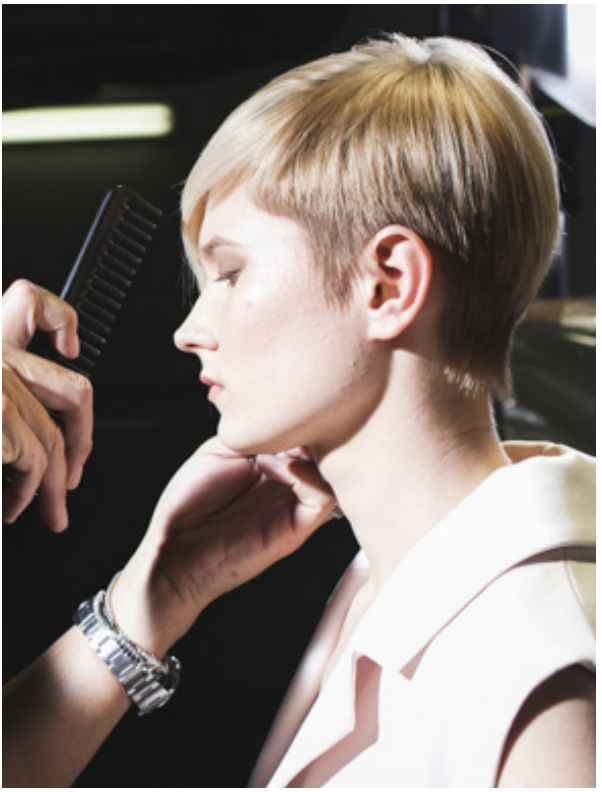
ITALIANHAIRSTYLE
framesi
spring summer
collection 2016
&STEP
bySTEP

shared
choices
sober tones
relaxed
style

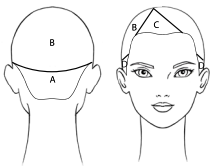
Gender Free



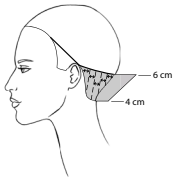
Gender Free does not mean loosing one's identity, but it is the complete acceptance of others.
This is the message that Italian Style Energy conveys through a collection proclaiming the freedom to be what we are, in lifestyle and appearance.
The soft volumes of the proposals and the easy styling are the perfect background for luminous natural colors and surprising touches of light instantly created on dry hair with a revolutionary product.

ENERGY
ITALIANSTYLE framesi

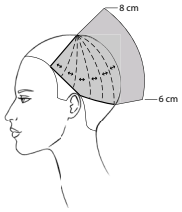
Gender Free



Sectioning.
Apply BY Cutting Lotion (Framesi Color Lover Primer 11) to detangle and keep sections moist while cutting.
SECTIONS A and B - trace a line from ear to ear passing through the occipital bone.
SECTION C - isolate a front triangle joining a point 2 cm (¾") right of the vertex, left eyebrow arch and the end of the right eyebrow.
SECTION D - isolate the sideburns.



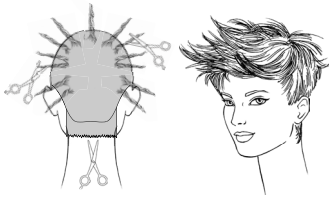
1.
SECTION A - take vertical subsections and cut from 4 to 6 cm (1½ - 2½") perpendicularly to growth.



2.
SECTION B - at the vertex of the triangle create an 8 cm (3") long guide. Subdivide section B by taking thin radial partings and connecting the length found in section A (6 cm - 2½") to the guide (8 cm - 3") using the Round Cutting technique.

3.
SECTION C - create a central parting.
Take each subsection onto the respective side of the triangle and deep point cut to the length below.

4.
SECTIONS D - slide cut the sideburns to the mandible.



5.
Texturize the entire volume using the torchon technique and blending shears. Point cut the perimeter of the nape square.

spring summer collection 2016

proposal #1

COLOR

Color the base with **Framcolor Eclectic 3NE**.

Blow dry the hair and create some highlights with **Decolor B Shimmer** and the flat iron.

(Otherwise, after coloring the base, create some highlights in the front with **Decolor B No Dust + 5 volumes Ossidorr***. Tone with* **Framcolor Eclectic 6NE***).*

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR 2001	FRAMCOLOR GLAMOUR	FRAMCOLOR FUTURA
3NP (60 g/cc)	**3** (60 g/cc)	**3N** (60 g/cc)
Contrasts **Decolor B Shimmer** or **Decolor B No Dust** **6NP**	Contrasts **Decolor B Shimmer** or **Decolor B No Dust** **6**	Contrasts **Decolor B Shimmer** or **Decolor B No Dust** **6N**

SUGGESTED HOME TREATMENT:

Morphosis SUBLÌMIS OIL
Framesi COLOR LOVER

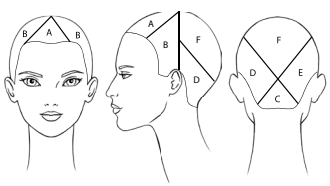
STYLING - 1

Apply **BY Roots Up Mousse Spray (BY Sparkling Mousse Strong)** on wet hair to lift the roots and create a tousled volume.
Refine with **BY Grooming Sculpture Paste (BY Hydro Gel Strong)**.

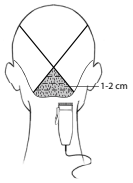
STYLING - 2

Apply **BY Texturizing Cream (BY Glaze)** and blow dry the roots softly.
Define the ends using a brush and finish with a glossy touch by spraying **BY Final Shine Spray (BY Pearl Shiner)**.

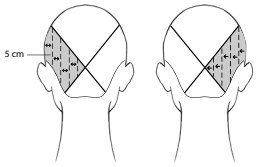
Gender Free



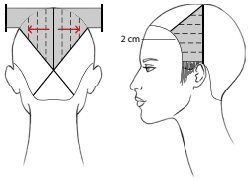
Sectioning.
Apply BY Cutting Lotion (Framesi Color Lover Primer 11) to detangle and keep sections moist while cutting.
SECTION A - isolate a front triangle joining the left eyebrow arch, the end of the right eyebrow and the vertex.
SECTIONS B - on both sides trace a vertical line above the tip of the ear.
SECTIONS C, D, E, F - on both sides trace a line from mid section B to the opposite corner of the nape passing through the occipital bone.



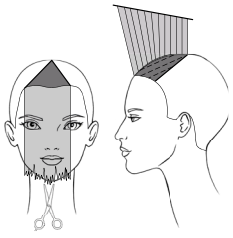
1.
SETTORE C - start cutting the nape: take horizontal partings and cut square but softly to 1-2 cm (¼" - ¾") using clippers.



2.
SECTION D - take vertical partings and cut square to 5 cm (2") perpendicularly to growth.
SECTION E - take vertical partings and cut square to 5 cm (2") allowing the guide to travel in order to create more length in the front area.



3.
SECTION F - make a central parting then comb subsections horizontally and cut square utilizing the tip of the ear as a stationary guide.
SECTIONS B - take horizontal subsections and cut from 2 cm (¾") to the length at the mastoid, leaving 1 cm (¼") of the sideburn out.



4.
SECTION A - comb the fringe in natural fall and point cut deeply square to the chin.
Comb subsections vertically and connect the fringe to the vertex.

5.
After blow drying, refine the proposal with the Dry Cutting technique and signature the sideburns to compliment the facial features. Define the line at the temples with a clean diagonal cut. Texturize the volume using the Counter-Gravity* technique and the Fan technique with blending shears.

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

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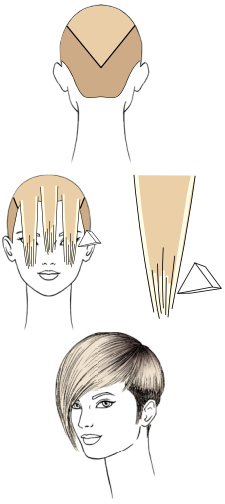
spring summer collection 2016

proposal #2

COLOR



Isolate a triangle joining the temples and the occipital bone.

Color the bottom section with **Framcolor 2001 7SB** (30 g/cc).

Color the top section with **Framcolor 2001 8SB** (30 g/cc).

Create some highlights in the front with **Decolor B Cream Plus** using the Contouring technique.

Tone with **Framcolor 2001 11A**.

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
7.36 (30 g/cc) **8.36** (30 g/cc)	Use F2001 or Glamour	Use F2001 or Glamour
Contrasts **Decolor B Cream Plus** **9.6**	Contrasts **Decolor B Cream Plus** **9CT**	Contrasts **Decolor B Cream Plus** **10A**

SUGGESTED HOME TREATMENT:

Morphosis COLOR PROTECT
Framesi COLOR LOVER

STYLING

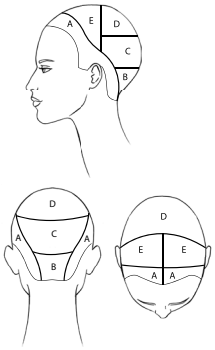
Apply **BY Texturizing Cream (BY Glaze)** on the roots and **BY Smooth & Shine Serum (BY WIO Strait Balm)** on the lengths.
Blow dry the back naturally and the fringe softly using a large brush.
Apply few drops of **Morphosis Repair Velvet** and use a wide-toothed comb to define the pieces precisely.

spring summer collection 2016

proposal #3

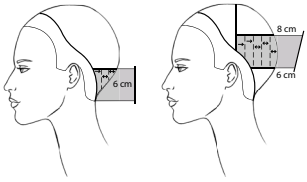
CUT

Gender Free

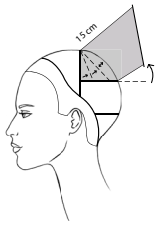


Sectioning.
Apply BY Cutting Lotion (Framesi Color Lover Primer 11) to detangle and keep sections moist while cutting.
Trace a central parting from the front hairline to the center juncture.
SECTION A - isolate the hairline according to the following:
- 4 cm (1½") from the forehead
- 4 cm (1½") above the tip of the ears
- 3 cm (1¼") from the hairline at the mastoids
- the corners of the nape

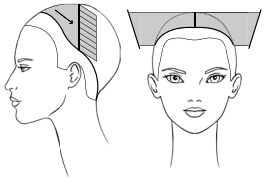
SECTION B - trace a horizontal line through the occipital bone.
SECTION C - trace a parallel line at the crown.
SECTIONS D and E - trace a line from ear to ear passing through the vertex.



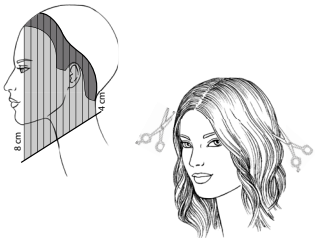
1.
SECTION B - create a guide by cutting a central vertical subsection square to 6 cm (2½").
Continue taking vertical subsections and allowing the guide to travel.
SECTION C - using the same technique cut medium grade from 6 to 8 cm (from 2½" to 3").



2.
SECTION D - using the same technique, cut medium grade to 15 cm (6"), transporting the subsections slightly upwards.



3.
SECTION E - cut to the length found at the mastoids while holding your fingers at 45°.



4.
SECTION A - blow dry the hair. Comb in natural fall and cut the perimeter diagonally from 4 cm (1½") at the nape to 8 cm (3") below the chin using the Dry Cutting technique.

Refine the entire volume using blending shears.

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spring summer collection 2016

proposal #3

COLOR

Color the base with **Framcolor 2001 5MC** *(or* **5CB** *- 30 g/cc +* **5W** *- 30 g/cc)*.

Using the Contouring technique, create some contrasts by applying **Framcolor 2001 L&S 7.46** along the sides of the sections and **Framcolor 2001 L&S 7.13** to saturate the ends, laying a **Visible** or a foil between sections.

(Otherwise, using the Contouring technique, create some contrasts by applying **Decolor B Diamond + 20 volumes Ossidorr** *along the sides and* **Decolor B Diamond + 30 volumes Ossidorr** *on the ends. Tone with* **Framcolor 2001 8W** *- 2 parts +* **7NC** *- 1 part.)*

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
5.64 (60 g/cc)	**5-IN** (60 g/cc)	**5XN** (60 g/cc)
Contrasts Use F2001 L&S or Decolor B Diamond 8.46 *(2 parts)* + 7.12 *(1 part)*	Contrasts Use F2001 L&S or Decolor B Diamond 8HCE *(2 parts)* + 7PE *(1 part)*	Contrasts Use F2001 L&S or Decolor B Diamond 8XN *(2 parts)* + 7C *(1 part)*

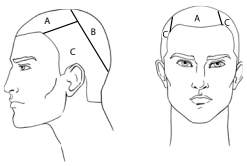
SUGGESTED HOME TREATMENT:

Morphosis SUBLÌMIS OIL
Framesi COLOR LOVER

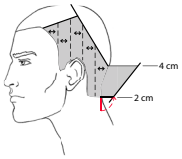
STYLING

Apply **BY Thermo Defence Lotion (BY Glaze)** on wet hair and create soft waves in the front using a large brush.
Define and accentuate the volume with **BY Wavy Spray (BY Mist Hair Spray Light)**.

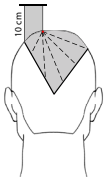
Gender Free



Sectioning.
Apply BY Cutting Lotion (Framesi Color Lover Primer 11) to detangle and keep sections moist while cutting.
SECTION A - on the top of the head isolate a rectangle joining left eyebrow arch, the end of the right eyebrow and a line passing through the vertex.
SECTION B - in the back isolate a triangle joining the corners of the rectangle and the occipital bone.
SECTION C - the remaining hair.

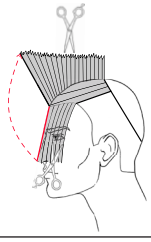


1.
SECTION C - create a back perimeter 2 cm (¾") long, then take vertical subsections and cut diagonally with high grade perpendicularly to growth.



2.
SECTION B - take a pivot point 2 cm (¾") left of the vertex, take radial partings and cut square to 10 cm (4").

3.
Now take the entire section to the right and connect to section C by point cutting deeply and palm up.



4.
SECTION A - comb the hair toward the face and point cut deeply to the tip of the nose. Connect the front perimeter to the length found at the center of the head.

5.
Refine the proposal using the Counter-Gravity technique and blending shears to remove weight and create extreme softness in the fringe.

spring summer collection 2016

proposal man

COLOR

Color the base with **Framcolor Glamour 7.12.**

Create some highlights using **Decolor B Shimmer** and the flat iron.

(Otherwise, create some highlights with **Decolor B No Dust** + **5 volumes Ossidorr.** *Tone with* **Framcolor Glamour 9.36.***)*

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR 2001	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
7NC (60 g/cc)	**7-IN** (60 g/cc)	**7C** (60 g/cc)
Contrasts Decolor B Shimmer or Decolor B No Dust 9SB	Contrasts Decolor B Shimmer or Decolor B No Dust Use F2001 or Glamour	Contrasts Decolor B Shimmer or Decolor B No Dust Use F2001 or Glamour

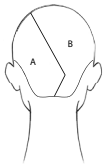
SUGGESTED HOME TREATMENT:

Morphosis DENSIFYING
Framesi COLOR LOVER Volume Boost

STYLING

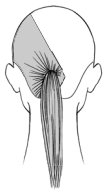
Apply **BY Bodifying Mousse (BY Sparkling Mousse Strong)** on the top of the head. Blow dry with your hands pulling the hair upwards. Turn the ends of the fringe and pull them forwards with the help of **BY Brilliant Styling Pomade** and **BY Strong Hold Pump Hairspray (BY Mist Hair Spray Strong)**.

Gender Free



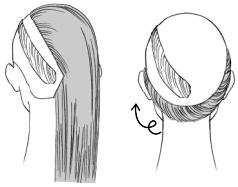
Sectioning.

SECTIONS A and B - trace a line from the left crown juncture to 2 cm (¾") right of the occipital bone and then down to the center of the nape.



1.
SECTION A - comb the hair back tight and close to the head.
Create a ponytail at the occipital bone.

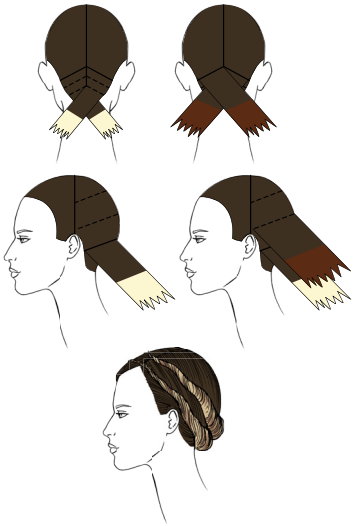
2.
Twist the ponytail toward the face creating a torchon.
Pin it along the sectioning line 5 cm (2") away from the front hairline.



3.
SECTION B - comb the hair in natural fall.
Starting at the fringe create a second torchon by twisting the hair clockwise following the hairline and then pin it parallel to the first one.

spring summer collection 2016

up do
COLOR



Apply **Framcolor 2001 4DC** *(or* **4CB** - *30 g/cc* + **4W** - *30 g/cc)*.

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

Trace a central line from the forehead to the nape.

Starting from the nape make 2 cm (¾") wide diagonal subsections – as in the diagram. Alternate applications of **Decolor B Diamond** and **Framcolor 2001 L&S 7.46**. Isolate each section with foil.

Use the same technique and colors on the sides of the head.

Tone the decolored subsections with **Framcolor 2001 10NP + 9SB**.

(Otherwise, alternate applications of **Decolor B Diamond + 40 volumes Ossidorr** *and* **Decolor B Diamond + 20 volumes Ossidorr***.*
Tone with **Framcolor 2001 10NP + 9SB***.)*

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
4.64 (60 g/cc)	**4-IN** (60 g/cc)	**4XN** (60 g/cc)
Contrasts **Use F2001 L&S** or **Decolor B Diamond** **9.36 + 9.6**	Contrasts **Use F2001 L&S** or **Decolor B Diamond** **9CT + 9HCE**	Contrasts **Use F2001 L&S** or **Decolor B Diamond** **10N + 9XN**

SUGGESTED HOME USE:
Morphosis COLOR PROTECT
Framesi COLOR LOVER

Gender free
hair icon
ENERGY
ITALIANSTYLE framesi

TRAVEL ATTITUDE
hair icon
ITALIANSTYLE framesi

On this page:
F2001 Coffee

On the opposite page:
F2001 Mahogany Brown

spring summer collection 2016

hair color trend

The freedom of being ourselves and the freedom of traveling call for the transcendent shades of the new Framcolor 2001 Coffee and Mahogany Browns.
The range of Coffee offers cool and shimmering tones, as intense as the aroma they evoke.
The Mahogany Brown collection reflects warm and honeyed shadows recalling the charming destinations of past adventurous journeys.

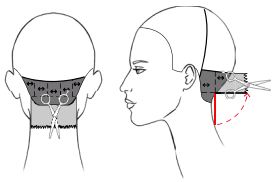
framesi

spicy shades
colonial style
comfortable elegance

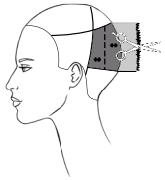
TRAVEL ATTITUDE

Sophisticated and cultivated, Travel Attitude is a retro-chic trend that invites us to re-discover the most exclusive journeys in a perfect colonial style.
What makes this collection extraordinary is the refinement of the details hidden behind the natural appearance.
To give hair the ease of a loose and light movement, Italian Style Framesi has designed precise cuts enhanced by soft and intense colors.

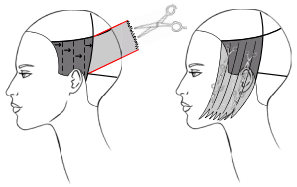
Sectioning.
Apply BY Cutting Lotion (Framesi Color Lover Primer 11) to detangle and keep sections moist while cutting.
SECTIONS A, B and C - isolate the crown area and trace a line from mastoid to mastoid passing through the center juncture.
SECTIONS D and E - trace a line from tip of ear to tip of ear passing through the occipital bone.



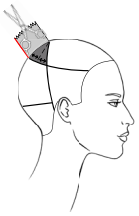
1.
SECTION E - create a perimeter at mid neck by slide cutting square. Then take vertical subsections and cut perpendicularly to growth using the Deep Point Cut technique.



2.
SECTION D - using the length underneath as a reference, deep point cut the entire section perpendicularly to growth while taking vertical subsections.



3.
SECTION C - take vertical subsections and cut square allowing the guide to travel and using the length of section D as a guide.
Refine the section with the Open&Close* and Free Hand** techniques to soften the resulting front point.



4.
SECTION B - take radial subsections and deep point cut round to the length below.

5.
SECTION A - take the entire section onto the right separation line and cut palm up to the found length.
Now take the entire section left and connect the perimeter to the length underneath.
Finally, take the entire section to the center juncture and remove the resulting point.

* Keep the section between your fingers and "bite" softly with the scissors at regular distance going from the shortest to the longest point.
** Use the Open&Close technique while sliding through the hair volume to balance empty and full areas.

spring summer collection 2016

proposal #1

COLOR

Color the base with **Framcolor 2001 4DC** *(or* **4CB** *- 30 g/cc +* **4W** *- 30 g/cc)*.

Blow dry the hair and then create some highlights in the front using **Decolor B Shimmer** and the flat iron.

(Otherwise, create some highlights in the front with **Decolor B No Dust** **+ 5 volumes Ossidorr***. Tone with* **Framcolor 2001 7W***)*.

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
4.64 (60 g/cc)	**4-IN** (60 g/cc)	**4XN** (60 g/cc)
Contrasts **Decolor B Shimmer** or **Decolor B No Dust** **7.46**	Contrasts **Decolor B Shimmer** or **Decolor B No Dust** **7HCE**	Contrasts **Decolor B Shimmer** or **Decolor B No Dust** **7XN**

SUGGESTED HOME TREATMENT:

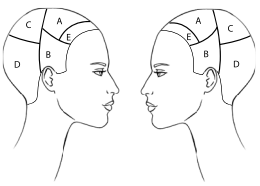
Morphosis SUBLÌMIS OIL
Framesi COLOR LOVER

STYLING - 1

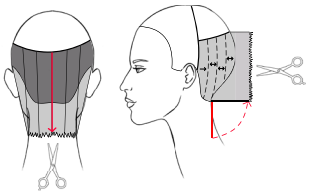
Apply **BY Curl Elevator Cream (BY Glaze)** on damp hair.
Blow dry slowly and using the diffuser while sculpting flat “broken” waves.
Create minimal volume at the root and keep the ends soft.

STYLING - 2

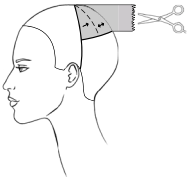
Apply **BY Smooth & Shine Serum**. Blow dry using a flat brush to create minimal volume at the roots and to keep the ends soft.



Sectioning.
Apply BY Cutting Lotion (Framesi Color Lover Primer 11) to detangle and keep sections moist while cutting.
SECTION A - isolate a semicircular section joining the left eyebrow arch, the vertex and the right temple.
SECTION E - Isolate a 2 cm (¾") wide subsection along the front hairline.
SECTIONS B - trace a line from ear to ear passing through the vertex.
SECTIONS C and D - trace a line 1 cm (¼") below the crown area.

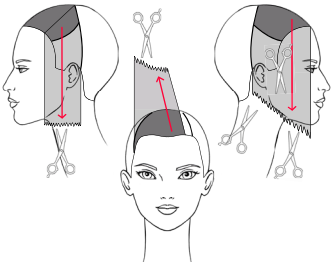


1.
SECTION D - comb the hair in natural fall and point cut square to mid neck. Take vertical subsections and point cut perpendicularly to growth with the exception of the two subsections at the mastoids that will be cut allowing the guide to travel.

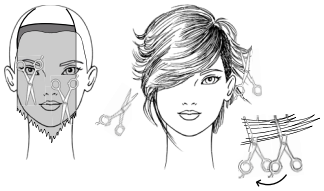


2.
SECTION C - cut the entire section in the same fashion while taking radial subsections.

3.
SECTIONS B - cut scissors over comb from 1 to 3 cm (from ¼" to 1¼").



4.
SECTION A - Trace a line on the left as in the diagram.
Comb the hair to the left in natural fall and cut square below the mandible. Transport the remaining hair back to the right and cut at a slight diagonal to the found length.
Finally comb in natural fall and create a diagonal from the length at the ear to maximum length.



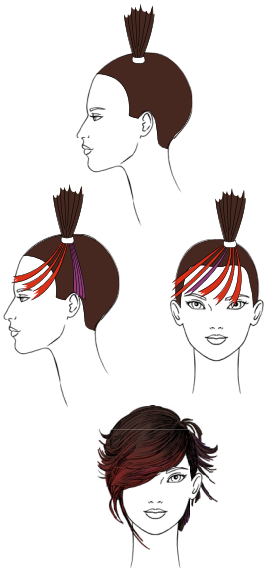
5.
SECTION E - comb in natural fall and slide cut creating a central point. Refine the bang with the Dry Cutting technique using the Counter-Gravity technique and the Backcomb* technique with blending shears.

* Twist the section and backcomb using blending shears.

spring summer collection 2016

proposal #2

COLOR



Apply **Framcolor 2001 5MC** *(or* **5CB** - *30 g/cc* + **5W** - *30 g/cc)* only on the roots.

Isolate a 2 cm (¾") thick ponytail on the top of the head.

Color a section above the left ear with **Framcolor 2001 L&S 5.66**, using foil and the Halo* technique.

Using the same technique apply **Framcolor 2001 L&S 7.55** to sections between the left eye and right eyebrow arch.

Continue by coloring a section above the end of the right eye using **Framcolor 2001 L&S 5.66** and then continue to the right ear with **Framcolor 2001 L&S 7.55**.
(Otherwise, create some sections as in the diagram. Apply **Decolor B Diamond** *up to level 8. Tone with* **Framcolor 2001 5-IV** *and* **Framcolor 2001 7RP** - *2 parts* + **6HR** - *1 part.)*

Loosen the ponytail and complete the coloring of lengths and ends with **Framcolor 2001 5MC** *(or* **5CB** - *30 g/cc* + **5W** - *30 g/cc)*.

*Select a pivot point on the top of the head and create radial contrasts on the front part of the crown.

TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
5.64 (60 g/cc)	**5-IN** (60 g/cc)	**5XN** (60 g/cc)
Contrasts Use F2001 L&S or Decolor B Diamond 5.66 7.56 *(2 parts)* + 7.55 *(1 part)*	Contrasts Use F2001 L&S or Decolor B Diamond 6VE *(2 parts)* + 4CVE *(1 part)* 7RFE *(2 parts)* + 7RE *(1 part)*	Contrasts Use F2001 L&S or Decolor B Diamond Use F2001 or Glamour

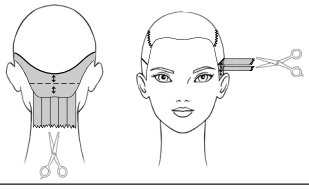
SUGGESTED HOME TREATMENT:

Morphosis COLOR PROTECT
Framesi COLOR LOVER

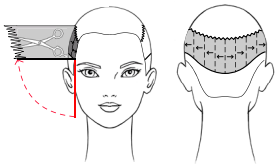
STYLING

Apply **BY Texturizing Cream (BY Sparkling Mousse)** and blow dry the front diagonally using a large brush creating the shape of a tear drop. Blow dry the back naturally and flip the ends up and outwards to make a contrast between the dynamic back and the groomed front.

Sectioning.
Apply BY Cutting Lotion (Framesi Color Lover Primer 11) to detangle and keep sections moist while cutting.
SECTION A - isolate a front triangle joining the end of the eyebrows and the vertex.
SECTION B - isolate the crown area tracing a zigzag line.
SECTIONS C and D - trace a line from temple to temple passing 2 cm (¾") above the ears and through the occipital bone.



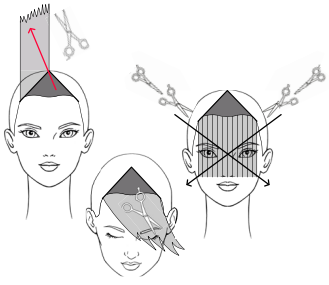
1.
SECTION D - cut the perimeter to mid neck.
Now – taking horizontal subsections – point cut the entire section palm up perpendicularly to growth respecting the flats and curves of the head.



2.
SECTION C - cut a guide at the mandible.
Taking vertical subsections, and using the Chipping Cut technique*, cut the first one perpendicularly to growth and the other ones with a stationary guide until the center of the section.
Now cut the other side in the same fashion.

*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 B - taking radial subsections cut perpendicularly to growth with the Chipping Cut technique. Use the length below as a reference point and keep your fingers parallel to the working axis.



4.
SECTION A - take the section onto the right parting and cut to the found length with the Chipping Cut technique. Comb the section forward to the left to remove weight using the Sliding Cut technique and then in natural fall utilizing the Crossing Cut** technique.

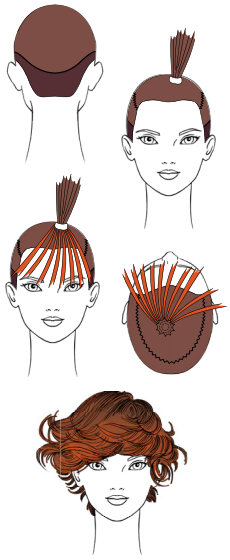
** Comb the hair forward. Starting from the edge of the crown area cut "chewing" the sections from the left to the right maximum length. Repeat from right to left.

5.
Refine the entire volume with the Dry Cutting technique and the thinning shears.

spring summer collection 2016

proposal #3

COLOR



Apply **Framcolor 2001 5MB** (20 g/cc) *(or* **5W** - *15 g/cc* + **5MP** - *5 g/cc)* on the area below the occipital bone (section D).

Color the remaining hair with **Framcolor 2001 6E** (30 g/cc) + **6RN** (10 g/cc) only on the roots.

Isolate a 2 cm (¾") thick ponytail left of the vertex.

Create some front highlights (to the ears) by applying **Framcolor 2001 L&S 7.44** using the Halo technique.
(Otherwise, create some front highlights by applying **Decolor B Diamond** *up to level 8. Tone with* **Framcolor 2001 7TRP**.*)*

Loosen the ponytail and complete the coloring of the section (lengths and ends) with **Framcolor 2001 6E** (30 g/cc) + **6RN** (10 g/cc).

TO CREATE THIS COLOR YOU MAY ALSO USE:

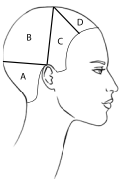
FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
5.64 + 5.52 (15 g/cc + 5 g/cc)	5-IN + 5ME (15 g/cc + 5 g/cc)	5XN + 5M (15 g/cc + 5 g/cc)
6.46 + 6.34 (30 g/cc + 10 g/cc)	6HCE + 6RDE (30 g/cc + 10 g/cc)	6DS + 8R (30 g/cc + 10 g/cc)
Contrasts Use F2001 L&S or Decolor B Diamond 7.4	Contrasts Use F2001 L&S or Decolor B Diamond 7AE *(2 parts)* + 7RDE *(1 part)*	Contrasts Use F2001 L&S or Decolor B Diamond 7TR

SUGGESTED HOME TREATMENT:

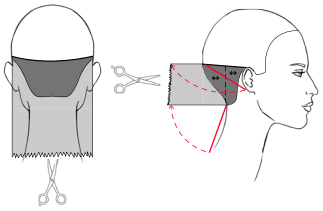
Morphosis VOLUMIZING
Framesi COLOR LOVER Volume Boost

STYLING

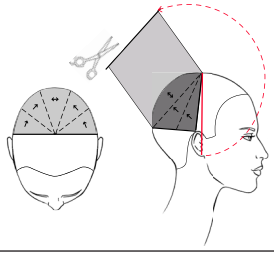
Apply **BY Curl Elevator Cream (BY Sparkling Mousse)**.
Blow dry with a diffuser using low heat.
Distribute **BY Thermo Defence Lotion (BY Pearl Shiner)** and pass with a large iron to create relevant volume on the sides and keep the crown flat.



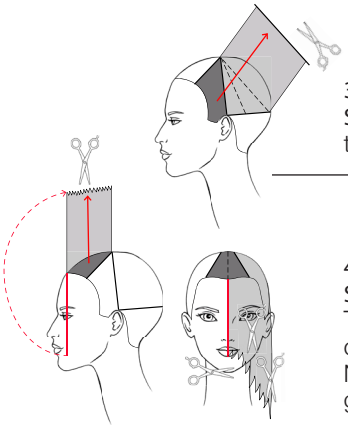
Sectioning.
Apply BY Cutting Lotion (Framesi Color Lover Primer 11) to detangle and keep sections moist while cutting.
SECTION A - trace a line from tip of the ear to tip of the ear passing 3 cm (1¼") above the occipital bone.
SECTION B - trace a line from tip of the ear to tip of the ear passing though the vertex.
SECTIONS C and D - trace two diagonal lines from eyebrow arches to the separation line.



1.
SECTION A - comb the hair in natural fall and create a guide by cutting the perimeter to the shoulders. Create a guide at the center of the upper separation line and cut to the ear lobe.
Now layer the entire section by connecting the two guides: take vertical subsections and point cut perpendicularly to growth.



2.
SECTION B - create 5 radial subsections.
Take a guide from the vertex and cut it to the ear lobe.
Now cut the central subsection to the guide perpendicularly to growth and keeping your fingers parallel to the working axis.
Cut the other subsections allowing the guide to travel.



3.
SECTIONS C - take each section onto the center of section B and cut to the found diagonal.

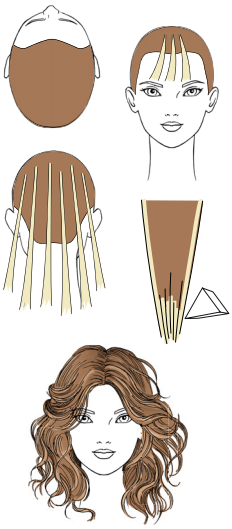
4.
SECTION D - cut a guide at the lower lip.
Trace a central parting in the section and pinch and point cut the obtained subsections vertically to connect the front guide to the vertex.
Now lighten each subsection with the Sliding Cut technique from the guide to maximum length.

5.
Signature the proposal with the Dry Cutting and the Twist Cutting techniques.

spring summer collection 2016

proposal #4

COLOR



Color the base with **Framcolor 2001 6LC** *(or* **6CB** *- 30 g/cc +* **6W** *- 30 g/cc*.

Create some highlights in the back area using the Contouring technique and **Decolor B No Dust**.
Lift to a level 8 and tone with **Framcolor 2001 8W** (2 parts) + **7SD** (1 part).

After washing and blow drying the hair, create some highlights on the entire head using **Decolor B Shimmer** and the flat iron.
Pass the flat iron until you reach the desired lightening (maximum two levels).

(Otherwise, create some little highlights in the front with **Decolor B No Dust**.
Tone with **Framcolor 2001 8W** *- 2 parts +* **7SD** *- 1 part.)*

TO CREATE THIS COLOR YOU MAY ALSO USE:

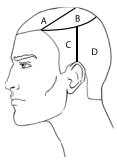
FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
6.64 (60 g/cc)	**6-IN** (60 g/cc)	**6XN** (60 g/cc)
Contrasts **Decolor B No Dust** **8.46 + 7.33** (2 parts + 1 part) **Decolor B Shimmer**	Contrasts **Decolor B No Dust** **8HCE + 7DE** (2 parts + 1 part) **Decolor B Shimmer**	Contrasts **Decolor B No Dust** **8XN + 7D** (2 parts + 1 part) **Decolor B Shimmer**

SUGGESTED HOME TREATMENT:

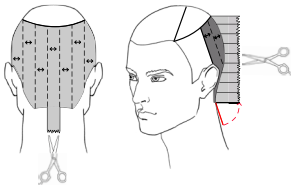
Morphosis VOLUMIZING
Framesi COLOR LOVER Volume Boost

STYLING

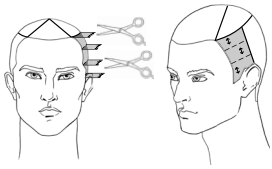
Apply **BY Texturizing Cream (BY Glaze or BY Sparkling Mousse)** and blow dry twisting the sections on a large brush to create a waved volume. Curl the sections again with the flat iron. Tousle the hair keeping the head upside down and spraying **BY Wavy Spray**.
Blow dry with the diffuser, lift the head and open the central parting to allow the sections to frame the face.



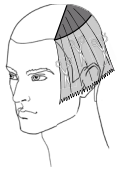
Sectioning.
Apply BY Cutting Lotion (Framesi Color Lover Primer 11) to detangle and keep sections moist while cutting.
SECTION A - isolate a front triangle joining the end of the eyebrows and the vertex.
SECTION B - isolate the crown area.
SECTIONS C - on both sides trace a vertical line above the tip of the ear.
SECTION D - the remaining hair.



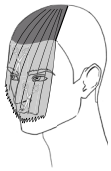
1.
SECTION D - cut a guide at the mid neck.
Take vertical partings and point cut the section high grade and perpendicularly to growth.



2.
SECTIONS C - point cut square and perpendicularly to growth utilizing the length at the separation line of section D as a reference and taking horizontal partings.



3.
SECTION B - comb the hair in natural fall then slide cut respecting the flats and curves of the head and utilizing the length of the sideburns as a reference.



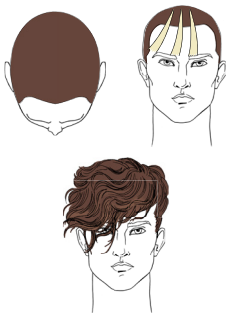
4.
SECTION A - comb the hair toward the face and create a point by cutting to the mouth utilizing the length of section C as a reference.
Now lighten the volume by slide cutting from the length at the vertex to maximum length.

5.
Refine the proposal by dry cutting the area below the crown using blending shears.

spring summer collection 2016

proposal man

COLOR



Color the base with **Framcolor Eclectic 5NE**.

Create some highlights in the front with **Decolor B Shimmer** and the flat iron.

(Otherwise, create some highlights in the front with **Decolor B No Dust + 5 volumes Ossidorr***. Tone with* **Framcolor Eclectic 7NE***.)*

TO CREATE THIS COLOR YOU MAY ALSO USE:

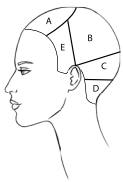
FRAMCOLOR 2001	FRAMCOLOR GLAMOUR	FRAMCOLOR FUTURA
5NP (60 g/cc)	**5** (60 g/cc)	**5N** (60 g/cc)
Contrasts **Decolor B Shimmer** or **Decolor B No Dust** **7NP**	Contrasts **Decolor B Shimmer** or **Decolor B No Dust** **7**	Contrasts **Decolor B Shimmer** or **Decolor B No Dust** **7N**

SUGGESTED HOME TREATMENT:

Morphosis DENSIFYING
Framesi COLOR LOVER Volume Boost

STYLING

Apply **BY Shaping Glaze (BY Hydro Gel)** on wet hair and blow dry twirling the sections vertically with your fingers.
Add volume to the fringe but keep the top of the head flat.



Sectioning.

SECTION A - isolate a front triangle joining the ends of the eyebrows and the vertex.
SECTION B - trace a line from tip of the ear to tip of the ear passing through the occipital bone.
SECTIONS C and D - trace a line from mid ear to mid ear passing below the occipital bone and isolate a small section at the nape hairline.
SECTIONS E - trace a line along the side hairline as in the diagram.

1.
SECTION D - backcomb the section and spray with BY Super Hold Hairspray (BY SO STIFF HAIRSPRAY), make a ponytail at the center and slightly stretch it.

2.
SECTION C - backcomb the roots, spray with BY Super Hold Hairspray (BY SO STIFF HAIRSPRAY), and stretch the volume at the mastoids. Using a needle pass the entire section through the ponytail.

3.
SECTION B - make a central parting, backcomb the roots and spray with BY Super Hold Hairspray (BY SO STIFF HAIRSPRAY).
Make two torchons and pin the right onto the left and vice versa, leaving the ends loose.

4.
SECTIONS E - backcomb the roots, leave some strands loose along the hairline, spray with BY Super Hold Hairspray (BY SO STIFF HAIRSPRAY) and pass the rest of the hair in the central volume.

5.
SECTION A - make a central parting, apply BY Super Hold Hairspray (BY SO STIFF HAIRSPRAY) on the roots, backcomb the hair and roll each subsection inwards to create a relevant volume.
Refine by letting some loose pieces fall on the neck and create some knots with the loose pieces of section B. Accessorize the proposal with small copper bands as the picture suggests.

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framesi

ITALIAN**HAIR**STYLE

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Fabio Franchina, Patrizia Caldera

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C.I.M.F. Coordinamento
Informazioni di Mercato Framesi

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Francesca D'Ambrosio,
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Medical-Scientific Aspects
Ivano Sironi

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Michele Curci, Giovanni Damiani,
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Special thanks to
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and the Italian Style Team Framesi USA:
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Maria Heckscher, Travis Vann
Xena Parsons