

spring
summer
collection
2012

General Management
F. Franchina, P. Caldera

Social-Economical Analysis
C.I.M.F. Coordinamento
Informazioni di Mercato Framesi

Framesi Research Center
V. Ciampitti, F. D'Ambrosio,
R. Settino

Medical-Scientific Aspects
I. Sironi

Copywriter
P. Annovazzi

Fashion Consultant
Interzone Comunicazione

Make-up
S. Dell'Orto

Hair Stylists Italian Style Energy
Gianni Loda, Sandra Bucalossi,
Giorgio Cesaretti, Pino Di Tella,
Anna Rita Fisichella, Luigi Guerretta,
Maura Mezzapelle, Lucrezia Mungo,
Daniele Nardi, Monica Odorizzi,
Giancarlo Sacchi, Andrea Savegnago,
Giuseppe Spina

Hair Stylists Italian Style Framesi
Tiziana Gualdi, Chiara Autuori,
Sabrina Arvizzigno, Eleonora Bellani,
Maria Benevieri, Oscar Brolis,
Lilly Cappelli, Filippo Ciccotosto,
Carlo Cropanese, Luigi Curci,
Michele Curci, Giovanni Damiani,
Thomas Fenech, Francesca Franco,
Antonio Frusciante, Luca Gennari,
Carmen La Rosa, Stefano Lenzi,
Silvio Marcandalli, Simonetta Masiero,
Mario Massaro, Leonardo Minelli,
Giuseppe Patti, Romano Peli,
Elena Petrini, Massimiliano Piazza,
Massimo Pollinaro, Gabriele Rapone,
Davide Rosatti, Massimo Sarasini,
Simona Stassi

Special thanks to
Boyd Parris
Creative Director
Framesi North America



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& STEP by STEP

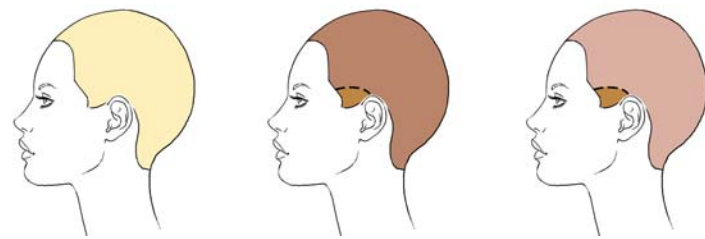


neo
deco

Proposal #1 woman

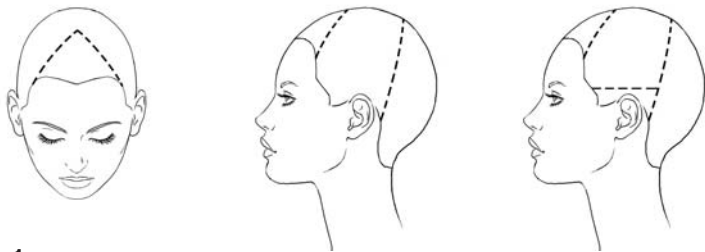


neo déco

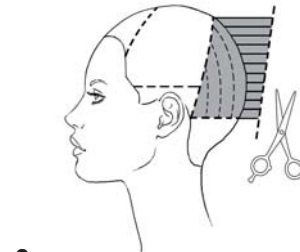


- Decolor B
- Framcolor Eclectic 7DE
- Framcolor Eclectic 0E + 9DE + 8RDE
- Framcolor ADD Creamy White (4 doses) + Strawberry (1 dose) + Honey (1 dose)

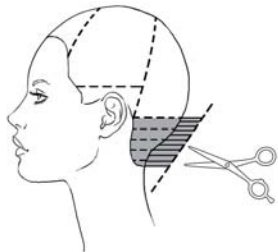
Lighten the entire head to a Level 9 with **Decolor B**. Tone the sideburns with **Framcolor Eclectic 7DE**.
Tone the remaining hair with **Framcolor Eclectic 0E + 9DE + 8RDE**.
Rinse the color and apply **Framcolor ADD Creamy White (4 doses) + Strawberry (1 dose) + Honey (1 dose)**.



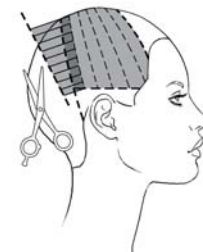
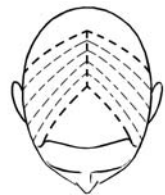
1a. 1b. 1c.
Isolate a triangle between the eyebrow arches that is 7 cm (2 ¾") deep. Isolate the sides tracing a line from the vertex to the mastoids. On both sides isolate a section approximately 2 - 4 cm (1") above the ear.



2.
Start cutting the back. Between the vertex and the occipital take vertical partings perpendicular to growth and cut diagonally from 4 to 8 cm (from 1 ½" to 3 ¼").



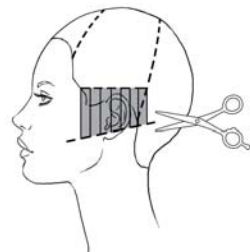
3.
Now take horizontal partings between the occipital and the nape and point cut to a length of 4 cm (1 ½").



4a. 4b.
Subdivide the top section by tracing a central line. Using the length in back as a reference, take vertical partings and cut diagonally allowing the guide to travel.
Apply **I.Dentity Hair.Force + Morphosis VELVET (Framesi Hair Treatment Line Corrective Moisturizing Fluid)** and blow dry the hair. Then apply **I.Dentity Protect.it** and flat iron the entire head.



5.
The fringe is cut dry. Comb the front triangle in natural fall and cut square to 2 cm (¾").



6.
Cut the sideburns neatly and slightly diagonally above the ear lobe.



7.
Remove excess weight throughout the head and refine the nape with blending shears.



Apply **I.Dentity Tuff.Hold + Morphosis Sublimis Argan Oil** to shape the volume and to add shine.

Proposal #2 woman



neo déco



- Framcolor 2001 5RN + 4VR + 70DOC

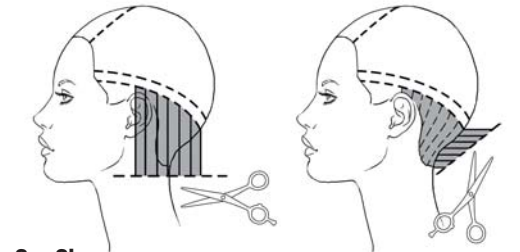
Color the base with **Framcolor 2001 5RN + 4VR + 70DOC**.



1.
Isolate a triangle between the eyebrow arches that is 8 cm (3 ¼") deep.



2.
Create a 2 - 4 cm (¾ - 1 ½") band from the end of the eyebrow to end of the eyebrow passing below the occipital.



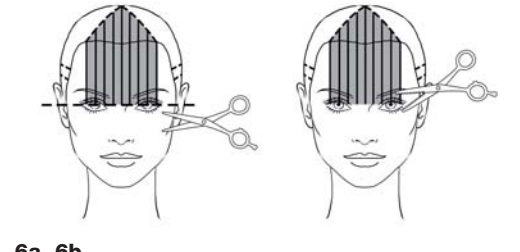
3a. 3b.
Start cutting the nape. Comb the hair in natural fall and cut square to a length of 1 cm (½"). Now layer the section taking vertical partings perpendicular to growth. Cut diagonally from the perimeter length (1 cm - ½") to 3 cm (1 ¼").



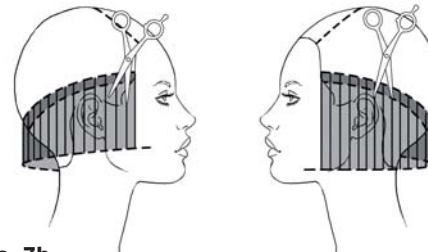
4.
Cut the sideburns neatly at the tip of the ears.



5.
Now cut the section above the band. Take radial partings and cut round from 3 cm (1 ¼") at the occipital to 7 cm (2 ¾") at the vertex .



6a. 6b.
Comb the front triangle in natural fall. Cut the fringe square at the bridge of the nose and then soften the corners using blending shears.



7a. 7b.
Comb the isolated band in natural fall. Slide cut or use the Counter-Gravity technique based on texture and density of the hair. Cut from 2 cm (¾") below the right ear lobe to a maximum length of 4 - 5 cm (1 ½ - 2") below the left ear lobe.



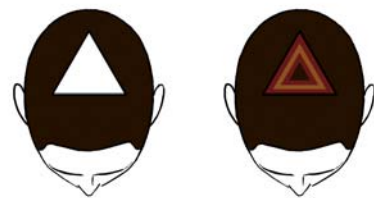
8.
Refine the entire proposal using blending shears.



Apply **I.Dentity X.Pand** to the roots and blow dry defining the perimeter. Add volume to the top keeping the lengths straight and smooth. Enhance natural movement and shine with **I.Dentity Shine.On + Morphosis Velvet (Framesi Hair Treatment Line Corrective Moisturizing Fluid)**.

Proposal #3 woman

neo déco



- Framcolor Eclectic 4-IN**
- Framcolor 2001 5G**
- Framcolor 2001 7SD**

Isolate a top triangle as shown. Color the remaining hair with **Framcolor Eclectic 4-IN**. Color the perimeter of the top triangle with **Framcolor 2001 5G**, taking very thin sections. Continue taking very thin sections, create concentric triangles applying **Framcolor 2001 7SD** and then again **Framcolor 2001 5G**. Finish with **Framcolor Eclectic 4-IN** in the center of the triangle.



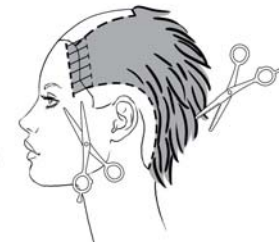
1.
Isolate a trapezoid between the eyebrow arches and the vertex.



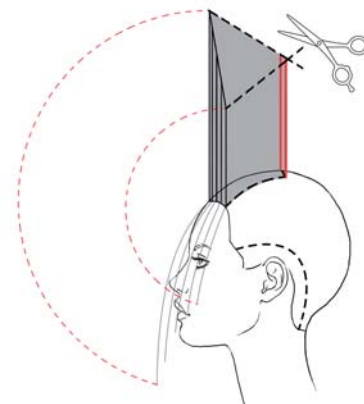
2.
On both sides, isolate a 2 cm ($\frac{3}{4}$ ") wide crescent section from the temples to the nape.



3a. 3b.
Cut the remaining hair round to a length of 5 cm (2"). Soften with blending shears and define the front hairline.



4.
Comb the trapezoid toward the face and slide cut creating two diagonal lines meeting 4 cm (1 $\frac{1}{2}$ ") below the chin: start cutting from mid cheek on the left and from the cheekbone on the right.



5.
Create a 14 cm (5 $\frac{1}{2}$ ") guide at the vertex and connect it to the front perimeter.



6.
Comb the side sections slightly forwards and soften using the Counter-Gravity technique.



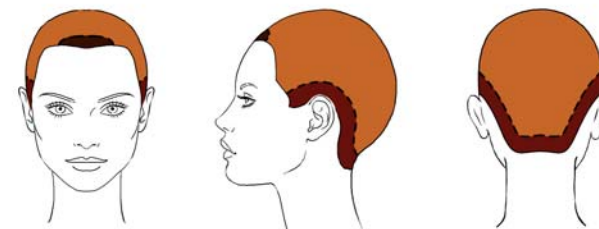
7.
Refine the entire proposal using blending shears.



To add shine, texture and volume mix **I.Dentity X.Pand + Look@Me**. Blow dry creating softness in the back and maximum movement in the front.

Proposal #4 woman

neo déco

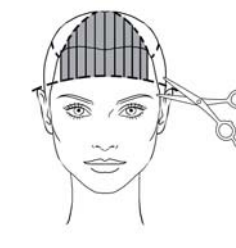


- Framcolor 2001 8TRP + 8ER + 70DOC**
- Framcolor 2001 4W + 4NP**
- Framcolor 2001 5W + 4VR + 6TRP**

Trace a line from one sideburn to the other passing around the ears and along the back hairline. Isolate a fringe between eyebrows arches. Color the base with **Framcolor 2001 8TRP + 8ER + 70DOC**. Color the fringe with **Framcolor 2001 4W + 4NP**. Color the bottom section **Framcolor 2001 5W + 4VR + 6TRP**.



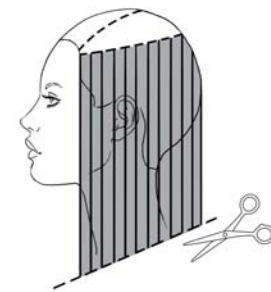
1a. 1b.
Isolate a front triangle between the end of the eyebrows and the vertex. Isolate the crown.



2.
Comb the front triangle toward the face and cut a concave fringe at mid forehead.



3.
Starting at the vertex and taking radial sections, slide cut the crown from 15 to 25 cm (from 6 to 10") finishing the movement with a looping cut.



4.
Comb the remaining hair in natural fall and cut from 20 cm (8") in the back to the maximum length in the front.



5.
Detail the proposal softening the entire head using the Counter-Gravity technique while respecting the perimeter.

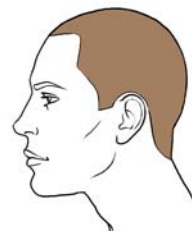


Mix **I.Dentity Hair.Force + Morphosis Velvet (Framesi Hair Treatment Line Corrective Moisturizing Fluid)** and apply on wet hair to enhance brilliance. Blow dry smooth using a large round brush while creating volume at the roots. Apply **I.Dentity Protect.it** and use the flat iron to define the perimeter.

Proposal #1 man

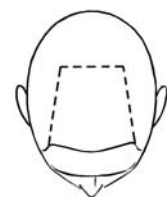


neo déco

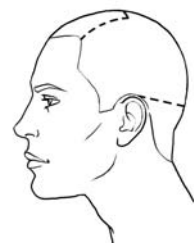


Framcolor 2001 8EXN

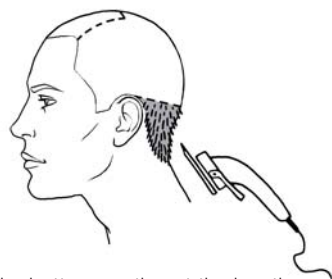
Color the base with **Framcolor 2001 8EXN**.



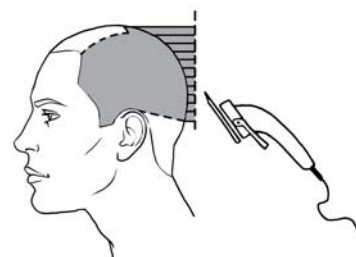
1.
Isolate a top trapezoid between the end of the eyebrows and the vertex.



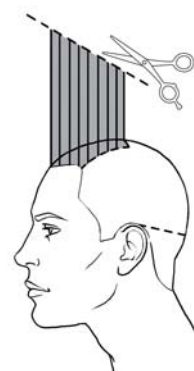
2.
Trace a line from the tip of one ear to the other passing through the occipital. Isolate the upper section.



3.
Cut the bottom section at the length of 9 mm (a little bit shorter than ½ ") using clippers.



4.
Now cut the upper section. Using clippers cut a sharp square from 9 mm (a little bit shorter than ½ ") to 6 cm (2 ¼ ") at the vertex.



5.
Finish cutting the top trapezoid diagonally from 6 cm (2 ¼ ") to 13 cm (5").



6.
Soften and signature this proposal using blending shears. Consider a stronger personalization by creating a part using the clippers.



Mix **BY Framesi Sparkling Mousse strong + light** and apply on wet hair. Blow dry the hair with little volume on the top of the head while creating a strong wave in the front. Finish shaping the fringe and spray with **BY Framesi Black Lava**.

Proposal #2 man

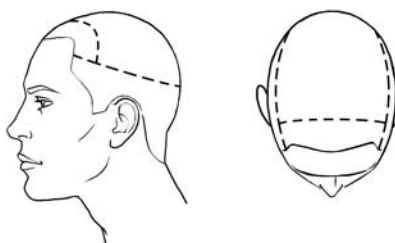


neo déco

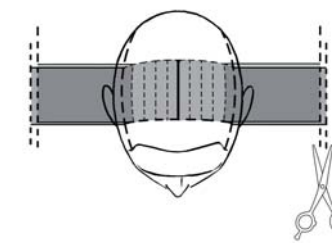


Framcolor 2001 5CC + 4NP

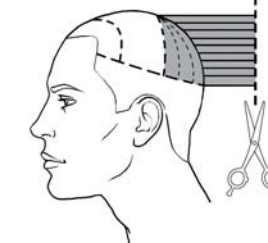
Add tone to the base color choosing a complementary shade. On this particular model the choice was **Framcolor 2001 5CC + 4NP**. Apply the color as follows: full saturation on the ends and random application on the mid shaft, keeping 3 - 4 cm (about 1") away from the roots. At the end of the processing time, massage the color all over the head, wait 10 minutes and rinse.



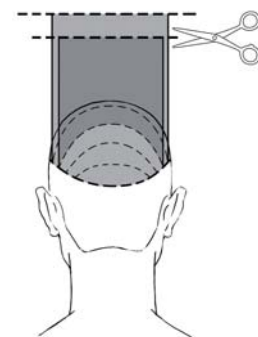
1a. 1b.
Trace a line from the top of one temple to the other passing 3 cm (1 ¼ ") above the occipital. Trace a horizontal line 4 cm (1 ½ ") behind the front hairline.



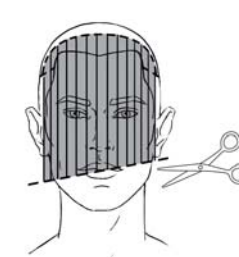
2.
In the top section trace a line to the vertex. Comb vertical partings outwards and cut square at the length of 10 cm (4").



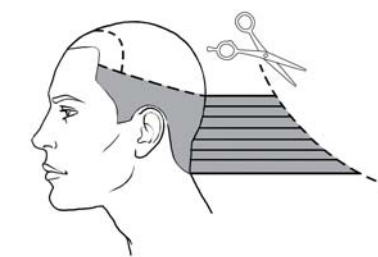
3.
Cut the remaining section square taking radial partings.



4.
Now take horizontal partings and comb the hair vertically. Cut square to remove any excess.



5.
Comb the front section in natural fall and cut diagonally from the left corner of the mouth to the right corner of the mandible.



6.
Now cut the bottom back section. Slide cut the hair from 3 cm (1 ¼ ") longer than the upper section to a maximum length of 14 cm (5 ½ ").



7.
Soften and connect the fringe using the Twisting Cut technique respecting the disconnections.



8.
Soften and signature the proposal with blending shears.



Blow dry keeping roots flat and creating movement on the ends. While the hair is still damp apply **I.Dentity X.Alt** and finish drying naturally using the diffuser or a lamp.



ENERGY
ITALIANSTYLEframesi

	FRAMCOLOR 2001	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA	FRAMCOLOR GLAMOUR	Contrasts
	Decolor B	Decolor B	Decolor B	Decolor B	Framcolor Eclectic 7DE Framcolor Eclectic 0E + 9DE + 8RDE Framcolor ADD Creamy White (4 doses) + Strawberry (1 dose) + Honey (1 dose)
#1 WOMAN					
	5RN + 4VR + 70DOC ml/cc 44 + 8 + 8	4N+5NE+6RFE+9GE ml/cc 10+17+17+16	6R + 10F + 4RN ml/cc 20 + 20 + 20	6.34 + 4.65 ml/cc 30 + 30	=
#2 WOMAN					
	4NP ml/cc 60	4-IN ml/cc 60	4N ml/cc 60	4 ml/cc 60	Framcolor 2001 5G Framcolor 2001 7SD
#3 WOMAN					
	8TRP+8ER+70DOC ml/cc 15 + 30 + 15	8RDE + 8DE ml/cc 30 + 30	8TR + 8R + 10F ml/cc 20 + 20 + 20	8.4 + 8.34 + 9.33 ml/cc 20 + 20 + 20	Framcolor 2001 4W + 4NP Framcolor 2001 5W + 4VR + 6TRP
#4 WOMAN					
	8EXN ml/cc 60	8NE ml/cc 60	8N ml/cc 60	8 ml/cc 60	=
#1 MAN					
	5CC + 4NP ml/cc 30 + 30	4NE ml/cc 60	4N + 4C ml/cc 30 + 30	4 ml/cc 60	=
#2 MAN					

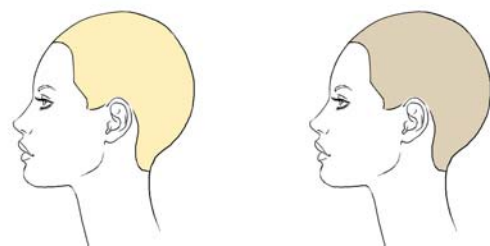


spring
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roots

Proposal #1 woman

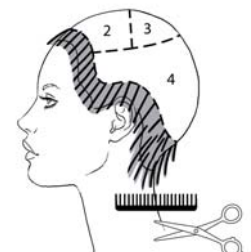


Decolor B cream
Framcolor 2001 11A

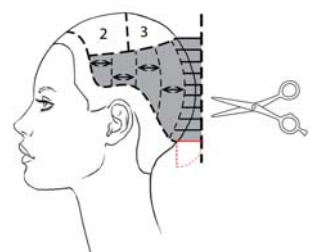
Lighten the entire head to a very pale level 9 with **Decolor B cream** and tone with **Framcolor 2001 11A**.



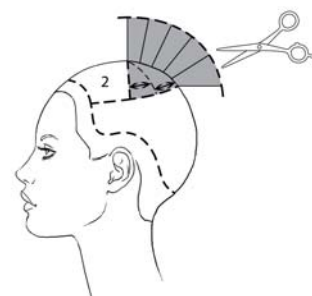
1.
Trace a line around the head 2 cm (3/4") inside the hairline. (Section 1). Isolate the crown (Section 2). Subdivide the crown at the vertex (Section 3). Isolate the remaining hair (Section 4).



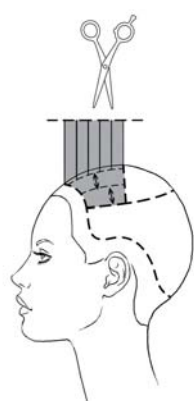
2.
Section 1: Cut the entire section scissor over comb leaving the back slightly longer. Soften the hairline.



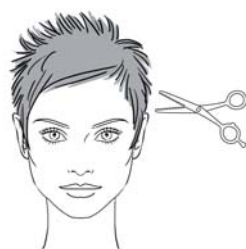
3.
Section 4: Utilizing the length of Section 1 as a guide point cut square taking vertical partings perpendicular to growth.



4.
Section 3: Connect to Section 4 cutting round and perpendicular to growth.



5.
Section 2: Connect to Section 3 by taking vertical partings perpendicular to growth and cutting square.



6.
Soften the cut and reduce excess volume using a razor or blending shears.



Start with **I.Dentity Look@Me** on wet hair and blow dry naturally using your fingers. Apply **I.Dentity Protect.it** and flat iron twisting sections to create texture. Add shine to the entire proposal with **BY Framesi Pearl Shiner**.



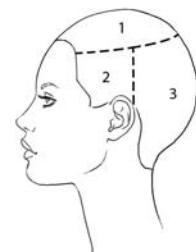
roots

Proposal #2 woman

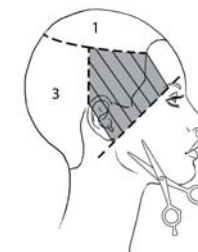


Framcolor 2001 6G + 7ER
Decolor B cream

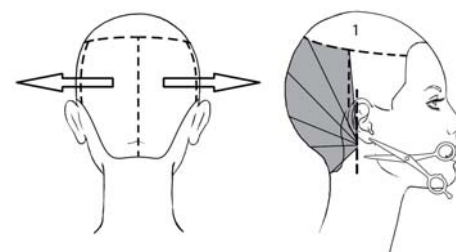
Create a base with **Framcolor 2001 6G + 7ER**. On the top of the head create random highlights from mid shaft to the ends using the Slide Light Technique and **Decolor B cream**.



1.
Isolate the crown (Section 1). On both sides isolate a section by tracing a vertical line behind the ear (Section 2). Isolate the remaining hair (Section 3).



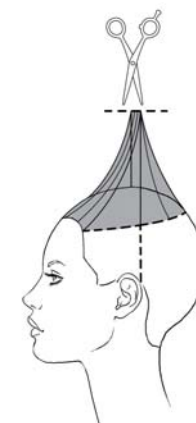
2.
Section 2: On both sides comb the hair diagonally towards the face and point cut palm up from the earlobe to the corner of the brow.



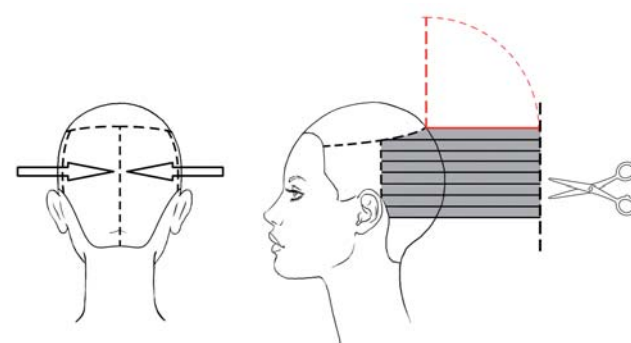
3a. 3b.
Section 3: Subdivide the section and comb toward the face. Pinch cut vertically to the length found behind the ear.



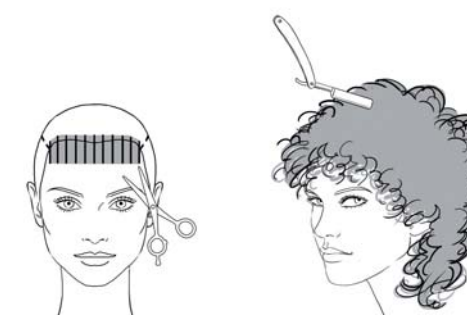
4.
Section 1: Comb the hair toward the face. On both sides cut from the temple to the bridge of the nose.



5.
Section 1: Comb the entire section to the vertex and Pinch-Point cut to the length obtained at the ear.



6a. 6b.
Section 3: Comb the entire section horizontally and remove any excess utilizing the length at the crown as a guide.



7a. 7b.
Create a short fringe and soften with a razor.



Create a soft Body Wave using large rods and excluding the fringe. Use **Framesi in Multimove N. 2** for Colored Hair. Once processed, apply **I.Dentity X.Alt** on wet hair and blow dry with the diffuser. Shape the hair with your fingers and finish with **BY Framesi Black Lava**.



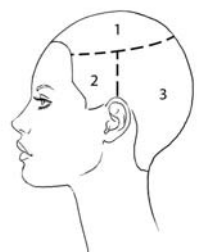
roots

Proposal #3 woman

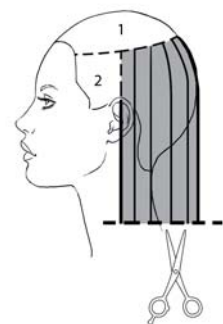


Framcolor Glamour 6.12 + 7.36
Framcolor Glamour 7.36
Decolor B diamond
Framcolor 2001 11A

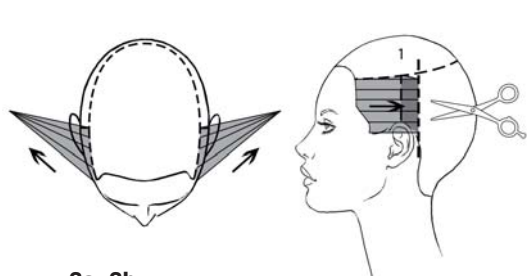
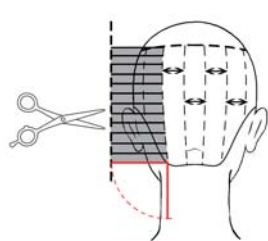
Color the roots with **Framcolor Glamour 6.12 + 7.36**. Color the mid shaft and ends with **Framcolor Glamour 7.36**. Create random highlights in the front with **Decolor B diamond** and tone with **Framcolor 2001 11A**.



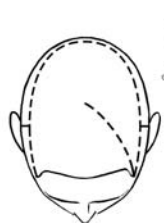
1.
Isolate the crown (Section 1). Isolate the side sections tracing a vertical line to the tip of the ears (Section 2). Isolate the remaining hair (Section 3).



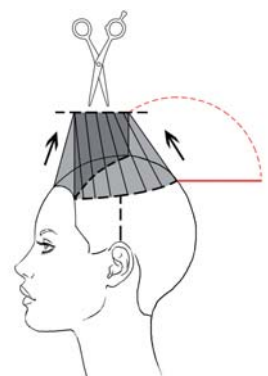
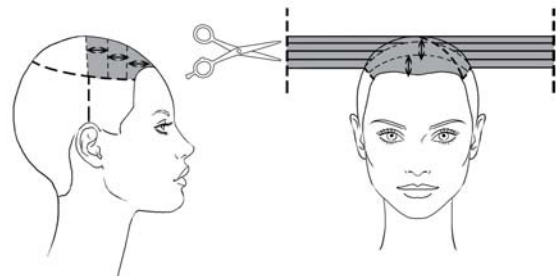
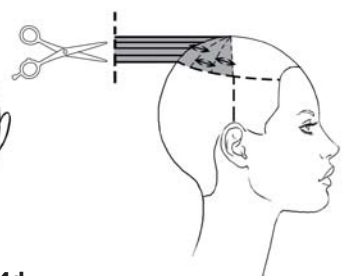
2a. 2b.
Section 3: Comb the hair in natural fall. Point cut the back perimeter square to mid neck while respecting the roundness of the head. Now take vertical subsections perpendicular to growth and point cut square utilizing the perimeter length as a guide.



3a. 3b.
Sections 2: Pinch cut the sides square to the length found behind the ear.



4a. 4b. 4c. 4d.
Section 1: Trace a part from the vertex to the end of the left eyebrow. In the back of the section take radial partings. Comb the hair horizontally and cut square to the length of Section 3. In the front take horizontal partings. Comb the hair horizontally respecting the part and cut square to the length of Section 2.



5.
Section 1: Comb the entire section vertically to the part. Point cut to the length found at the perimeter of the section.



6a. 6b.
Signature the proposal creating a light fringe by Slide cutting from the left eyebrow arch to the right cheekbone. Lighten the perimeter using a razor and the "Matita technique"

*Creating moderate tension on small sections use the razor as if it were a pencil and take short, light strokes on the ends to create texture.



Apply **BY Framesi Frozen Glaze** on wet hair. Blow dry creating minimal volume and leaving the ends soft. Create a loose wave in the fringe. Apply **I.Dentity Shine.On** using your fingers for a natural finish.



roots

Proposal #4 woman



Framcolor Glamour 6.36 + 6.12
Decolor B diamond 10 volume
Decolor B diamond 30 volume
Framcolor Eclectic OE + 9NDE

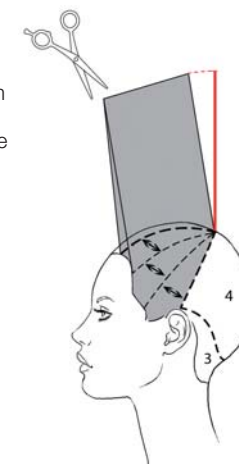
Create a base with **Framcolor Glamour 6.36 + 6.12**. Add random highlights using the Spatula and **Decolor B diamond** alternating mixtures of 10 and 30 volume. Tone with **Framcolor Eclectic OE + 9NDE**.



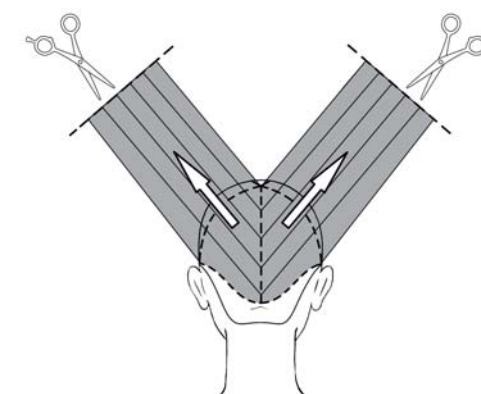
1a. 1b.
Isolate a triangle between the end of the eyebrows and the center juncture (Section 1). Isolate both sides tracing a line from the center juncture to the tip of the ears (Section 2). On both sides trace a line from the tip of the ear to 3 cm (1 1/4") inside the back hairline (Section 3). Isolate the remaining hair (Section 4).



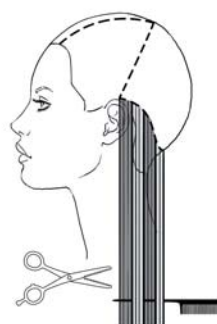
2.
Section 1: Comb the hair in natural fall and point cut square at mid nose.



3.
Section 2: Cut round using the length at the center juncture as a guide.



4.
Section 4: Subdivide and transport the hair diagonally. Pinch cut to the length of Section 2.



5a. 5b.
Section 3: Comb in natural fall and cut the perimeter square leaving maximum length. Refine and signature this proposal using the ONDA technique* or thinning shears.

*Considering density and texture, take sections and create a chunky weave with the tip of the comb or closed shears. Cut the top section separated by the weave.



Apply **BY Framesi Sparkling Mousse light** and blow dry using a large round brush to create volume at the roots. Finish and add shine with **BY Framesi Mist Hair Spray light**.



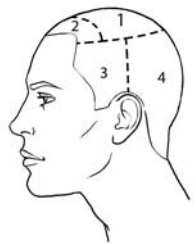
roots

Proposal #1 man

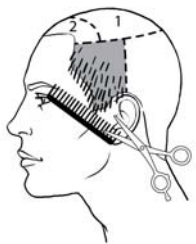


Framcolor 2001 5NP

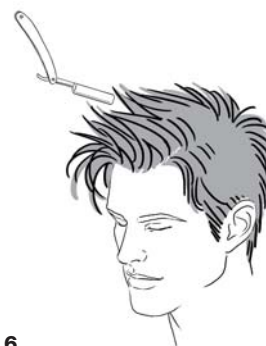
Color with **Framcolor 2001 5NP**.



1.
Isolate the crown (Section 1).
Isolate a front section 3 cm (1¼") deep (Section 2).
Isolate both sides by tracing a vertical line from the tips of the ears (Section 3).
The remaining hair will be (Section 4).



3.
Section 3: On both sides cut scissor over comb from the sideburn hairline to the length behind the ears.



6.
Add balance to the top by eliminating any disconnections with the razor.



Apply **BY Framesi Hydro Gel strong** on the fringe and shape the hair according to the desired volume.



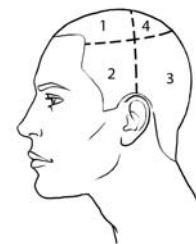
roots

Proposal #2 man

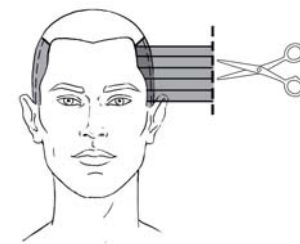


Framcolor 2001 5NP + 5NC
Decolor B diamond
Framcolor Eclectic 8HCE

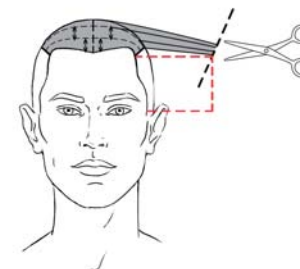
Color with **Framcolor 2001 5NP + 5NC**.
Create random highlights on the mid shaft and ends using the Slide Light Technique and **Decolor B diamond**, then tone with **Framcolor Eclectic 8HCE**.



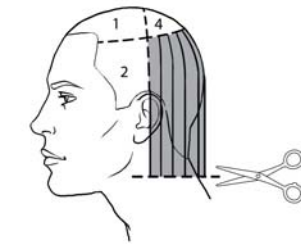
1.
Isolate the crown (Section 1).
Trace a line from ear to ear passing through the vertex (Sections 2 and 4).
Isolate the remaining hair (Section 3).



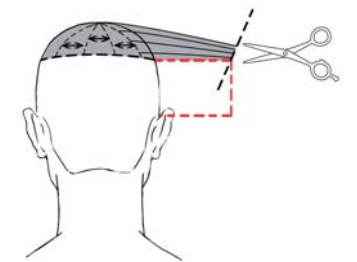
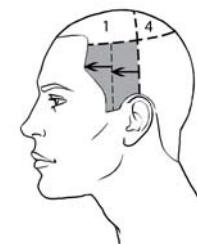
3a. 3b.
Section 2: On both sides take vertical partings. Cut square using the length at the ear as a guide and then allowing the guide to travel forward.



5.
Section 1: Subdivide the section with a central parting. Using the length at the crown as a guide, take horizontal partings and cut diagonally.



2a. 2b.
Section 3: Comb in natural fall and cut square at mid neck. Using the length at the occipital as a guide, point cut the entire section square taking vertical partings perpendicular to growth.



4.
Section 4: Utilizing the length at the crown as a guide, comb radial partings horizontally and cut diagonally.









6.
Define and soften the sideburns with the razor.



Apply **I.Dentity X.Alt** on wet hair and blow dry naturally with the diffuser.



spring summer
2012

	FRAMCOLOR 2001	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA	FRAMCOLOR GLAMOUR	Contrasts
	Decolor B 11A ml/cc 60	Decolor B 9PE ml/cc 60	Decolor B 10A ml/cc 60	Decolor B 10 ml/cc 60	=
#1 WOMAN					
	6G + 7ER ml/cc 45 + 15	6HCE + 7RDE ml/cc 45 + 15	6DS + 8R ml/cc 45 + 15	6.33 + 7.34 ml/cc 45 + 15	Decolor B
#2 WOMAN					
	6NC + 7G ml/cc 20 + 10 7NC + 7G ml/cc 15 + 15	6NE ml/cc 30 7NE ml/cc 30	6C + 7DS ml/cc 20 + 10 7C + 7DS ml/cc 15 + 15	6.12 + 7.36 ml/cc 20 + 10 7.36 ml/cc 30	Decolor B diamond Framcolor 2001 11A
#3 WOMAN					
	6NC + 6G ml/cc 40 + 20	6NE ml/cc 60	6C + 6DS ml/cc 30 + 30	6.36 + 6.12 ml/cc 30 + 30	Decolor B diamond 10 volume Decolor B diamond 30 volume Framcolor Eclectic 0E + 9NDE
#4 WOMAN					
	5NP ml/cc 60	5NE ml/cc 60	5N ml/cc 60	5 ml/cc 60	=
#1 MAN					
	5NP + 5NC ml/cc 30 + 30	5NE ml/cc 60	5N + 5C ml/cc 30 + 30	5.12 ml/cc 60	Decolor B diamond Framcolor Eclectic 8HCE
#2 MAN					