors ranging from a blue shimmer to a red crème, this collection is a marvelous mix of updated vintage and uptown chic.

Complementing this line is the manufacturer's Patent Leather Lacquer Collection, consisting of six high-gloss polishes that make nails look like liquid leather. Urban and sassy, Patent Leather Lacquer exudes raw sex appeal with names like Dripping Wet, Skin Tight and Pretty in Patent. This collection is also available with an eye-catching display resembling a Patent



Courtesy of Orly International

Orly International's Starlets collection inspires customers to capture glamour for themselves.

color; Dorothy, a rich mocha that pays tribute to singer and actress Dorothy Dandridge; Ava, a rich red-pink that embodies the passion exuded by screen goddess Ava Gardner; and Marlene, a deeply moody merlot that reflects the enigmatic personality of Marlene Dietrich. "We're promoting a nail fashion to go along with this collection based on research of this period," says Pink. "We found, for instance, that starlets wore exceptionally long fingernails that were painted a rich shade and wore a light pink color on their toes."

"SHINY NAILS—THE GLOSSIER THE BETTER—ARE AN INTEGRAL PART OF FALL GLAMOUR."

Leather hobo purse—one of the hottest accessories shown on the runways this season! "The newest cosmetics have everything to do with shine, glow and reflection," says Randi Cooley, public relations and advertising director. "Matte may be used on the face, skin or nails, but even then it's often paired with shine as a contrast. In all cases, having shiny nails—the glossier the better—is an integral part of fall glamour."

Chatsworth, California-based Orly International is releasing a fall collection inspired by glamorous Hollywood Starlets of the 1930s and 1940s, says Shel Pink, director of fashion, beauty and brand development. Encouraging women to capture a little bit of this glamour for themselves, Starlets consists of six shades: Lana, a lush fuschia attributed to the sexy siren Lana Turner; Rita, a sizzling sunset red inspired by Rita Hayworth; Elizabeth, a bold lilac named after Miss Taylor's dazzling eye

The new Runnin' Wild Bio Lacquer collection by biosolutions, a division of Orly International, will make even the most conservative woman feel secretly sexy. Inspired by the golden age of burlesque, Runnin' Wild is a collection of deep "mood colors" that are reminiscent of the color of the clothing and staging associated with burlesque theaters. Strip Tease, for instance, is a gilded gold, Risquè is a rich forest green and Burlesque is an iridescent plum that will instantly make your customer feel as though she 's being just a little bit naughty. "Our Runnin' Wild display features sexy models that are reminiscent of the burlesque era," adds Pink. **BSB**

J. Elaine Spear, a stylist and former salon owner, is a Beauty Store Business contributing editor based in Santa Fe, New Mexico. She's the author of Haircutting for Dummies by Hungry Minds and a spa/salon consultant to major corporations.