

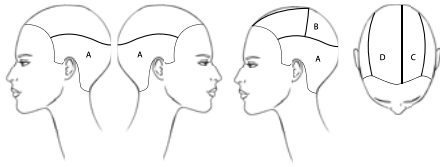


PRIVATE GALLERY

STEPbySTEP

fall winter collection 2014-15

 framesi



Subdivision.

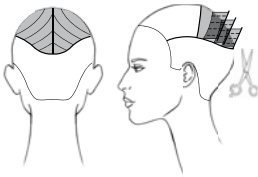
Trace a line passing 1 cm - ½" below the crown area in the front and 2 cm - ¾" below the crown area in the back, following the flats and the curves of the head. Subdivide the top section tracing a line from ear to ear passing through the center juncture. Trace a line inside the left eyebrow arch.



1.

Section A

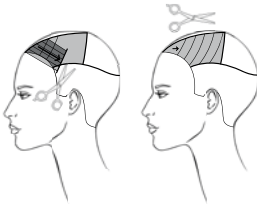
Cut the bottom section from 3 to 15 mm - ¼ to ½" using the clippers and creating a soft even effect.



2.

Section B

Trace a central line and, making slightly crescent subsections, cut with 45° incline resting your knuckles on the separation line. While cutting, transport the subsections slightly backwards to obtain more volume in the central area.



3.

Section C

Continue with the same subsections and grade.

When you reach the sideburn level, transport the subsections slightly backwards to obtain more length in the front.



4.

Section D

Comb the hair on the right side of the head and cut to the separation line with moderate tension.

Cut this section making more subsections and turning your palm up and to the back to create light layering and softness along the disconnection line.



5.

After blow drying, lighten the top volume and refine the perimeters geometrically.



FALL WINTER COLLECTION 2014-15

PROPOSAL #1 - COLOR



Isolate a section above the right eye, as in the diagram, and decolor with **Decolor B Diamond** to level 10.

Color the remaining hair with **Framcolor 2001 3CB**.

Subdivide the isolated section into two parts tracing a diagonal line and tone as follows:

- right section - **Framcolor Glamour 6.22**
- left section - **Framcolor 2001 10PB**.

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR 2001	FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
3CB (60 g/cc)	3 (60 g/cc)	3NE (60 g/cc)	3N (60 g/cc)
contrasts Decolor B Diamond 640 (right) and 10PB (left)	contrasts Decolor B Diamond 6.22 (right) and F2001 10PB (left)	contrasts Use F2001 or Glamour	contrasts Use F2001 or Glamour

SUGGESTED PROFESSIONAL TREATMENT FOR SUPERIOR SHINE AND CONDITIONING:

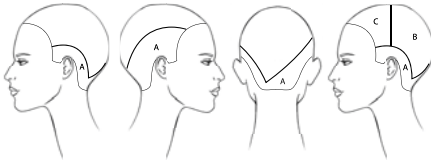
Framcolor OPTICS Creamy White

SUGGESTED HOME TREATMENT:

Morphosis COLOR PROTECT

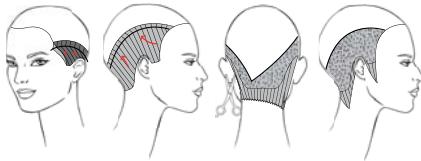
STYLING

Apply **Morphosis Color Protect DD Cream** on wet hair and start drying. Distribute **BY Smooth & Shine Serum** on damp hair and finish blow drying keeping the hair close to the head and brushing the right side forwards to show the color contrasts.



Subdivision.

On the left side, trace a curved line starting 3 cm - 1¼" above the sideburn, passing 2 cm - ¾" inside the mastoid and ending 3 cm - 1¼" above the back hairline. On the right side trace a line starting from the temple and, after touching the crown line, joining the previous traced line. In the top section trace a line from ear to ear passing through the vertex.



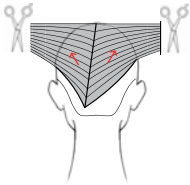
1.

Section A

Comb the left side onto the separation line and Pinch Cut to 1 cm - ½" turning your palm up.

Repeat on the right side transporting the sideburn backwards to obtain more length.

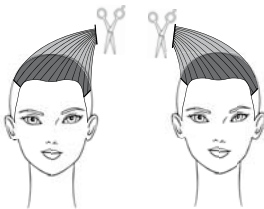
Now cut the entire section using blending shears to make it flat and "wrap around", while leaving the hairline soft and a little longer on the right.



2.

Section B

Trace a line from the vertex to the point of the section, take each side to the mastoid and pinch cut to a length of about 10 cm - 4".



3.

Section C

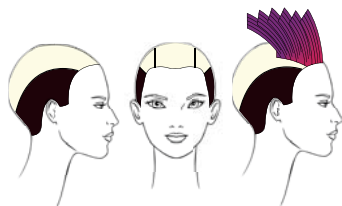
Comb the entire section toward the left mastoid and cut as a whole to the length of 10 cm - 4".

Now comb the entire section toward the right mastoid and cut as a whole to the length of 10 cm - 4" respecting the perimeter of the fringe.



4.

After blow drying, comb the hair in natural fall and soften harmoniously. Refine the perimeter using the Point Cut technique respecting the graphic shape of the proposal.



Subdivide the hair as for the cut and color the bottom section with **Framcolor 2001 5CB**.

Decolor the top section with **Decolor B Cream** to level 8.

Isolate a front rectangle joining the eyebrow arches and the vertex.

Start toning the back section with **Framcolor 2001 620** (3 parts) + **660** (1 part).

Proceed toward the forehead applying **Framcolor 2001 610** (3 parts) + **660** (1 part) on the roots and **Framcolor 2001 620** (3 parts) + **660** (1 part) on the lengths.

While doing this, lay down each section on the previous one so that the colors on roots and lengths blend enhancing the red nuance, while the ends soften into violet.

Tone the remaining top section with **Framcolor 2001 610** (3 parts) + **660** (1 part).

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
5.12 (60 g/cc)	5-IN (60 g/cc)	5C (60 g/cc)
contrasts Decolor B Cream 6.66 (3 parts) + 9.56 (1 part) 7.55 (3 parts) + 9.56 (1 part)	contrasts Use F2001 or Glamour	contrasts Use F2001 or Glamour

SUGGESTED PROFESSIONAL TREATMENT FOR SUPERIOR SHINE AND CONDITIONING:

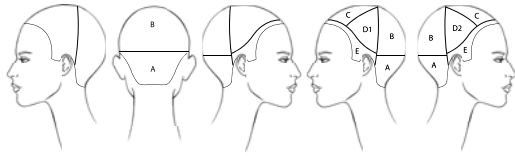
Framcolor OPTICS Strawberry Red

SUGGESTED HOME TREATMENT:

Morphosis COLOR PROTECT

STYLING

Apply **Color Lover Hair Primer 11** on wet hair and start drying. Distribute **BY Smooth & Shine Serum** on damp hair and finish blow drying giving volume to the roots and keeping the lengths straight. Spray **I.Dentity Protect.it** and use the flat iron. Finally spray with **BY Black Lava Mega Hold Hair Spray**.



Subdivision.

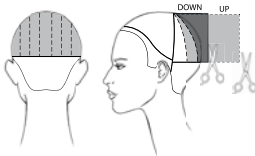
Trace a line from mastoid to mastoid passing through the center juncture. In the back trace a horizontal line 1 cm - ½" above the occipital bone. In the front isolate a 2 - 3 cm - ¾ - 1 ¼" wide section along the hairline. On the top of the head isolate a triangle joining the end of the eyebrow arches and the center juncture. Six sections have been created.



1.

Section A

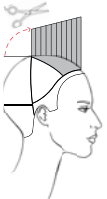
Comb the entire section onto the center juncture and cut to 1 cm - ½" as a whole.



2.

Section B

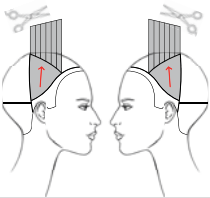
Subdivide the section into seven vertical subsections (the center one will be twice as wide as the others) and cut using the Up & Down technique.



3.

Section C

Using the shorter subsection (Down) as a reference, cut the triangle as a whole to a front length of 10 cm - 4".



4.

Sections D1 and D2

Comb both entire sections onto their upper perimeter and cut as a whole to the length of section C.



5.

Section E

Comb the hair in natural fall, make a central parting and connect by point cutting to the length found at the nape of the neck.



6.

Subdivide the fringe making radial partings and connect to the length of section C (triangle).

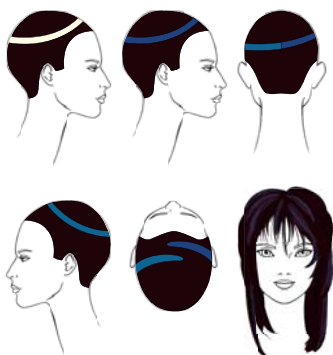
A fringe of a length between nose and mouth will be created.

After blow drying, signature the proposal using the Counter-Gravity technique.



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PROPOSAL #3 - COLOR



Isolate a 3 cm - 1 ¼" wide section as shown in the diagram and decolor with **Decolor B Diamond** to level 10.

Color the remaining hair with **Framcolor 2001 4CB**.

Subdivide the decolored section into two parts tracing a diagonal line and tone as following:

- right section - **Framcolor Glamour 6.22**
- left section - **Framcolor 2001 10PB**.

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR 2001	FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
4CB (60 g/cc)	4.12 (60 g/cc)	4-IN (60 g/cc)	4C (60 g/cc)
contrasts Decolor B Diamond 640 (right) and 10PB (left)	contrasts Decolor B Diamond 6.22 (right) and F2001 10PB (left)	contrasts Use F2001 or Glamour	contrasts Use F2001 or Glamour

SUGGESTED PROFESSIONAL TREATMENT FOR SUPERIOR SHINE AND CONDITIONING:

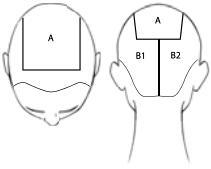
Framcolor OPTICS Creamy White

SUGGESTED HOME TREATMENT:

Morphosis SUBLÌMIS OIL

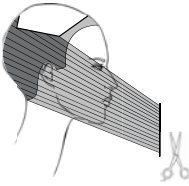
STYLING

Apply **Morphosis Repair Velvet (Framesi Hair Treatment Line Corrective Moisturizing Fluid)** on wet hair and start blow drying. Distribute **BY Sparkling Mousse Flexible Hold** on damp hair and finish blow drying adding volume to the roots and taking the ends toward the face. Distribute **I.Dentity Protect.it** and refine the lengths using the flat iron. Finish by spraying **BY Mist Hair Spray light**.



Subdivision.

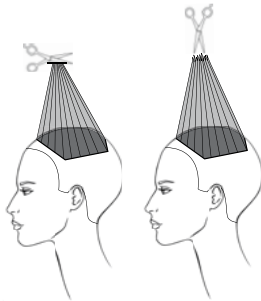
Three cm - 1 ¼" away from the front hairline, isolate a 12 cm - 4 ½" square between the end of the eyebrows and the crown area.
In the back trace a central vertical line.



1.

Sections B1 and B2

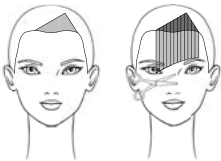
Comb the hair toward the face and pinch cut vertically
22 - 23 cm - 8 ¼ - 3 ½" beyond the chin.
A pointed back perimeter has been obtained.



2.

Section A

Comb the hair vertically and make a slight transport forwards,
pinch cut horizontally to a length of 22 cm - 8 ¼" and refine with the
Point Cut technique.



3.

In the front, isolate a triangle 5 cm - 2" deep between the end of the left
eyebrow arch and mid right eyebrow arch.
Comb the hair toward the face and create an asymmetric fringe leaving
the left eye uncovered and descending to the right cheekbone.



4.

Apply **BY Sparkling Mousse Flexible Hold** on the fringe and blow dry
softly with a brush.

Now signature the fringe and create an interior bob that frames the face
by cutting the left side to the mandible and the right side 5 cm - 2"
below the mandible.



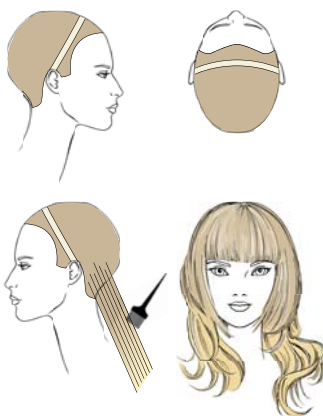
5.

Connect the perimeter of the bob to section A using the
Counter-Gravity technique without cutting the maximum length obtained.



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PROPOSAL #4 - COLOR



Isolate a section (like a headband) and decolor with **Decolor B Diamond** to level 10.

Color the mid shaft with **Framcolor 2001 9W (40 g/cc) + 9P (20 g/cc)**.

At the same time lighten the ends to level 10 with **Decolor B Diamond**.

Tone the entire head with **Framcolor Eclectic 9CT**.

Note: if the base color is dark, decolor the entire head to level 10.

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR 2001	FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
9W + 9P (40 g/cc + 20 g/cc)	9.46 + 9.62 (40 g/cc + 20 g/cc)	9HCE + 9CT (40 g/cc + 20 g/cc)	9XN + 10A (40 g/cc + 20 g/cc)
contrasts Decolor B Diamond 11A	contrasts Decolor B Diamond 10.62	contrasts Decolor B Diamond 9CT	contrasts Decolor B Diamond 10A

SUGGESTED PROFESSIONAL TREATMENT FOR SUPERIOR SHINE AND CONDITIONING:

Framcolor OPTICS Creamy White and Light Honey Blonde

SUGGESTED HOME TREATMENT:

Morphosis REPAIR

STYLING

Apply **BY Smooth & Shine Serum** on wet hair.

Blow dry the front giving soft volume to the roots and keeping the lengths straight.

Blow dry the back using a large round brush to create some curls, spray **I.Dentity Beach.Matte Spray** and finish drying with the diffuser.



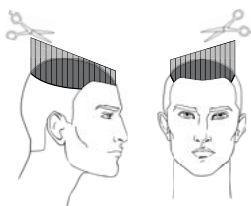
1.

Comb the hair in natural fall, rest the comb on the crown line and taper the bottom area. Keep below the crown area, especially in the back.



2.

Cut the top square to a length of 5 cm - 2\"/>



3.

Apply **BY Hydro-Gel light** and blow dry the top upwards using a flat brush.

After blow drying, create a diagonal cut from left to right and from 5 cm - 2\"/>





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PROPOSAL #1 MAN - COLOR



Color the entire hair with **Framcolor 2001 6CB**.

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR GLAMOUR

6.12
(60 g/cc)

FRAMCOLOR ECLECTIC

6-IN
(60 g/cc)

FRAMCOLOR FUTURA

6C
(60 g/cc)

SUGGESTED PROFESSIONAL TREATMENT FOR SUPERIOR SHINE
AND CONDITIONING:

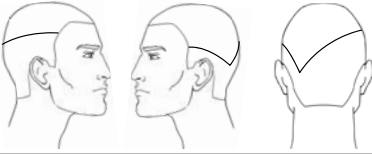
Framcolor OPTICS Light Chocolate Brown

SUGGESTED HOME TREATMENT:

Morphosis DENSIFYING

STYLING

Apply **I.Dentity X.Factor** and **BY Mist Hair Spray strong** and blow dry the hair vertically.



Subdivision.

Trace a line from the end of the right eyebrow arch, passing along the crown line according to the flat and the curves of the head and ending at the left mastoid.

From this point, continue to the left temple.



1.

Cut the bottom section to 9 mm – ½” using the clippers.



2.

Trace a central line on the top section.



3.

Pinch and point cut square as a whole the left subsection 2 cm – ¾” above the ear.



4.

Pinch and point cut square as a whole the right subsection to the mastoid.



5.

After blow drying signature the inside of the volume using blending shears and refine the perimeters geometrically.



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PROPOSAL #2 MAN - COLOR



Color the entire hair with **Framcolor Eclectic 6NE**.

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR 2001

6NP
(60 g/cc)

FRAMCOLOR GLAMOUR

6
(60 g/cc)

FRAMCOLOR FUTURA

6N
(60 g/cc)

SUGGESTED PROFESSIONAL TREATMENT FOR SUPERIOR SHINE
AND CONDITIONING:

Framcolor OPTICS Titian Cinnamon Red

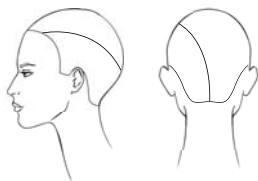
SUGGESTED HOME TREATMENT:

Morphosis DENSIFYING

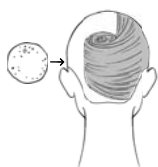
STYLING

Apply **BY Smooth & Shine Serum** and blow dry adding volume to the roots.

Blow dry the lengths in soft natural fall.

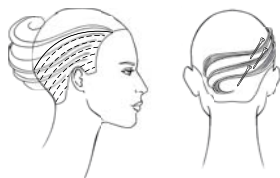


Trace a line from the left eyebrow to the center of the nape.



Create a ponytail to the left of the occipital.

Attach a large form to the base of the ponytail and wrap the remaining hair around it as shown in the diagram.



Start at the right nape and take a diagonal section respecting the flats and curves of the head. Comb the section flat and smooth then spray with **BY Black Lava Mega Hold Hair Spray** to create a "ribbon".

Using your fingers and a tail comb, wrap the ribbon around the head securing it with small clips and ending with a barrel curl.

Spray with **BY Black Lava Mega Hold Hair Spray** and lightly blow dry. Now insert hairpins horizontally anchoring the ribbon and the barrel curl. Given normal texture and density you will create approximately 10 sections. Continue in this fashion until you reach the top of the head utilizing the following reference points to anchor the sections.

The first 3 sections anchored to the form at the center of the neck.

The next 3 sections anchored to the form at the height of the left mastoid. The next 2 sections anchored above the tip of the left ear.

The final 2 sections anchored just behind the vertex and to the top of the form at the center juncture.



Insert some colored extensions as in the diagram.

Spray the entire head with **BY Black Lava Mega Hold Hair Spray** and lightly blow dry. Remove all the clips and smooth the sections with a tail comb if needed.

