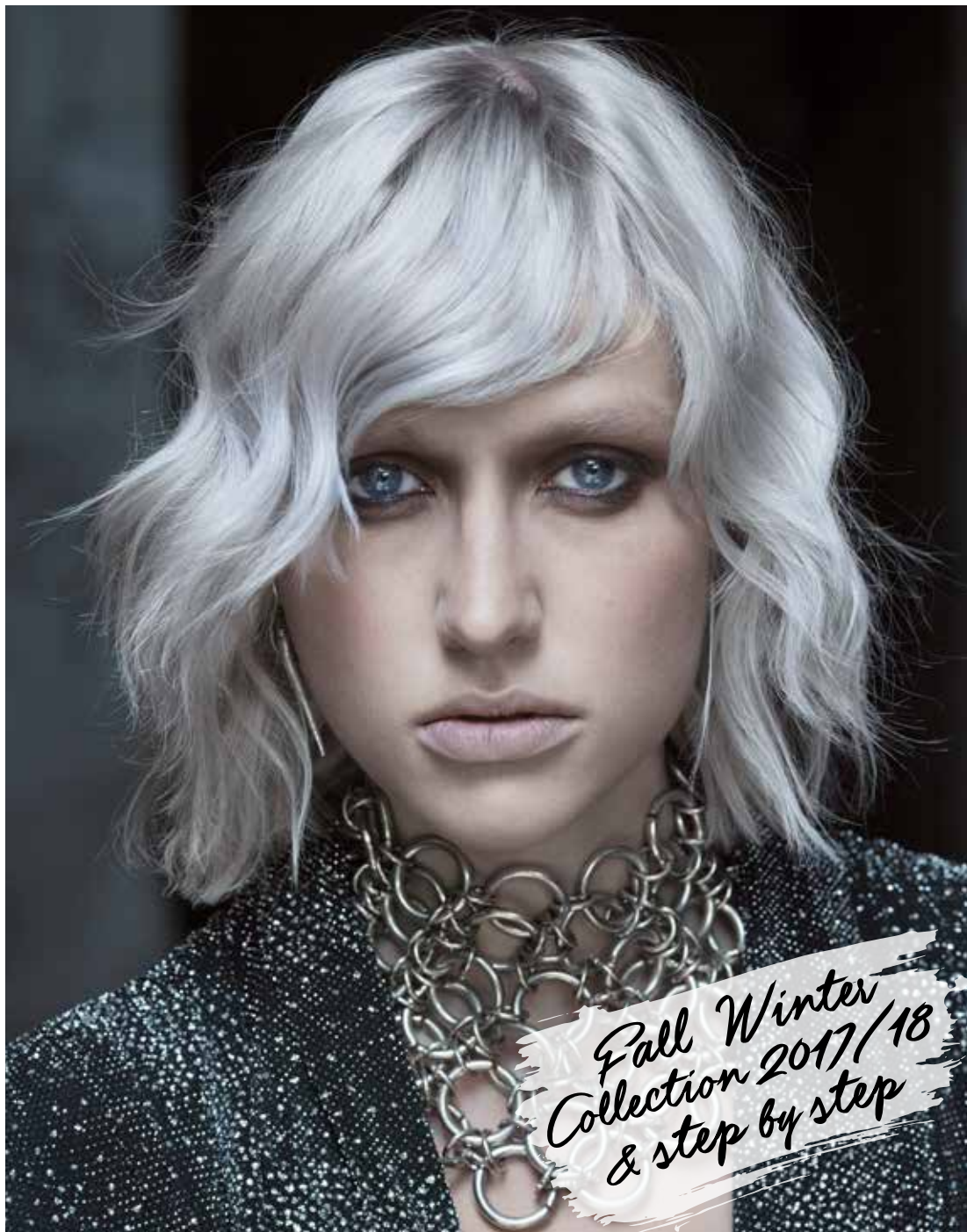


# ITALIAN **HAIR** STYLE

framesi



*Fall Winter  
Collection 2017/18  
& step by step*

# proposal #1 - icon CUT

# MYSTIC HEROES

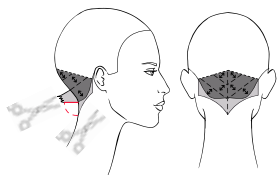
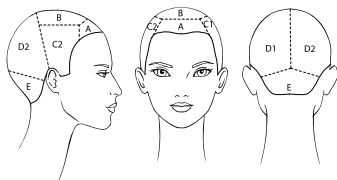
## Sectioning.

Apply BY Cutting Lotion to detangle and keep sections moist while cutting.

**SECTION A** - Isolate a trapezoid 5 cm (2") wide at the corner of the eyes.

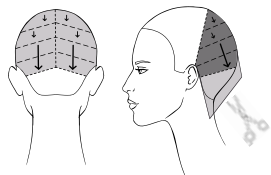
**SECTIONS B and C** - Trace a line from ear to ear passing through the center juncture. On both sides, trace a horizontal line from the corner of the trapezoid to the ear to ear line.

**SECTIONS D and E** - On both sides trace a line from mid ear to 1 cm (1/3") above the occipital bone. Finish the sectioning tracing a central vertical line in the top head subsection.



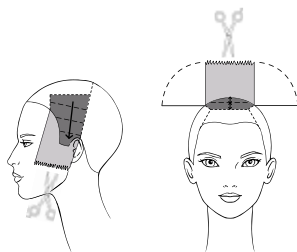
## 1.

**SECTION E** - Comb the hair on the sides and create a curved perimeter to mid ear. Using the length obtained as a guide, cut the entire section perpendicular to growth and making diagonal subsections as shown in the diagram.



## 2.

**SECTIONS D** - Leaving the hair longer than in section E and making diagonal subsections, point cut stationary guide with the exception of the last two subsections that you will cut allowing the guide to travel.



## 3.

**SECTIONS C** - Making diagonal subsections, point cut square in the direction of the tip of the nose and stationary guide, having the length at the mastoid as a reference.

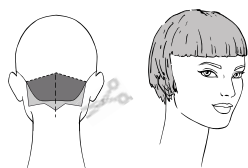
## 4.

**SECTION B** - Having the length along the crown line as a reference, point cut the section square and perpendicular to growth making horizontal partings.



## 5.

**SECTION A** - Comb the hair in natural fall and cut a stationary guide to mid forehead creating a slightly curved perimeter.

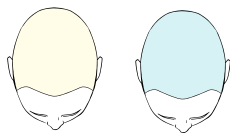


## 6.

After drying the hair, prolong the cut of the fringe to create a double layer on the temple.  
In the back cut an "M" shaped perimeter.



FALL WINTER COLLECTION 2017-18  
**proposal #1 - icon**  
**COLOR**



Decolor with **Decolor B Diamond + Morphosis Re-Structure PRO-FORCE BONDER 101** to level 9.

Before toning, apply **Morphosis Re-Structure PRO-FORCE SEALER 102** and complete by shampooing.

Now tone with **Framcolor Bold Clear** (60 g/cc) + **Teal** (3 g/cc).

SUGGESTED HOME TREATMENT:

**Morphosis REPAIR or FRAMESI COLOR LOVER**

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## STYLING

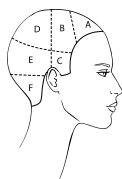
Apply **BY Glaze** on wet hair and blow dry while brushing it from right to left and vice versa with a flat brush.

Refine shaping the ends with a round brush to make the volume soft and light.

Finish with **BY Mist Hair Spray Strong**.

FALL WINTER COLLECTION 2017-18  
**proposal #2**  
**CUT**

# MYSTIC HEROES



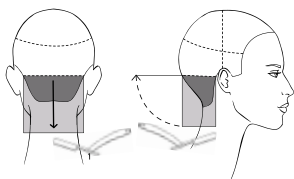
## Sectioning.

Apply BY Cutting Lotion to detangle and keep sections moist while cutting.

**SECTION A** - Isolate a triangle between the ends of the eyebrows and 2 cm ( $\frac{3}{4}$ ") in front of the vertex.

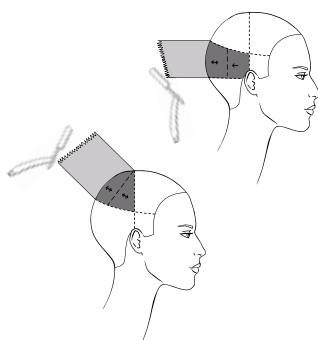
**SECTIONS B, C, D** - Isolate the crown area and trace a line from top of the ear to top of the ear passing through the vertex.

**SECTIONS E, F** - Trace a line from mid ear to mid ear passing through the occipital bone



## 1.

**SECTION F** - Starting from the back, create a square perimeter at mid neck using the razor.

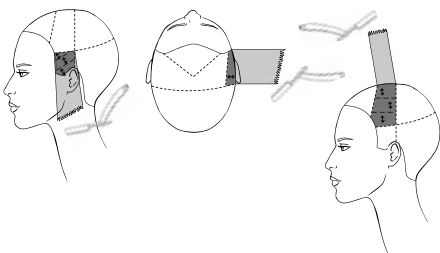


## 2.

**SECTION E** - Layer the subsection with medium-high grade using a razor and the Scratching technique, taking the length obtained in the previous section as a reference. Create vertical subsections and cut perpendicular to growth, with the exception of the subsections on the mastoids that will be cut allowing the hair to travel to the guide.

## 3.

**SECTION D** - Layer the section using a razor with the scratching technique making radial subsection and taking the length obtained in the previous section as reference. Cut perpendicular to the growth keeping fingers in parallel with the floor.

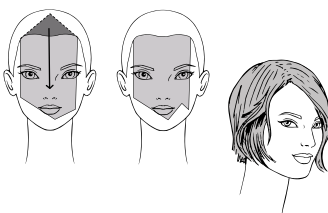


## 4.

**SECTION C** - Create the perimeter cutting the hair from the length found at the mastoid to 3 cm ( $1\frac{1}{4}$ ") under the chin. Now layer the section cutting perpendicular to growth and making diagonal subsections.

## 5.

**SECTION B** - Cut square perpendicular to growth making horizontal subsections and having the length at the center juncture as a reference.



## 6.

**SECTION A** - Comb the hair over the face and cut from the right cheekbone to the left of the lower lip, then proceed until maximum length.

Refine the proposal with the Dry Cutting technique.

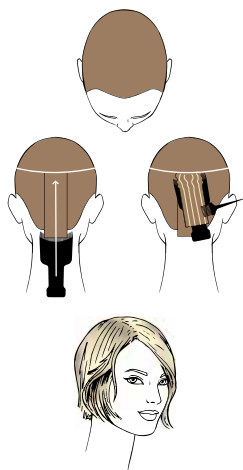
"Open" the perimeter on the left mastoid and eye.



# FALL WINTER COLLECTION 2017-18

## proposal #2

### COLOR



Color the base with **Framcolor Eclectic Care 8.363** (60 g/cc).

Make some highlights with the spatula using **Decolor B No Dust**.

In this phase, push the spatula toward the roots in order to backcomb the hair and leave the roots darker than the lengths.

Tone with **Framcolor Eclectic Care 9.16** (20 g/cc) + **9.3** (5 g/cc).

TO CREATE THIS COLOR YOU MAY ALSO USE:

#### FRAMCOLOR 2001

**8SB + 8P**  
(40 g/cc + 20 g/cc)

Contrasts  
**Decolor B No Dust**

**9P + 9SB**  
(10 g/cc + 5 g/cc)

#### FRAMCOLOR GLAMOUR

**8.36 + 10.16**  
(50 g/cc + 10 g/cc)

Contrasts  
**Decolor B No Dust**

**10.16 + 9.33**  
(10 g/cc + 5 g/cc)

#### FRAMCOLOR ECLECTIC

**9DE + 9PE + 8NE**  
(40 g/cc + 10 g/cc + 10 g/cc)

Contrasts  
**Decolor B No Dust**

**9PE + 9DE**  
(10 g/cc + 5 g/cc)

#### FRAMCOLOR FUTURA

**8XN + 7A**  
(40 g/cc + 20 g/cc)

Contrasts  
**Decolor B No Dust**

**9XN + 10A**  
(10 g/cc + 5 g/cc)

SUGGESTED HOME TREATMENT:

**FRAMESI COLOR LOVER OR Morphosis**

## STYLING

Apply **BY Glaze** on wet hair and dry wrapping the hair softly around the brush with a spiral movement outwards.

Refine the lengths with the iron and fix naturally with **BY Mist Hair Spray light**.

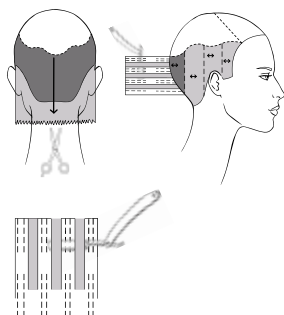


## Sectioning.

Apply BY Cutting Lotion to detangle and keep sections moist while cutting.

**SECTION A** - Isolate the crown area with a wavy line and proceed 2 cm ( $\frac{3}{4}$ " ) lower in the back.

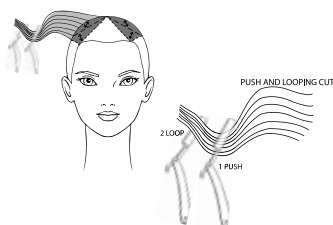
**SECTIONS B, C** - Trace a line from mid left eyebrow to the vertex and from the vertex to the end of the right eyebrow.



## 1.

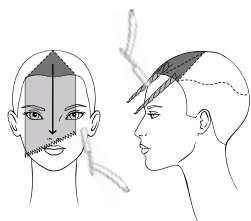
**SECTION A** - Comb the hair in natural fall and point cut square slightly above the base of the neck.

Then use the Advanced Undercut technique and the razor and cut making vertical subsections respecting the perimeter.



## 2.

**SECTION B** - Making radial subsections, cut with the razor perpendicular to growth from the mid length found in section A to maximum length using the Push&Looping technique.



## 3.

**SECTION C** - Comb the hair in natural fall and cut sliding with the razor from right to left using the left cheekbone and the right side of the mandible as reference points.

Now create some triangles and cut the hair from medium to maximum length with the Sliding Torchon technique.



## 4.

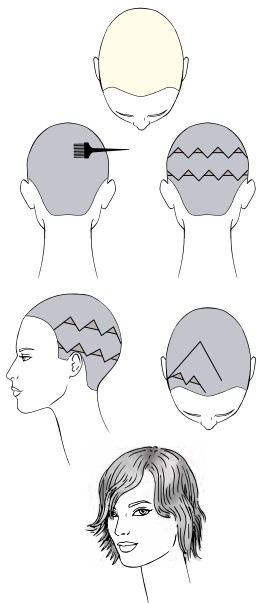
Refine and personalize the volume with the Dry Cutting technique.



FALL WINTER COLLECTION 2017-18

proposal #3

COLOR



Lighten the hair to a level 10 using **Decolor B Diamond + Morphosis Re-Structure PRO-FORCE BONDER 101**.

Complete the treatment with **Morphosis Re-Structure PRO-FORCE SEALER 102**.

Color the base with **Framcolor Eclectic Care 8.262** (30 g/cc) + **9.16** (30 g/cc).

Apply the color by using the brush vertically to blend the shade.

Now isolate 3 zigzag sections as follows:

- trace a line from temple to temple
- trace a line along the crown area passing through the occipital bone
- isolate a subsection in the front triangle

In the remaining areas, apply **Framcolor Eclectic Care 9.16** (10 g/cc) + **Framcolor Eclectic 9SE** (10 g/cc).

TO CREATE THIS COLOR YOU MAY ALSO USE:

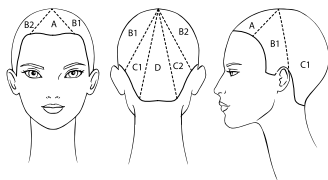
FRAMCOLOR 2001	FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC	FRAMCOLOR FUTURA
<b>Decolor B Diamond</b>	<b>Decolor B Diamond</b>	<b>Decolor B Diamond</b>	<b>Decolor B Diamond</b>
<b>9P + 8NP + 8SB</b> (20 g/cc + 20 g/cc + 20 g/cc)	<b>8.26 + 10.16</b> (50 g/cc + 10 g/cc)	<b>9PE + 8NE + 9DE</b> (20 g/cc + 20 g/cc + 20 g/cc)	<b>7A + 10A</b> (30 g/cc + 30 g/cc)
Contrasts <b>9P + 9CC</b> (20 g/cc + 5 g/cc)	Contrasts <b>9.6 + 10.16</b> (20 g/cc + 10 g/cc)	Contrasts <b>9PE + 9SE</b> (10 g/cc + 10 g/cc)	Contrasts <b>10A + 10C</b> (20 g/cc + 10 g/cc)

SUGGESTED HOME TREATMENT:

**FRAMESI COLOR LOVER VOLUME BOOST** or **Morphosis REPAIR**

## STYLING

Apply **FRAMESI COLOR LOVER Primer 11 Intense** or **Morphosis Repair Velvet** on wet hair and then **BY Glaze**. Blow dry the hair with the diffuser giving the section a nice soft curved shape. Refine hair with the iron making vertical subsections and keeping the ends straight. De-structure the waves using **BY Mist Hair Spray light** and the diffuser. Define the ends with **BY Working Clay**.



## Sectioning.

Apply BY Cutting Lotion to detangle and keep sections moist while cutting.

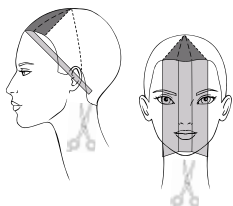
Create six triangular sections:

**SECTION A** - Between mid eyebrows and the vertex.

**SECTIONS B** - Isolate two triangles between section A and the mastoids.

**SECTIONS C** - Isolate two triangles between section B and the sides of the nape.

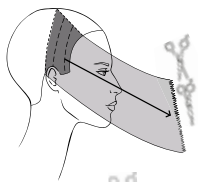
**SECTION D** - Is the remaining section between sections C.



## 1.

**SECTION A** - subdivide the section into 3 triangles.

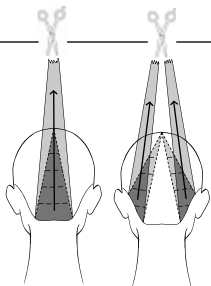
Cut the central one to the mastoid and the other two to the same length, taking them slightly toward the center of the section.



## 2.

**SECTIONS B** - making vertical and curved subsections, cut a stationary guide to maximum length with the Open&Close technique taking the hair towards the nose.

Cut keeping your palm facing yourself and having the length of the fringe as a reference.

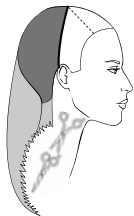


## 3.

**SECTION D** - Making horizontal and slightly curved subsections, point cut the hair to the stationary guide, having the length on the vertex as reference.

## 4.

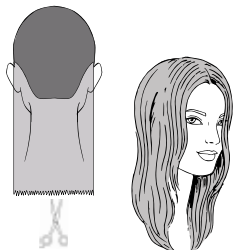
**SECTIONS C** - cut the hair with the same technique used in section D, standing in front of the section you are about to cut.



## 5.

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

Trace a central line in the back and, taking the length at the top of the head as a reference, comb the hair towards the ears and remove the excess by cutting to maximum length with the Open&Close technique.



## 6.

Comb the hair in natural fall and create a back square perimeter with the Point Cut technique respecting the maximum length.

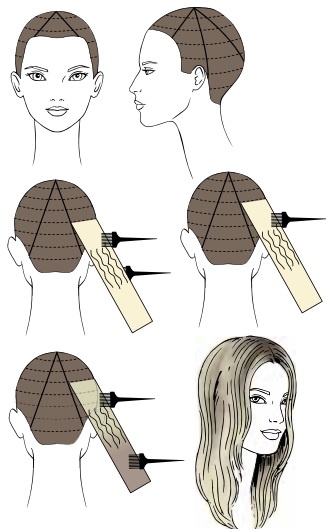




FALL WINTER COLLECTION 2017-18

proposal #4

COLOR



Color the base with **Framcolor Eclectic 7-IN** (40 g/cc) + **6SE** (20 g/cc).

Subdivide the hair in the same six triangles of the cut sectioning. In every triangle make 3 cm (1¼") wide horizontal subsections following the shape of the head.

Starting from the first subsection at the bottom, backcomb it slightly underneath along its whole length.

Maintain the hair in medium tension and apply **Decolor B Diamond + Morphosis Re-Structure PRO-FORCE BONDER 101** on roots and ends keeping the brush vertical.

Continue on the other subsections slightly backcombing only the roots underneath and applying **Decolor B Diamond** with the same technique all over the lengths but just on the upper surface of the hair.

Proceed with **Morphosis PRO-FORCE SEALER 102** and shampoo.

Tone from the roots to the mid length with **Framcolor Eclectic 8CT**.

Tone the rest of the lengths to the ends with **Framcolor Eclectic 9PE**.

TO CREATE THIS COLOR YOU MAY ALSO USE:

**FRAMCOLOR 2001**

**7EXN + 6CB**  
(30 g/cc + 30 g/cc)

Contrasto  
**Decolor B Diamond**  
**8P**  
**11A**

**FRAMCOLOR GLAMOUR**

**7.12 + 7.36**  
(40 g/cc + 20 g/cc)

Contrasto  
**Decolor B Diamond**  
**8.26**  
**9.6 + 10.16**

**FRAMCOLOR ECLECTIC CARE**

**6.12 + 7.26**  
(30 g/cc + 30 g/cc)

Contrasto  
**Decolor B Diamond**  
**8.363 + 9.16**  
**9.16**

**FRAMCOLOR FUTURA**

**7N + 6C**  
(30 g/cc + 30 g/cc)

Contrasto  
**Decolor B Diamond**  
**7A**  
**10A**

SUGGESTED HOME TREATMENT:  
**FRAMESI COLOR LOVER**

## STYLING

Apply **BY WIO Strait Balm** on damp hair and blow dry softly.  
Protect hair from heat with **FRAMESI COLOR LOVER Flash Dry** and, starting from sideburns, wrap 2-3 cm (¾ – 1¼") wide diagonal sections, around a flat iron keeping it parallel to the sections.  
Turn the flat iron 180° keeping the end of the hair between your fingers and sliding downwards.



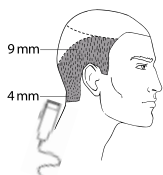
## Sectioning.

Apply BY Cutting Lotion to detangle and keep sections moist while cutting.

**SECTION A** - Trace a line along the crown area and down to the occipital bone.

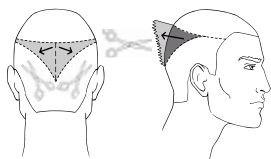
**SECTIONS B, C** - Isolate the crown area.

**SECTIONS D, E** - Create a triangle joining the eyebrows and the vertex.



## 1.

**SECTION A** - Cut the hair from 4 to 9 mm ( $\frac{1}{4}$ - $\frac{1}{2}$ ").



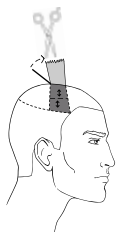
## 2.

**SECTION B** - Cut the hair to the perimeter of section A, then comb it to the center of the section and point cutting high grade removing the excess.



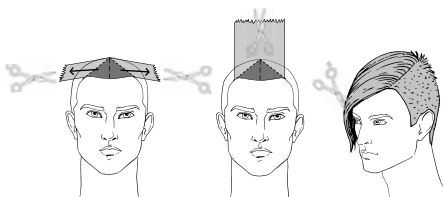
## 3.

**SECTION C** - Taking the length of section B as a reference, and making radial subsections, point cut perpendicular to growth keeping your fingers parallel to the working plane.



## 4.

**SECTION D** - Taking the length of section C as a reference, point cut perpendicular to growth while making horizontal subsections and keeping your fingers slightly diagonal.



## 5.

**SECTION E** - Trace a line in the center of the section, comb the hair on each side on the line of the crown and cut having the length of section D as a reference. Now comb the entire section to the vertex and remove the excess.

Signature the proposal using blending shears.



FALL WINTER COLLECTION 2017-18  
**proposal man**  
**COLOR**



Color the entire hair with **Framcolor Eclectic 5NE** (60 g/cc).

TO CREATE THIS COLOR YOU MAY ALSO USE:

**FRAMCOLOR 2001**

**5NP**  
(60 g/cc)

Contrasts  
**Decolor B Shimmer**

**FRAMCOLOR GLAMOUR**

**5**  
(60 g/cc)

Contrasts  
**Decolor B Shimmer**

**FRAMCOLOR ECLECTIC CARE**

**5**  
(60 g/cc)

Contrasts  
**Decolor B Shimmer**

**FRAMCOLOR FUTURA**

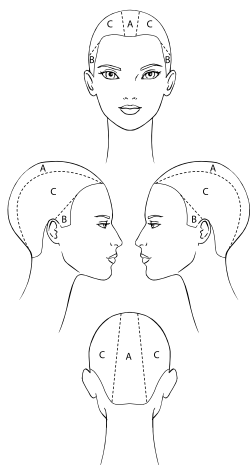
**5N**  
(60 g/cc)

Contrasts  
**Decolor B Shimmer**

SUGGESTED HOME TREATMENT:  
**FRAMESI COLOR LOVER or Morphosis**

## STYLING

Apply **FRAMESI COLOR LOVER Stop Frizz**, **BY WIO Strait Balm** or **Slush Gloss** and blow dry the hair straight.  
Spray with **BY SO Stiff Extreme Hold Hair Spray**.

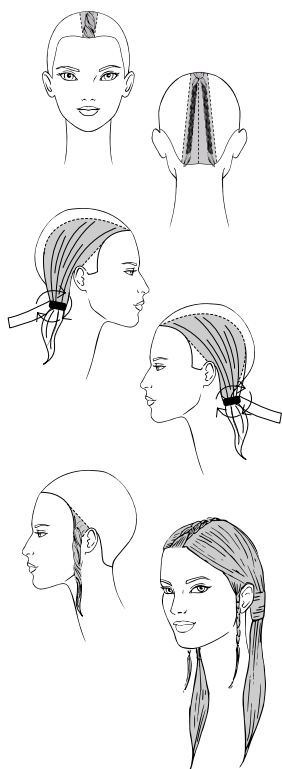


## Sectioning.

**SECTION A** - Create a section tracing two lines from the inside of the eyebrow arches to the corners of the nape.

**SECTIONS B** - Isolate the sideburns.

**SECTIONS C** - The remaining side sections.



## Execution.

**SECTION A** - Apply **BY Hydro Gel strong** and make a rope braid from the front hairline to the center juncture. From this point on, trace a central line and continue making two rope braids.

**SECTIONS C** - Comb each section to the base of the mastoid and make a ponytail. Add two false ponytails and wind the ends of the ropes around the ponytails base.

**SECTIONS B** - Make two rope braids leaving about 10 cm (4") loose and straight.

Finish with **BY SO Stiff**.





# Hair



In a trend in which black is prevalent, Italian Style Energy brings the delicacy of turquoise and the charm of different shades of blond. Haircuts go from the geometric lines of the iconic and male proposals to the loose and natural finish of medium and long cuts.

As usually, there is a great care for hair. Its softness, shine and integrity are the fundamental results that any professional treatment guarantees.





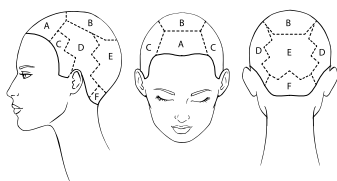
# Hair

In this season, hair follows the guidelines of style: wearability, softness, comfort, femininity. If in the past hair has often represented the counterbalance of dressing, today the harmony is perfect. Is the outfit elegant and classic, but fluent and comfortable? So is hair: beautifully cut and colored, but naturally free to move. Because our Gentlewoman's class should not appear like studied, but innate.



FALL WINTER COLLECTION 2017-18  
**proposal #1 - icon**  
**CUT**

**gentlewoman**



**Sectioning.**

Apply BY Cutting Lotion to detangle and keep sections moist while cutting.

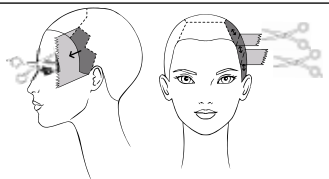
**SECTION A** - Isolate a trapezoid joining the end of the eyebrow arches and a point 1 cm ( $\frac{1}{4}$ " ) in front of the vertex.

**SECTION B** - Isolate a section joining the back corners of section A and a point midway between the crown area and the occipital bone.

**SECTIONS C** - Trace a zigzag line (just two peaks) between mid-section A and the ear juncture.

**SECTIONS D** - Trace a zigzag line (three peaks) between mid-section B and just behind the mastoid.

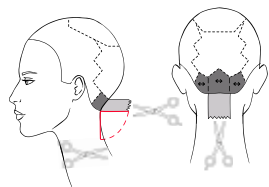
**SECTIONS E and F** - Trace a zigzag line as shown in the diagram.



**1.**

**SECTIONS C** - Comb the hair toward the face and point cut deeply and square at the angle of the eye.

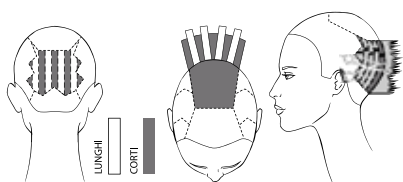
Now, making horizontal subsections, point cut square and perpendicular to growth.



**2.**

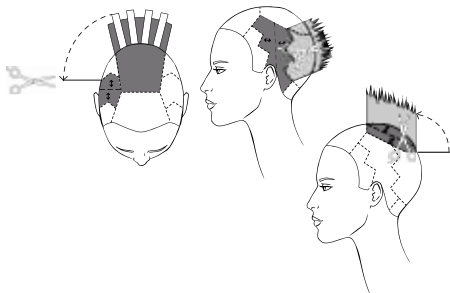
**SECTION F** - Cut a guide in the center of the section to mid neck.

Layer the entire section point cutting square and perpendicular to growth while making vertical subsections.



**3.**

**SECTION E**- create nine subsections. Starting from the central one, cut square and perpendicular to growth to the length found in section F, using the Chipping Cut technique. Now cut the two subsections on each side of the central one using the same technique, but leaving the hair 2 cm ( $\frac{3}{4}$ " ) longer. Keep cutting the other subsections alternating the lengths.

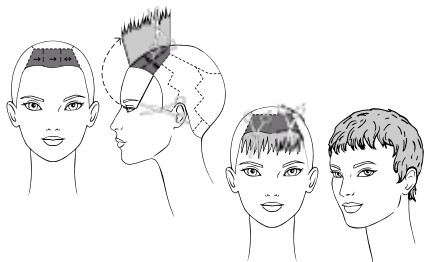


**4.**

**SECTIONS D** - With the maximum length found in section E as a reference make vertical subsections and cut square and perpendicular to growth using the Chipping Cut technique.

**5.**

**SECTION B** - With the maximum length found in section E as a reference, make horizontal subsections and cut perpendicular to growth with the Chipping Cut technique keeping your fingers diagonal and parallel to the working plane.



**6.**

**SECTION A** - Cut a guide piece to the corner of the left eye. Making horizontal subsections connect the first one to section B by cutting perpendicular to growth.

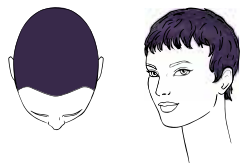
Cut the next subsections with the Chipping Cut technique allowing the guide to travel. Comb the hair in natural fall and make a light point cut.





FALL WINTER COLLECTION 2017-18

## proposal #1 - icon COLOR



Color the entire head with **Framcolor Eclectic Care 4.26** (40 g/cc) + **4.25** (20 g/cc).

TO CREATE THIS COLOR YOU MAY ALSO USE:

### FRAMCOLOR 2001

**4VB + 5MP + 4NP**  
(20 g/cc + 20 g/cc  
+ 20 g/cc)

### FRAMCOLOR GLAMOUR

**5.56 + 5.12 + 5.66**  
(40 g/cc + 10 g/cc  
+ 10 g/cc)

### FRAMCOLOR ECLECTIC

**4CVE + 5HCE + 5NE**  
(40 g/cc + 10 g/cc  
+ 10 g/cc)

### FRAMCOLOR FUTURA

**4BV + 4N**  
(40 g/cc + 20 g/cc)

SUGGESTED HOME TREATMENT:  
**FRAMESI COLOR LOVER**

## STYLING

Apply **BY Glaze** and blow-dry the hair using the brush.  
Shape hair using **BY Working Clay**.

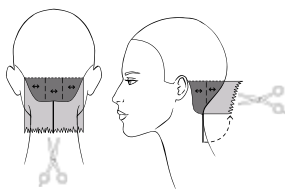
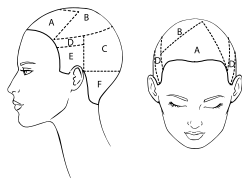
## Sectioning.

Apply BY Cutting Lotion to detangle and keep sections moist while cutting.

**SECTIONS A and B** - Isolate the crown area. Now trace a line from the left temple to the left of center juncture and from this point trace a line toward the right ear.

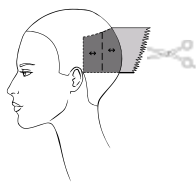
**SECTIONS C and F** - Trace a line from the crown area to the mastoid and a line from mid ear to mid ear passing through the occipital bone.

**SECTIONS D and E** - On both sides create a 2 cm ( $\frac{3}{4}$ " ) wide line under the crown area.



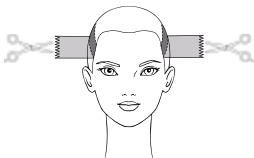
### 1.

**SECTION F** - Cut a guide perimeter to mid neck then, making vertical subsections, point cut the entire section high grade and perpendicular to growth.



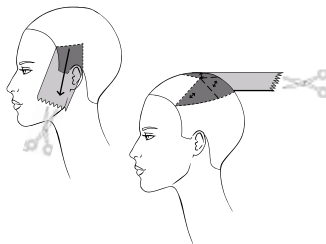
### 2.

**SECTION C** - Making vertical subsections, point cut medium-high grade and perpendicular to growth using the length found in section F as a reference.



### 3.

**SECTIONS D** - Point cut square and perpendicular to growth using the length found in section C as a reference.



### 4.

**SECTIONS E** - Comb the hair forward and point cut using the line from the tip of the nose and the corner of the nape as a reference.

### 5.

**SECTION B** - Making radial subsections point cut medium grade perpendicular to growth to the lengths found in the sections underneath.



### 6.

**SECTION A** - Comb the hair on the left corner of the mouth and point cut toward the right mandible. Now connect the length of the perimeter with the vertex making radial subsections and point cutting the hair perpendicular to growth. Lighten the volume using blending shears.



FALL WINTER COLLECTION 2017-18

proposal #2

COLOR



Color the base with **Framcolor 2001 6CB** (30 g/cc) + **7CB** (30 g/cc).

Isolate a kind of front triangle as for the cut.

Make some diagonal subsections and apply **Framcolor 2001 Light&Shine Color EXALT + peroxide 40 volumes**, every other subsection.

**Decolor B SHIMMER** can also be used for contrasts.

TO CREATE THIS COLOR YOU MAY ALSO USE:

**FRAMCOLOR GLAMOUR**

**6.36 + 7.26**  
(30 g/cc + 30 g/cc)

Contrasts  
**12.12**

**Decolor B Shimmer**

**FRAMCOLOR ECLECTIC**

**7PE + 6NE**  
(30 g/cc + 30 g/cc)

Contrasts  
Use  
**F2001 Light&Shine or Glamour**

**Decolor B Shimmer**

**FRAMCOLOR ECLECTIC CARE**

**6.12 + 7.26**  
(30 g/cc + 30 g/cc)

Contrasts  
Use  
**F2001 Light&Shine or Glamour**

**Decolor B Shimmer**

**FRAMCOLOR FUTURA**

**6NN + 7C**  
(30 g/cc + 30 g/cc)

Contrasts  
Use  
**F2001 Light&Shine or Glamour**

**Decolor B Shimmer**

SUGGESTED HOME TREATMENT:

**FRAMESI COLOR LOVER MOISTURE RICH**

## STYLING

Apply **BY Glaze** on damp hair and blow-dry using a diffuser.  
Wind hair around a flat iron turning it clockwise at the roots and counter clockwise on the ends.  
Hold by spraying **FRAMESI COLOR LOVER Stop Frizz** and **BY Framesi Mist Spray**.

**Sectioning.**

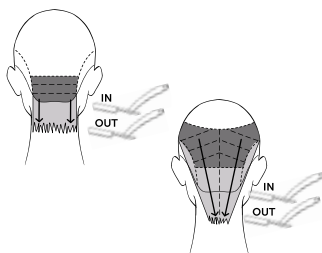
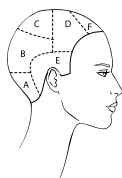
Apply BY Cutting Lotion to detangle and keep sections moist while cutting.

**SECTION F** - Isolate a triangle joining mid eyebrow arches and a point 2 cm ( $\frac{3}{4}$ " ) in front of the vertex.

**SECTIONS E** - Isolate the sideburn and the mastoid area as shown in the diagram.

**SECTIONS C and D** - Trace a line from top of the ear to top of the ear passing through the vertex. Isolate the crown area.

**SECTIONS A and B** - Trace a line from mid ear to mid ear passing through the occipital.

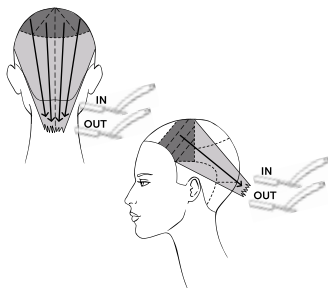


**1.**

**SECTION A** - Cut a square perimeter to the base of the neck using the razor. Using the Scratching Cut technique, cut underneath the hair "entering" 3 – 4 cm (1,25 – 1,5") away from the perimeter and "coming out" at the desired length.

**2.**

**SECTION B** - Using the Scratching Cut technique and making diagonal partings, cut stationary guide to the length found in section below, taking the hair to the center of the neck.

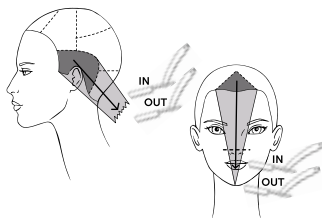


**3.**

**SECTION C** - Keep cutting with the same technique, but make radial subsections.

**4.**

**SECTION D** - Making diagonal subsections take the hair over the occipital bone and use the previous technique to cut to the found length.

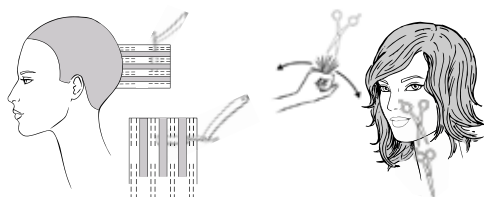


**5.**

**SECTIONS E** - Comb the hair toward the mastoid and cut to the length of section D keeping the diagonal direction.

**6.**

**SECTION F** - Pinch the hair vertically at the tip of the nose and cut from that point to below the chin using the Scratching Cut technique.



**7.**

Texturize the back of the proposal with the Advanced Undercut technique .

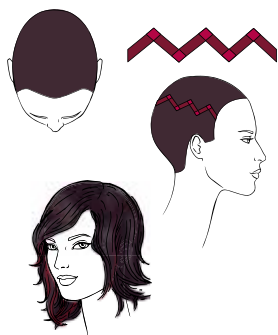
Finish with the Dry Cutting technique, use the Fan technique on the top of the head and the Open&Close technique on the sides.



# FALL WINTER COLLECTION 2017-18

## proposal #3

### COLOR



Color the entire head with **Framcolor Eclectic Care 4.25** (60 g/cc).

Create a fret pattern on the right side, as shown in the diagram.

Color the line segments with **Framcolor 2001 Light&Shine 6.56** (10 g/cc) + **COLOR EXALT** (10 g/cc).

Color the angles formed by the segments with **Framcolor 2001 Light&Shine 7.55** (10 g/cc) + **COLOR EXALT** (10 g/cc).

(ALTERNATE PROCEDURE: Pre-lighten the hair with **Decolor B Diamond** to level 7 (orange) and tone with **Framcolor BOLD Orchid** and **Red**).

TO CREATE THIS COLOR YOU MAY ALSO USE:

#### FRAMCOLOR 2001

**5NC + 4NP**  
(30 g/cc + 30 g/cc)

Contrasts  
Use  
**F2001 Ligh&Shine**  
or  
**Alternate Procedure**

#### FRAMCOLOR GLAMOUR

**5.16**  
(60 g/cc)

Contrasts  
Use  
**F2001 Ligh&Shine**  
or  
**Alternate Procedure**

#### FRAMCOLOR ECLECTIC

**4-IN + 5HCE**  
(40 g/cc + 20 g/cc)

Contrasts  
Use  
**F2001 Ligh&Shine**  
or  
**Alternate Procedure**

#### FRAMCOLOR FUTURA

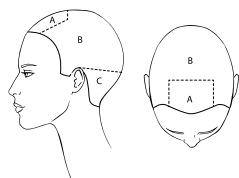
**4N + 5C**  
(30 g/cc + 30 g/cc)

Contrasts  
Use  
**F2001 Ligh&Shine**  
or  
**Alternate Procedure**

SUGGESTED HOME TREATMENT:  
**FRAMESI COLOR LOVER**

## STYLING

Apply **BY Sparkling Mousse Strong** over damp hair and blow dry free hand. Finish with the iron taking vertical locks and moving outwards. Fix with **BY SO Stiff**.



## Sectioning.

Apply BY Cutting Lotion to detangle and keep sections moist while cutting.

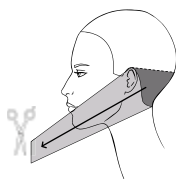
**SECTION A** - Isolate a rectangle between mid eyebrow arches and the vertex.

**SECTIONS B and C** - Trace a line from top the ear to top of the ear passing through the occipital bone.



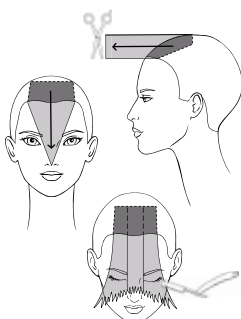
## 1.

**SECTION B** - take a small piece at the vertex and cut it to the earlobe. Having this length as a reference, cut the entire section square with the Chipping Cut technique.



## 2.

**SECTION C** - take the hair toward the chin and pinch cut to the maximum length found in section B.



## 3.

**SECTION A** - with the length on the vertex as a reference, pinch cut vertically to the nose. Comb the hair in natural fall and create an "opening" at mid nose using the razor.

Finish the fringe perimeter with the Scratching Cut technique.



## 4.

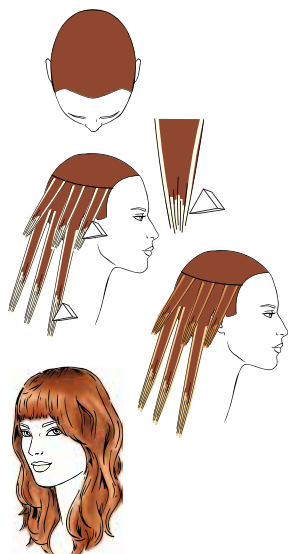
Lighten the sides and the fringe with the Dry Cutting technique and blending shears respecting the perimeters.



FALL WINTER COLLECTION 2017-18

proposal #4

COLOR



Color the base with **Framcolor Eclectic 8RDE** (40 g/cc) + **7HCE** (20 g/cc).

Create some highlights with **Decolor B Diamond** up to level 9 along the crown line using the Contouring technique.

Create some other highlights up to level 9 along the back hairline still using the Contouring technique.

Tone the two bleached areas respectively with **Framcolor Eclectic 8DE + 8RDE** and **Framcolor Eclectic 9NDE + 9AT**.

TO CREATE THIS COLOR YOU MAY ALSO USE:

**FRAMCOLOR 2001**

**8TRP + 7NP**  
(40 g/cc + 20 g/cc)

Contrasts  
**Decolor B Diamond**

**8SD + 8TRP**

**9SD + 9E**

**FRAMCOLOR GLAMOUR**

**8.4 + 7.36**  
(40 g/cc + 20 g/cc)

Contrasts  
**Decolor B Diamond**

**8.36 + 8.4**

**9.36 + 9.4**

**FRAMCOLOR ECLECTIC CARE**

**8.4 + 7.3**  
(40 g/cc + 20 g/cc)

Contrasts  
**Decolor B Diamond**

**8.363 + 8.4**

**9.3 + 8.4 + 9.16**  
(10 g/cc + 10 g/cc +  
5 g/cc)

**FRAMCOLOR FUTURA**

**8N + 7TR**  
(30 g/cc + 30 g/cc)

Contrasts  
**Decolor B Diamond**

**8D + 7TR**

**9D + 8R**

SUGGESTED HOME TREATMENT:

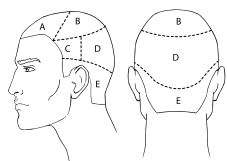
**FRAMESI COLOR LOVER VOLUME BOOST**

## STYLING

Apply **BY Sparkling Mousse Strong** on damp hair and blow dry using a round brush: twist brush from the roots and slide it a little bit outwards; make another twist and slide; another twist and slide, till the end of the piece.

Refine the style with the flat iron, still making a fluid movement from roots to ends.

Spray with **BY SO Stiff**.



**Sectioning.**

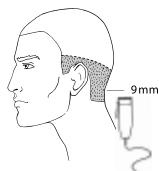
Apply BY Cutting Lotion to detangle and keep sections moist while cutting.

**SECTION A** - Isolate a triangle joining the end of the eyebrow arches and the vertex.

**SECTION B** - Isolate the crown area.

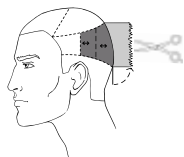
**SECTIONS C, D, E** - Trace a line from the end of the eyebrow arches passing through the occipital bone.

Trace a line from the crown toward the top of the ears.



**1.**

**SECTION E** - Cut the entire section to a length of 9 mm (1/3").



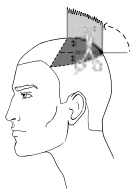
**2.**

**SECTION D** - Cut a guide to mid ear. Now, making vertical partings, point cut the section square and perpendicular to growth.



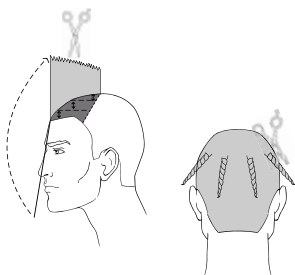
**3.**

**SECTIONS C** - Comb the hair in natural fall and point cut from the corner of the eye to the length found in section D.



**4.**

**SECTION B** - Having the length found in section D as a reference, point cut perpendicular to growth, keeping your fingers parallel to the working plane and making vertical partings.



**5.**

**SECTION A** - Cut a guide to the chin.

Then, making horizontal partings, point cut perpendicular to growth connecting the guide to the length of section B.

Lighten the volume with the Dry Cutting technique, the Scratching Cut technique and the Torchon technique.

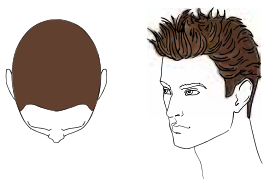




# FALL WINTER COLLECTION 2017-18

## proposal man

### COLOR



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

Create some highlights, especially on the fringe, with **Decolor B Shimmer**.

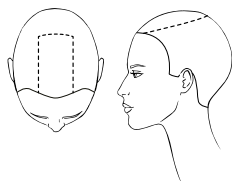
TO CREATE THIS COLOR YOU MAY ALSO USE:

FRAMCOLOR 2001	FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC CARE	FRAMCOLOR FUTURA
<b>6NP or 6EXN</b> (60 g/cc)	<b>6</b> (60 g/cc)	<b>6</b> (60 g/cc)	<b>6N or 6NN</b> (60 g/cc)
Contrasts <b>Decolor B Shimmer</b>	Contrasts <b>Decolor B Shimmer</b>	Contrasts <b>Decolor B Shimmer</b>	Contrasts <b>Decolor B Shimmer</b>

SUGGESTED HOME TREATMENT:  
**FRAMESI COLOR LOVER or Morphosis**

## STYLING

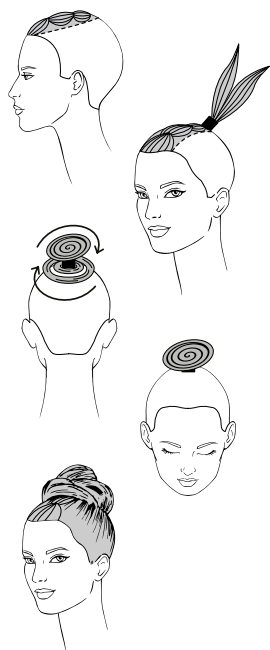
Apply **BY Hydro Gel Strong** on wet hair and blow dry using your hands.  
Add volume to the roots with the iron and spray with **BY Mist Hair Spray Strong**.



## Sectioning.

Isolate a section joining mid eyebrow arches and the back line of the crown area.

Apply **BY Glaze** on the top of the head.



## Execution.

Make a French braid in the isolated section applying **BY Hydro Gel strong**.

Make a ponytail with the rest of the hair including the end of the braid.

Apply a rigid gauze at the base of the pony and split it into two.

Wrap one pony softly around its base.

Wrap the second pony in the opposite direction on the first one, making a bun.

Finish with **BY SO Stiff**.



## Cutting special techniques

### PUSH&LOOPING CUT

Take a section outwards with medium tension and push the hair down with the back of the razor. Cut the hair underneath with a round movement starting just before the depression.

### 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 section in a fan. Thin the hair by point cutting with the tips of the scissors.

### CHIPPING CUT TECHNIQUE

Keeping the section between two fingers, "chipping" out weight as you close the shears gently and pull them out of the section.

### OPEN&CLOSE TECHNIQUE

Keeping the section between two fingers, "bite" it lightly with scissors at regular distance, proceeding with lightening from the shortest to the longest point.

### TORCHON TECHNIQUE

Twist a section and pinch cut the hair in different points using the tip of the shears.

### ADVANCED UNDERCUT TECHNIQUE

Separate the hair as if preparing for highlights using the razor and immediately cut the alternating sections under the razor blade.

### SCRATCHING TECHNIQUE

Using the razor, slightly scratch the surface of the section.



# ITALIAN HAIRSTYLE

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