

ITALIAN **HAIR** STYLE

 framesi

**fall winter
collection 16/17**

**&STEP
bySTEP**

COUNTRY CLASS



An escape from town and the countryside becomes the new frontier of luxury.

The Country Class woman is demanding and hyper-feminine, she only chooses tasteful and evergreen outfits made of those precious fabrics that have characterized the countryside chic forever. Italian Style Framesi interprets the Country Class trend with sober elegance.

Short hair is smooth with soft perimeters, while long proposals love movement and full volume.

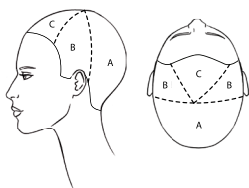
The updo is perfect for night and day as well. The male cut is dedicated to a modern gentleman.

As far as color is concerned, the choice is almost inevitably for natural shades of blond,

chestnut and copper. The Country Class make up evokes the warm shades of the Northern Countries - such as orange and peach - that suit a fresh and natural beauty.

Foundation and blush re-create that kind of light redness the sun leaves on delicate skin.

Eyes and mouth are also enhanced by pink-orange eyeshadows and lip-gloss.

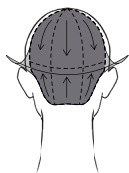


Sectioning.

Apply **BY Cutting Lotion (Framesi Color Lover Primer 11)** to detangle and keep sections moist while cutting.

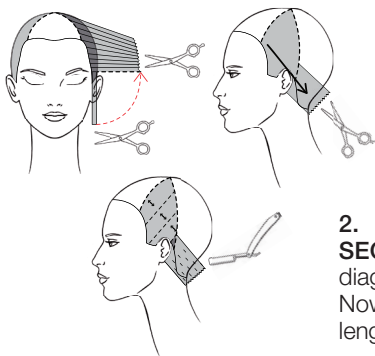
SECTION A – Trace a line from mastoid to mastoid passing through the vertex.

SECTIONS B and C – Trace a line from the end of right eyebrow arch to 2 cm (¾”) left of the vertex and another line from this point to the end of the left eyebrow arch.



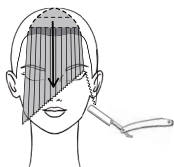
1.

SECTION A - Make three vertical subsections and pinch cut to the ear point starting with the central subsection. In this step, follow the curves and the flats of the head while resting your hand against the head itself and palm up.



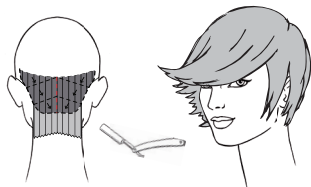
2.

SECTIONS B - Cut a guide to the corner of the mandible and point cut diagonally to connect each section to the back pinch cut. Now make diagonal subsections and soften with the razor from mid length to the ends without touching the perimeter.



3.

SECTION C - Make horizontal subsections and cut with the razor to the stationary guide from mid left eye to the sideburn.



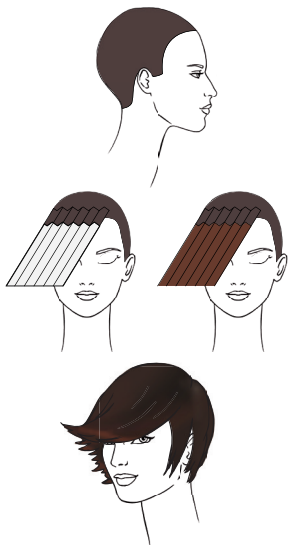
4.

SECTION A - With the razor soften the area below the pinch cut making diagonal subsections and cutting to mid neck.

Making vertical subsections remove the volume excess using the Dry Cutting technique or scissor over comb – according to the hair type.



fall winter collection 2016-17 proposal #1 COLOR



Color the hair with **Framcolor Eclectic Care 5.25** (60 g/cc).

Decolorize with **Decolor B Diamond** some sections 3 cm (1¼") away from the front hairline (as shown in the diagram) and then tone with **Framcolor Glamour 8.365**.

TO CREATE THIS COLOR YOU MAY ALSO USE:

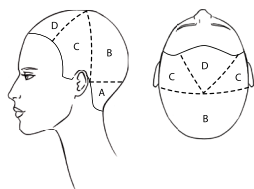
| FRAMCOLOR 2001 | FRAMCOLOR GLAMOUR | FRAMCOLOR ECLECTIC | FRAMCOLOR FUTURA |
|--|--|--|--|
| 5CB + 5W (30 g/cc + 30g/cc) | 5.64 (60 g/cc) | 5-IN (60 g/cc) | 5XN (60 g/cc) |
| Contrasts Decolor B Diamond 8TRP + 8ER | Contrasts Decolor B Diamond 8.4 + 8.34 | Contrasts Decolor B Diamond 8RDE | Contrasts Decolor B Diamond 8R |

SUGGESTED HOME TREATMENT:

Morphosis VOLUMIZING
(FRAMESI COLOR LOVER Volume Boost)

STYLING

Apply **BY Roots Up Mousse Spray (BY Sparkling Mousse)** on hair at the vertex and **BY Texturizing Cream (BY Glaze)** on the entire lengths. Blow dry the top using a comb or a flat brush to give the roots some volume. In the back, create a round volume with a large round brush. Comb the fringe on the forehead and flip the end upwards. Finish by spraying **BY Strong Hold Pump Hair Spray (BY Mist Hair Spray Strong)**.



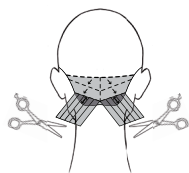
Sectioning.

Apply **BY Cutting Lotion (Framesi Color Lover Primer 11)** to detangle and keep sections moist while cutting.

SECTION D – Isolate a triangle joining mid left eyebrow arch, the center juncture and the end of right eyebrow arch.

SECTIONS C – On both sides trace a line from the center juncture to the mastoid.

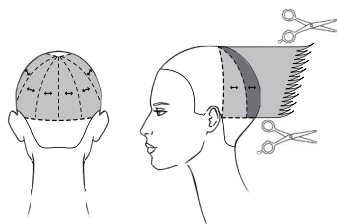
SECTIONS A and B – Trace a line from ear to ear passing through the occipital.



1.

SECTION A - Making diagonal subsections cut the first one to mid neck and perpendicularly to growth.

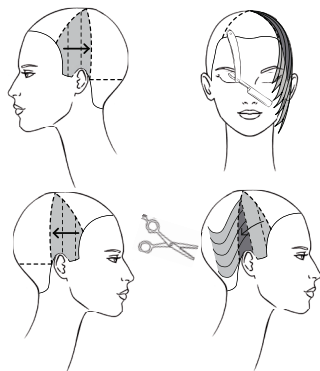
Cut the other subsections allowing the guide to travel.



2.

SECTION B - Keeping the length of section A as a reference, cut perpendicularly to growth and high grade making radial subsections and using the Chipping Cut* technique.

*Hold the section perpendicular to growth and point cut into the interior of the section, "chipping" out weight as you close the shears gently and pull them out of the section.



3.

SECTION C left - Keeping the length at the mastoid as a reference, cut with the Chipping Cut technique in stationary guide and making vertical subsections.

Now comb the section toward the face and soften with the razor from mid eye to maximum length.

SECTION C right - Keeping the length at the mastoid as a reference, cut with the Chipping Cut technique in stationary guide and making vertical subsections. Making diagonal subsections soften the hair at the mastoid using blending shears.



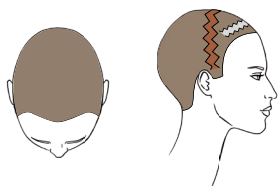
4.

SECTION D - Keeping the length found at the left separation line as a reference, cut the section in stationary guide, using the Chipping Cut technique and making radial subsections.

Now make diagonal subsections and soften to mid eye using blending shears.



fall winter collection 2016-17 proposal #2 COLOR



Color the entire hair with **Framcolor Eclectic Care 9.3** (30 g/cc) + **8** (15 g/cc) + **9.16** (15 g/cc).

As shown in the diagram, isolate a zigzag half-moon shaped section from ear to ear and a zigzag section 2 cm ($\frac{3}{4}$ ") away from the front hairline.

Decolorize the two sections to level 9 with **Decolor B No Dust**.

Tone the half-moon shaped section with **Framcolor Glamour 8.365** and the front section with **Framcolor Eclectic 9CT**.



TO CREATE THIS COLOR YOU MAY ALSO USE:

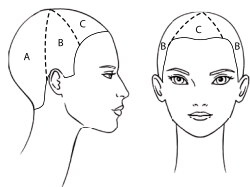
| FRAMCOLOR 2001 | FRAMCOLOR GLAMOUR | FRAMCOLOR ECLECTIC | FRAMCOLOR FUTURA |
|--|--|--|--|
| 9SB + 9P (40 g/cc + 20 g/cc) | 9.36 + 9.6 (40 g/cc + 20 g/cc) | 9HCE + 9PE (40 g/cc + 20 g/cc) | 9XN + 10A (40 g/cc + 20 g/cc) |
| Contrasts Decolor B No Dust 8TRP + 8ER 11A | Contrasts Decolor B No Dust 8.4 + 8.34 10.62 | Contrasts Decolor B No Dust 8RDE 9CT | Contrasts Decolor B No Dust 8R 10A |

SUGGESTED HOME TREATMENT:

Morphosis REPAIR
(FRAMESI COLOR LOVER Moisture Rich)

STYLING

Apply **BY Thermo Defence Lotion (FRAMESI COLOR LOVER Flash Dry)** and **BY Texturizing Cream (BY Glaze)** on wet hair.
Create some volume with **BY Roots Up Mousse Spray (BY Sparkling Mousse)** and blow dry leaving the ends soft.
Flip the sideburns outwards and hold by spraying **BY Flexible Pump Hairspray (BY Mist Hair Spray Light)**.



Sectioning.

Apply **BY Cutting Lotion (Framesi Color Lover Primer 11)** to detangle and keep sections moist while cutting.

SECTION A - Trace a line from mastoid to mastoid passing through the vertex.

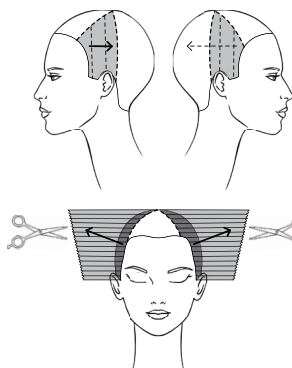
SECTIONS B and C - Isolate a triangle joining the right eyebrow arch, mid left eyebrow arch and a point 2 cm (3/4") left of the vertex.



1.

SECTION A - Pinch the entire section at the left corner of the nape and cut diagonally from the ear lobe to mid neck.

Repeat pinching the section at the right corner of the nape.

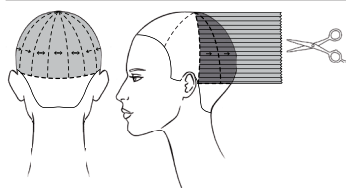


2.

SECTION B left - Keeping the length found at the separation line (mastoid) as a guide, point cut in stationary guide making vertical subsections.

SETTORE B right - Cut as in section B left but transport the last subsection beyond the mastoid.

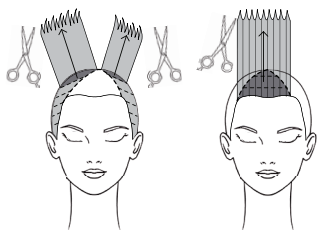
SECTION C - Keeping the length found behind the vertex of the triangle as a guide, pinch the entire section and cut from the bottom to the top keeping your fingers vertically to save the maximum length.



3.

SECTION A - Keeping the length found at the occipital bone as a reference, point cut square the area above the occipital bone itself while making radial subsections.

Cut perpendicularly to growth starting at the center and cut the last two side subsections allowing the hair to travel to the guide.



4.

SECTIONS B - Making diagonal subsections lift the hair to mid eyebrow and cut in stationary guide to the length found in the crown area using the Chipping Cut technique.

SECTION C - Connect the lengths at the vertex and then, making horizontal subsections, soften by deep point cutting in stationary guide without touching the perimeter.



5.

Comb the hair in natural fall and refine the perimeter below the ears using the Slide Round Cut* technique. Soften the volume, and particularly the area below the occipital, using the Torchon technique.

*Starting from the shorter point let the scissors slide along the section (with a round movement in case of Sliding Cut Round) respecting the maximum length.



fall winter collection 2016-17
proposal #3
COLOR



Color the entire hair with **Framcolor Glamour 8.365** (40 g/cc) + **7.635** (20 g/cc).

TO CREATE THIS COLOR YOU MAY ALSO USE:

| FRAMCOLOR 2001 | FRAMCOLOR ECLECTIC | FRAMCOLOR FUTURA |
|--|--|---------------------------------------|
| 8TRP + 8SB + 7P (30 g/cc + 15 g/cc + 15 g/cc) | 8RDE + 7PE (40 g/cc + 20 g/cc) | 8R + 7A (40 g/cc + 20 g/cc) |

SUGGESTED HOME TREATMENT:

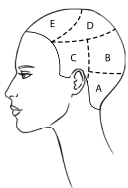
Morphosis COLOR PROTECT
(FRAMESI COLOR LOVER)

STYLING 1

Apply **BY Thermo Defence Lotion (FRAMESI COLOR LOVER Flash Dry)** on wet hair and create the base of the styling with **BY Curl Elevator Cream (BY Hydro-Gel Light or Glaze)**. Blow dry with the diffuser and then make waves on the top of the head using the flat iron.
 Apply **BY Wavy Spray (BY Mist Hair Spray Light)** on the remaining hair and blow dry with the diffuser.

STYLING 2

Apply **BY Thermo Defence Lotion (FRAMESI COLOR LOVER Primer 11 or Flash Dry)** and **Bodifying Mousse (BY Sparkling Mousse)** on wet hair and make a styling with well-defined waves.
 Hold with **BY Flexible Pump Hair Spray (BY Mist Hair Spray Light)**.



Sectioning.

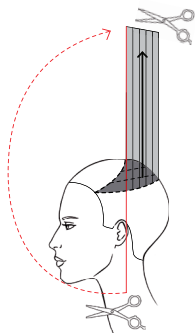
Apply **BY Cutting Lotion (Framesi Color Lover Primer 11)** to detangle and keep sections moist while cutting.

SECTIONS D and E – Isolate the crown area.

Trace a line from temple to temple passing through the vertex.

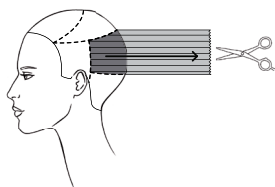
SECTIONS C – On both sides, trace a vertical line at the vertex level joining the crown and the mastoid.

SECTIONS A and B – Trace a line from tip of the ear to tip of the ear passing through the occipital bone.



1.

SECTION D - Take a subsection at the vertex and cut at the base of the neck. Using this as a guide, cut the entire section in stationary guide making horizontal subsections and keeping your fingers parallel to the working plane.



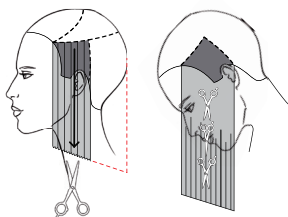
2.

SECTION B – With the length found along the crown line as a reference, pinch the entire section at the center of the occipital and point cut square.



3.

SECTION A – Comb the hair in natural fall and slide cut from the length obtained in section B to maximum length creating a central point.

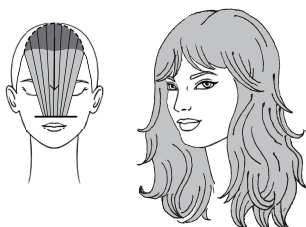


4.

SECTIONS C – Comb the hair in natural fall and point cut on the diagonal of section A.

Now tilt the head forwards, comb the hair in natural fall and lighten the perimeter using the Open&Close technique*.

*Keeping the section between two fingers, "bite" it lightly with scissors at regular distance.

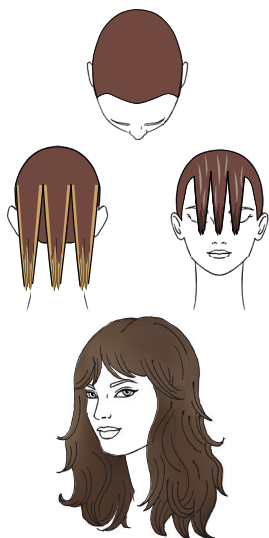


5.

SECTION E – Pinch the hair at the tip of the nose and cut horizontally.



fall winter collection 2016-17 proposal #4 COLOR



Color the base with **Framcolor Eclectic Care 7.26 (30 g/cc) + 6.12 (30 g/cc)**.

In section B (see cutting diagram) create some contrasts on the lengths using the Contouring* technique: decolorize with **Decolor B Cream Plus** and tone with **Framcolor Eclectic Care 9.3 + 9.16**.

When finished styling, create some highlight in the fringe and at the vertex using **Decolor B Shimmer**.

*Using the edge of the brush apply Decolor B on the sides of each section and then fully saturate the ends.

TO CREATE THIS COLOR YOU MAY ALSO USE:

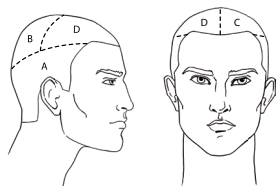
| FRAMCOLOR 2001 | FRAMCOLOR GLAMOUR | FRAMCOLOR ECLECTIC | FRAMCOLOR FUTURA |
|--|---|---|---------------------------------------|
| 7G + 6CB (30 g/cc + 30 g/cc) | 7.46 + 6.12 (30 g/cc + 30 g/cc) | 7NE + 7PE (30 g/cc + 30 g/cc) | 7D + 6C (30 g/cc + 30 g/cc) |
| Contrasts | Contrasts | Contrasts | Contrasts |
| Decolor B Cream Plus | Decolor B Cream Plus | Decolor B Cream Plus | Decolor B Cream Plus |
| 9SD + 9P | 9.33 + 9.6 | 9DE + 9PE | 9D + 10A |
| Decolor B Shimmer | Decolor B Shimmer | Decolor B Shimmer | Decolor B Shimmer |

SUGGESTED HOME TREATMENT:

Morphosis SUBLÌMIS OIL
(FRAMESI COLOR LOVER)

STYLING

Apply **BY Volumizing Dry Shampoo (BY Glaze)** on the roots and **BY Texturizing Cream (BY Glaze)** on the lengths. Blow dry using a brush and the blow drier enhancing the volume and adding movement on the ends. When finished separate the locks using your fingers with **BY Working Clay**.



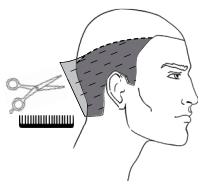
Sectioning.

Apply **BY Cutting Lotion (Framesi Color Lover Primer 11)** to detangle and keep sections moist while cutting.

SECTION A - Isolate the crown area descending to 1 cm ($\frac{1}{4}$ ") above the occipital bone.

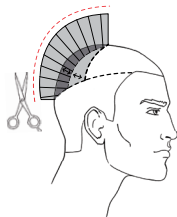
SECTION B – Trace a line from tip of the ear to tip of the ear passing through the vertex.

SECTIONS C and D – Trace a central line.



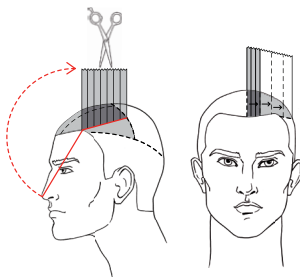
1.

SECTION A - Cut scissors over comb from 0,5 to 2 cm (from $\frac{1}{8}$ " to $\frac{3}{4}$ "). Refine the perimeter.



2.

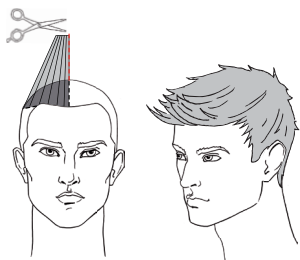
SECTION B - Make radial subsections and cut round from 2 to 7 cm (from $\frac{3}{4}$ " to $2\frac{3}{4}$ ").



3.

SECTION C - Isolate a horizontal guide at the hairline and cut a guide subsection to the tip of the nose.

Lift the guide and connect front and back lengths. Now cut the section allowing the guide to travel.



4.

SECTION D - Cut the entire section in stationary guide to the length found along the central separation line.



fall winter collection 2016-17 proposal man COLOR

Color the hair with **Framcolor Eclectic Care 6** (60 g/cc).



TO CREATE THIS COLOR YOU MAY ALSO USE:

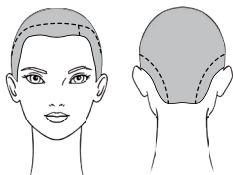
| FRAMCOLOR 2001 | FRAMCOLOR GLAMOUR | FRAMCOLOR ECLECTIC | FRAMCOLOR FUTURA |
|-------------------------|-----------------------|-------------------------|------------------------|
| 6NP (60 g/cc) | 6 (60 g/cc) | 6NE (60 g/cc) | 6N (60 g/cc) |

SUGGESTED HOME TREATMENT:

Morphosis DENSIFYING
(FRAMESI COLOR LOVER Volume Boost)

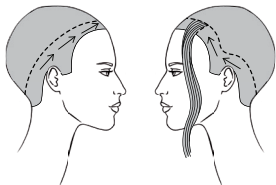
STYLING

Apply **BY Curl Elevator Cream (BY Hydro-Gel Light)** on wet hair and blow dry using the diffuser to create curls.
Shape and define the locks with **BY Strong Shine Wax (BY Working Clay)** and fix with **BY Strong Hold Pump Hairspray (BY Mist Hair Spray Strong)**.



Sectioning.

Trace a 3 – 4 cm (1¼ - 1½") long parting line above mid left eye.
Trace a line along the hairline to the corners of the nape.



1.

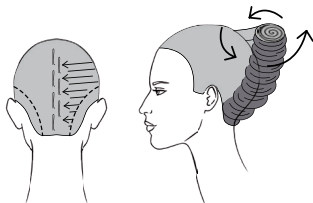
Spray generously the perimeter section with **BY Flexible Pump Hairspray (BY Mist Hair Spray Light)**.

Comb the hair softly upwards following the curves of the head and pin it at the parting line. Let the loose ends fall on the face.



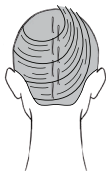
2.

Backcomb the roots of the remaining hair making horizontal partings.



3.

Comb the hair from right to left and pin it at the center as shown in the diagram. Now roll up the ends.



4.

Comb the hair from left to right, create a volume at the center and comb the ends neatly forward the face.



5.

Use all the loose ends, those in the perimeter section as well, to create an 8 shape on the top of the head.

Spray **BY Flexible Pump Hairspray (BY Mist Hair Spray Light)**.

Add light to the updo with some gold metal wire.



Hair Color Trend



Framcolor Glamour, the easy color with Protective Coverage Technology, presents four new nuances designed to personalize the Italian Style Framesi and Italian Style Energy collection and to offer professional colorists one more tool for their creativity. Natural Irish Blonde and Burning Irish Blonde are the warm shades that give an intense luminosity to the Country Class proposals. Used on the entire head or just on the ends, these colors find their strengths in naturalness.

fall winter collection 2016/17



The shades created for Fantachic are, on the contrary, delicately cool. The sweet Golden Rose Blonde and the refined Golden White Blonde are perfect for both subtle contrasts and extreme fantasy.

fantachic



The interest for space and the question about extra-terrestrial living creatures have always been fascinating matters that often become a real “desire for future”.

Fantachic, a kind of journey searching for a new dimension. It is a trend that even in fashion recalls the classic elements of the science-fiction movies, such as sharp and clean lines, metallic fabric and neutral colors. Women and men look like superheroes and fantasy becomes an everyday lifestyle. The makeup must be always perfect as well, but a powerful red lipstick adds a touch of passion to the Fantachic precision. Long angled bangs and iridescent fringes are the distinguishing elements of the Italian Style Energy hair fashion collection.

The proposals reveal the character of this trend through the exact cutting and the precise styling, rose gold hues and glossy finish. In the short cuts there is strength, and sweetness in long hair. Colors are mostly cool and vibrant with lunar reflections.

fall winter collection 2016-17
proposal #1 - icon
CUT

fantachic



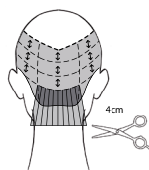
Sectioning.

Apply **BY Cutting Lotion (Framesi Color Lover Primer 11)** to detangle and keep sections moist while cutting.

SECTION C - Trace a line running along the crown until the ears and then go down 3 cm (1¼") above the occipital bone.

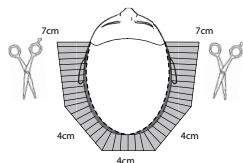
SECTION B - Trace a line from the vertex in the direction of the ears.

SECTION A - The remaining hair.



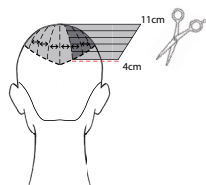
1.

SECTION A - Subdivide the section into three subsections as shown in the diagram. Now, standing at the opposite side, start cutting the central subsection square to 4 cm (1½"), perpendicularly to growth and making horizontal partings.



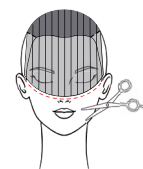
2.

Continue on the side. Using the length created at the mastoid as a guide, cut slightly diagonally to the maximum length of 7 cm (2¾") always making horizontal partings.



3.

SECTION B - Making vertical subsections, cut diagonally and perpendicularly to growth from the length of section A to the maximum length of 11 cm (4¼").



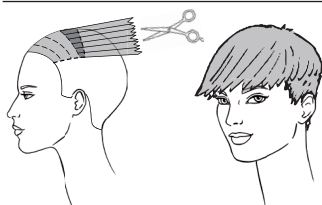
4.

SECTION C - Comb the hair toward the face and cut a slightly round perimeter joining the external corners of the eyes and the tip of the nose.



5.

Now take the entire section to the right. Cut the subsections until the ears vertically and perpendicularly to growth, and then connect the entire section to the first cut subsection. Repeat taking the entire section to the left.

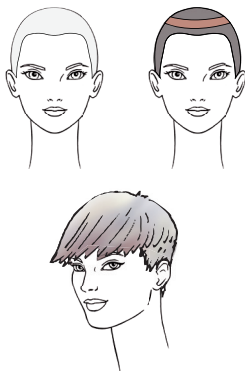


6.

Standing behind the head, lift the fringe making horizontal subsections and remove the excess.



fall winter collection 2016-17 proposal #1 - icon COLOR



Decolorize the entire hair to level 10 using **Decolor B Cream Plus**.

Tone the roots with **Framcolor Glamour 8.12**.

Tone the lengths with **Framcolor Glamour 9.6**.

Isolate a half-moon shaped subsection 1 cm (1/4") wide and 4 cm (1 1/2") from the front hairline and tone with **Framcolor Glamour 10.35**.

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR 2001

FRAMCOLOR ECLECTIC

FRAMCOLOR FUTURA

Decolor B Cream Plus Decolor B Cream Plus Decolor B Cream Plus

Contrasts
8NC + 8NP
9P
10NP + 660
(10 g/cc + 1 g/cc)

Contrasts
8HCE + 8PE
9PE
Use F2001
or Glamour

Contrasts
8C + 8N
10A
Use F2001
or Glamour

SUGGESTED HOME TREATMENT:

Morphosis REPAIR
(FRAMESI COLOR LOVER Moisture Rich)

STYLING

Apply **BY Bodifying Mousse (BY Sparkling Mousse)** on wet hair and blow dry using a racket brush making the nape flat and adding soft volume to the occipital. Create a round volume on the fringe. Spray **BY Flexible Pump Hairspray (BY Mist Hair Spray Light)** and tousle the proposal using two hair driers (hot and cold).

Sectioning.

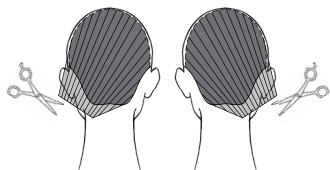
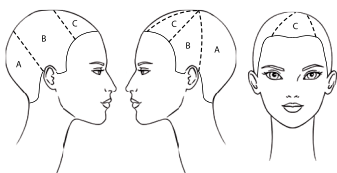
Apply **BY Cutting Lotion (Framesi Color Lover Primer 11)** to detangle and keep sections moist while cutting.

SECTION C - Trace a low left parting 7 – 8 cm (2¾ - 3") long.

From the end of the parting trace a line to mid right eyebrow arch and create a front triangle.

SECTIONS B - Trace a line from tip of the ear to tip of the ear passing through the vertex of the triangle.

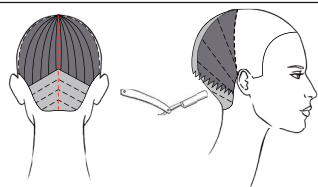
SECTION A - The back area of the head.



1.

SECTION A - Take the entire section to the left corner of the nape and cut diagonally.

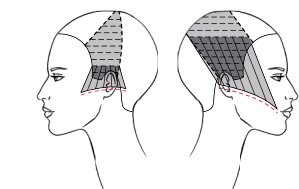
Repeat on the right corner of the nape.



2.

Subdivide the section with a central vertical line.

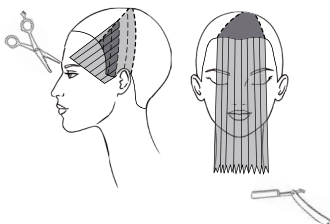
Using the razor and making fine triangles, sculpt the hairline from the center to the mastoids to create a soft volume on the nape.



3.

SECTION B left - Making very thin horizontal subsections, create a short bob: Start from the sideburn, make a slight rounded line at mid ear and create a point in the front.

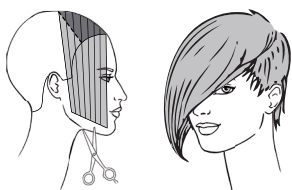
SECTION B right - Repeat the cut as in section B left, but create the front point at the corner of the mouth.



4.

Refine the inner part of both sections B using blending shears without touching the top area.

Comb the triangle on the face and cut with the razor 13 – 14 cm (5½") below the chin.



5.

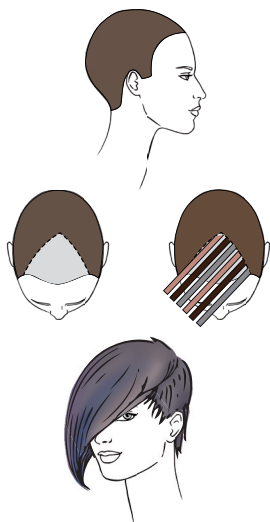
Blow-dry the entire hair straight but the fringe, to which you will add some soft volume.

Using the Dry Cutting technique remove the excess from the perimeter and then shape the volume with the Counter-Gravity* technique

*Elevate 3 cm (1¼") thick sections horizontally and slide cut the interior of the section toward the head.



fall winter collection 2016-17 proposal #2 COLOR



Color the base with **Framcolor Glamour 7** (60 g/cc).

Lighten to a level 10 a front triangle – as shown in the diagram - with **Decolor B Cream Plus**.

Tone some thin subsections alternating **Framcolor Glamour 10.16**, **6.64** and **10.35**.

TO CREATE THIS COLOR YOU MAY ALSO USE:

| FRAMCOLOR 2001 | FRAMCOLOR ECLECTIC | FRAMCOLOR FUTURA |
|--|--|--|
| 7NP (60 g/cc) | 7NE (60 g/cc) | 7N (60 g/cc) |
| Contrasts Decolor B Cream Plus | Contrasts Decolor B Cream Plus | Contrasts Decolor B Cream Plus |
| Use Eclectic, Glamour or Futura | 9SE + 9CT | 10A + 10C |
| 6W | 6HCE | 6XN |
| 10NP + 660 (10 g/cc + 1 g/cc) | Use F2001 or Glamour | Use F2001 or Glamour |

SUGGESTED HOME TREATMENT:

Morphosis SUBLÌMIS OIL
(FRAMESI COLOR LOVER)

STYLING

Protect the hair by spraying **BY Thermo Defence Lotion (FRAMESI COLOR LOVER Flash Dry)**.

Apply **BY Roots Up Mousse Spray (BY Sparkling Mousse)** and **BY Smooth&Shine Serum (BY Slush Gloss)**.

Blow dry and refine with the flat iron. Add volume to the fringe with **BY Texturizing Cream (BY Working Clay)**.

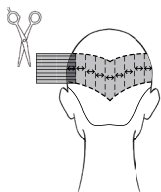
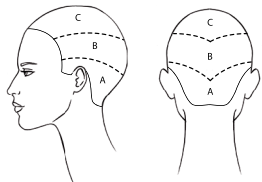
Sectioning.

Apply **BY Cutting Lotion (Framesi Color Lover Primer 11)** to detangle and keep sections moist while cutting.

SECTION A - Trace a line starting 2 cm ($\frac{3}{4}$ ") above the sideburns hairline, running 2 cm ($\frac{3}{4}$ ") above the ears and making a point 4 cm ($1\frac{1}{2}$ ") above the nape hairline.

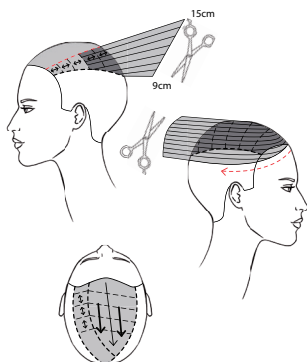
SECTION B - Trace a line above the previous one starting from the crown and making a point 6 cm ($2\frac{1}{2}$ ") above the occipital.

SECTION C - The remaining hair.



1.

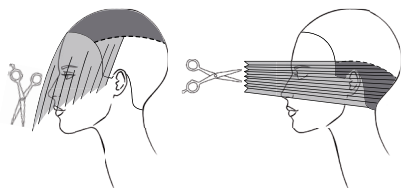
SECTION B - Make vertical subsections and cut square and perpendicularly to growth to 9 cm ($3\frac{1}{2}$ ").



2.

SECTION C - Comb the hair in natural fall and make a parting on the left. At the back end of the parting create a guide by cutting a vertical subsection from 9 to 15 cm (from $3\frac{1}{2}$ " to 6") and lifting the hair slightly upwards.

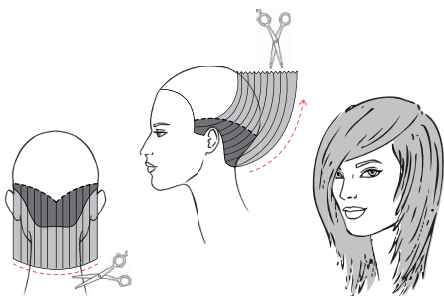
Using the guide, cut left of the parting perpendicularly to growth and right of the parting stationary guide making very thin vertical subsections and following the flats and the curves of the head.



3.

Comb the entire section C on the left cheekbone and connect diagonally to maximum length using the Deep Point Cut technique.

SECTION A - Trace a central vertical line, comb each subsection toward the face and cut to 8 cm (3") below the nose.



4.

Now comb the section in natural fall and create an oval perimeter.

Lighten the entire section A using the blending shears making vertical subsections and lifting the hair upwards. Keep your fingers horizontally and cut only the inner part of the subsections not to modify the perimeter.

Blow dry the hair and soften section B using the Dry Cutting technique.

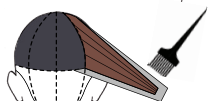


fall winter collection 2016-17 proposal #3 COLOR



Color the base with **Framcolor Glamour 4.64** (60 g/cc).

Trace a line from end eyebrow arch to end eyebrow arch passing 6 cm (2") above the occipital bone.



In the bottom section, create some highlights on the ends of the longer locks using **Decolor B Diamond** and the Contouring technique.
In the top section, make radial partings as in the diagram.



Keeping hair in medium tension, apply **Decolor B Diamond** on the entire surface of the subsection, 1 – 2 cm (1/4 - 3/4") from the roots, and saturate the ends.

When level 8 has been achieved, tone with **Framcolor Eclectic 7HCE** applying the color with a rake comb.



TO CREATE THIS COLOR YOU MAY ALSO USE:

| FRAMCOLOR 2001 | FRAMCOLOR GLAMOUR | FRAMCOLOR ECLECTIC | FRAMCOLOR FUTURA |
|--|--|--|---|
| 4W (60 g/cc) | 4.64 (60 g/cc) | 4HCE (60 g/cc) | 4XN (60 g/cc) |
| Contrasts Decolor B Diamond 7W | Contrasts Decolor B Diamond 7.64 | Contrasts Decolor B Diamond 7HCE | Contrasts Decolor B Diamond 7XN |

SUGGESTED HOME TREATMENT:

Morphosis REPAIR
(FRAMESI COLOR LOVER Moisture Rich)

STYLING

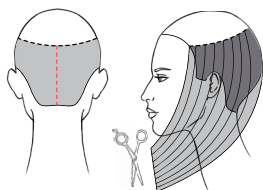
Protect the hair with **BY Thermo Defence Lotion (FRAMESI COLOR LOVER Flash Dry)** and create a smooth texture with **BY Smooth&Shine Serum (BY Slush Gloss or WIO)**. Blow dry keeping the roots soft. Use the flat iron on the lengths flipping the ends forwards. Apply **BY Working Clay** for hold and definition.



Sectioning.

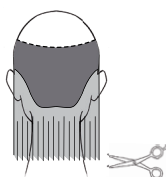
Apply **BY Cutting Lotion (Framesi Color Lover Primer 11)** to detangle and keep sections moist while cutting.

SECTIONS A and B - Isolate the crown area.



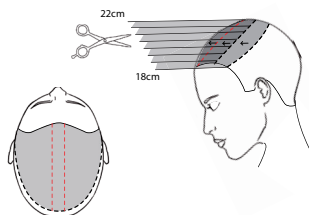
1.

SECTION A - Trace a central vertical line, comb the hair forwards and cut to 8 – 9 cm (3 – 3½") below the chin.



2.

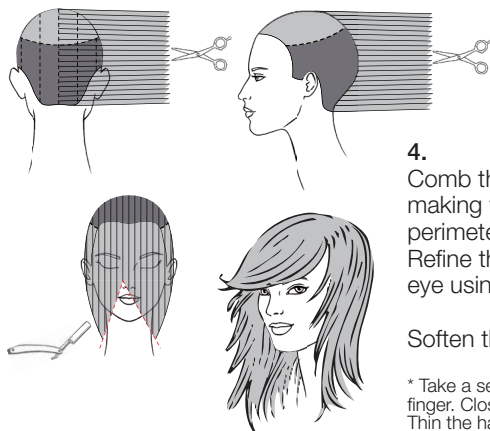
Comb the section in natural fall and point cut square the perimeter to 22 cm (8½").



3.

SECTION B - Comb the hair on the face and tilt the client's head forwards. Create a central guide subsection 3 cm (1¼") wide and deep cut perpendicularly to growth and in medium grade from 18 a 22 cm (from 7¼" to 8½").

Now subdivide each side into two subsections and cut the first one to the guide and the second one to the first one allowing the guide to travel.



4.

Comb the entire hair in natural fall and connect the lengths making vertical subsections by deep cutting without touching the perimeter.

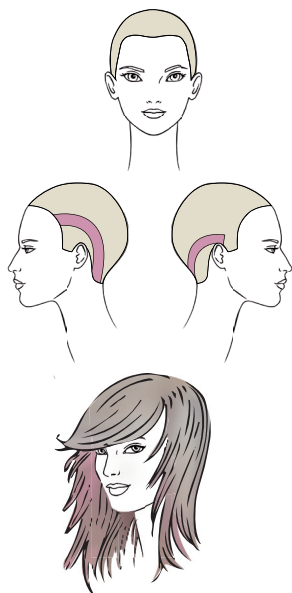
Refine the front area "opening" the end of the fringe on the right eye using the razor and the Sliding Cut technique.

Soften the volume with the Fan* technique.

* Take a section of hair, of any thickness, between the index finger and the middle finger. Close your fingers into a fist, opening the section in a fan. Thin the hair by point-cutting with the tips of the scissors.



fall winter collection 2016-17 proposal #4 COLOR



Decolorize the entire hair to level 10 using **Decolor B Cream Plus**.

On the left, isolate a half moon shaped section between mid eyebrow arch and the mastoid. On the right, isolate a half moon shaped section between the tip of the ear and the corner of the nape.

Tone the both sections with **Framcolor Glamour 10.35**.

Tone the remaining hair with **Framcolor 2001 11A** (40 g/cc) + **9SB** (20 g/cc).

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR 2001

FRAMCOLOR GLAMOUR

FRAMCOLOR ECLECTIC

FRAMCOLOR FUTURA

Decolor B Cream Plus **Decolor B Cream Plus** **Decolor B Cream Plus** **Decolor B Cream Plus**

Contrasts
11A + 9SB
(40 g/cc + 20 g/cc)
10NP + 660
(10 g/cc + 1 g/cc)

Contrasts
10.26 + 9.36
(40 g/cc + 20 g/cc)
10.35

Contrasts
9CT + 9HCE
(40 g/cc + 20 g/cc)
Use F2001
or Glamour

Contrasts
10A + 9XN
(40 g/cc + 20 g/cc)
Use F2001
or Glamour

SUGGESTED HOME TREATMENT:

Morphosis COLOR PROTECT
(FRAMESI COLOR LOVER)

STYLING

Apply **BY Roots Up Mousse Spray** (**BY Sparkling Mousse**) on the roots and **BY Shaping Glaze** (**BY Glaze**) on the lengths.
Create a soft styling by blow drying the roots and flipping the ends slightly.
Use **BY Wavy Spray** (**BY Mist Hair Spray Light**) and two hairdryers – warm and cold – to divide and open the tresses.

Sectioning.

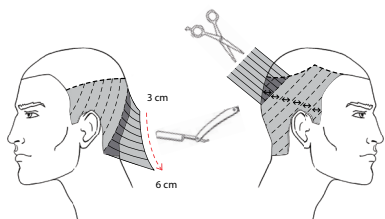
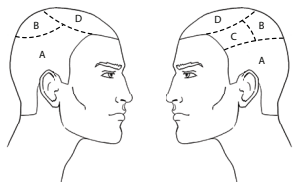
Apply **BY Cutting Lotion (Framesi Color Lover Primer 11)** to detangle and keep sections moist while cutting.

SECTION D - Trace a line from the end of the left eyebrow arch to mid right eyebrow arch passing through the center juncture.

SECTION B - Trace a line joining the previous line above the right ear and a point 3 cm (1¼") under the crown passing 3 cm (1¼") above the occipital bone.

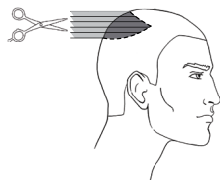
SECTION C - Trace a vertical line above the mastoid following the curves and the flats of the head.

SECTION A - The remaining hair.



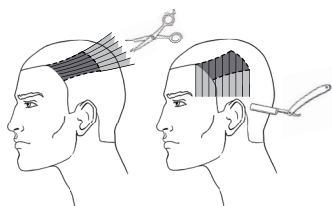
1.

SECTION A - Cut with the razor the hair between the back hairline and the occipital from 6 to 3 cm (from 2½" to 1¼") and then cut perpendicularly to guide and making diagonal subsections to soften the area without touching the maximum length of 6 cm (2½").



2.

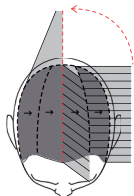
SECTION B - Starting at the center, cut square to the previous length perpendicularly to growth and using the Deep Point Cut technique.



3.

SECTION C - Take the hair to the mastoid and cut to the found length using the Deep Point Cut technique.

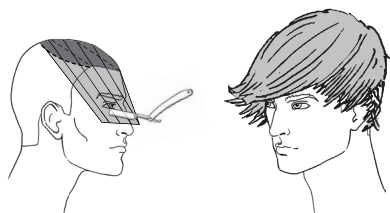
Now comb the hair in natural fall and soften with the razor.



4.

SECTION D - Subdivide the section into four vertical subsections. Cut the two on the left to the length underneath using the razor.

Cut the two on the right to the length of the last left subsection. Razor cut softly the inner part of the section keeping the fringe 14 cm (5½") long.



5.

Making diagonal sections above the right eye soften the inner part - without touching the maximum length to give transparency to the area.



fall winter collection 2016-17 proposal man COLOR



Color the base with **Framcolor Eclectic Care 8** (40 g/cc) + **7.26** (20 g/cc).

Lighten the front area and some ends with **Decolor B Shimmer**.

TO CREATE THIS COLOR YOU MAY ALSO USE:

| FRAMCOLOR 2001 | FRAMCOLOR GLAMOUR | FRAMCOLOR ECLECTIC | FRAMCOLOR FUTURA |
|---|---|---|---------------------------------------|
| 8NP + 7CP (40 g/cc + 20 g/cc) | 8.36 + 7.12 (30 g/cc + 30 g/cc) | 8NE + 7PE (40 g/cc + 20 g/cc) | 8N + 7C (40 g/cc + 20 g/cc) |
| Contrasts Decolor B Shimmer | Contrasts Decolor B Shimmer | Contrasts Decolor B Shimmer | Contrasts Decolor B Shimmer |

SUGGESTED HOME TREATMENT:

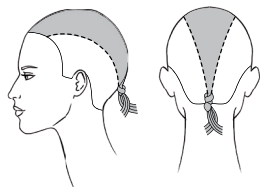
Morphosis DENSIFYING
(FRAMESI COLOR LOVER Volume Boost)

STYLING

Apply **BY Bodifying Mousse (BY Sparkling Mousse)** on the roots and **BY Texturizing Cream (BY Glaze)** on the lengths.

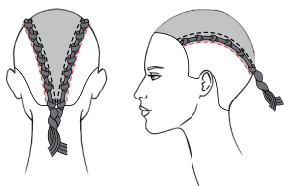
Blow dry using a racket brush, make the roots airy and soft, and open the end slightly.

Spray **BY Super Hold Hairspray (BY SO Stiff Extreme Hold Hairspray)** and finish drying using two hair dryers - warm and cold.

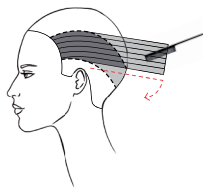


Sectioning.

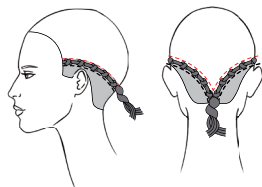
1. Isolate a triangle between the center of the forehead and the nape and pin the hair at the back hairline.
-



2. Take a section 1 1/2 - 2 cm (1/2" - 3/4") wide parallel to both sides of the triangle and make some enchainé knots from the forehead to the nape.
-



3. On both sides of the head isolate a subsection 2 cm (3/4") wide between the sideburn and the nape, comb the hair and pin it on the pony tail.
-



4. With the remaining hair make some enchainé knots.
-



5. With the remaining lengths make a small bun and cover it with one blonde braid and one rose gold braid.
-





ITALIAN **HAIR** STYLE

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