

# NEWS FROM SALON AGAPE`

**Spring/Summer Trends**

**Designers Favorites**

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## SPRING/SUMMER TRENDS



**STYLES, LENGTHS AND CUTS WERE ALL OVER THE PLACE AT THE SPRING-SUMMER 2010 FASHION EVENTS!**

All the classics turned up on the runways....but with updated details.

The beautifully **classic bob** is still a high fashion/low maintenance look. Variations in length and layers compliment the individual style and face shape of the wearer.

The **shaggy bob**, with long or short bangs, is great for texture lovers.



**Long straight hair** has face framing layers for more movement and less weight.

Try bending the ends of the hair as you iron it to show more of the layers.

**Long hair with waves and Long curly hair** looks more refined. Both of these styles should be glossy, soft and touchable. (Our 15 minute Botanical Hair Treatments are just \$20 with any hair service until May 15th!)

The **ponytail** this year is low and streamlined and updos are simple and polished . Many updos are gathered at the nape of the neck and twisted into sleek shapes.



**Spring/Summer Hair color** is all about natural multi-dimensional tones. Blondes are golden, brunettes are rich, and reds are still bold and strong but natural. Bring in photos of your favorite looks and let our designers adapt your favorites to a style that works for you!

## **SPRING FASHION**

Watch for **dove gray** as a summer neutral. **Chrome yellow** is a popular "bright" color and **blush** pairs well with the soft organic shapes in spring/summer collections that are more "sensuous" than blatantly sexy.

A tailored vest is ideal for layering over dresses and tops and prints are everywhere...from painterly "Monet" looks to bright and graphic.

## **We asked our team: What are your favorite spring and summer hair trends?**

**Gina S. - Owner /Design Team** - I like the look of long loose waves and short "rocker

chick" hair. I like hair color that expresses your personal style and that shows off your cut.

**Summer W. - Design Team** - As the Fashion Color Forecast is ranging from "Tomato Puree" to "Dried Herb", hair color trends are looking toward bold reds to flaxen and honey blondes! Also dark browns to blacks with caramel highlights. Long soft waves are in as opposed to "Stick Straight". Loose buns and ponytails are a fun and easy way to dress up your look!

**Renee D. - Design Team** - Long natural looking waves, bangs, endlights with a little brightness around the face. For fashion I like romantic floral prints.

**Monique J. - Design Team** - As we move into the new season we are seeing a lot more dimension in color with a few pops of lighter color around the face to draw attention up towards the eye area. As we get closer to summer we need to pay attention to preserving our hair color with products that have U.V. filters and to treating our hair with deep conditioning treatments.

**Nadine B. - Design Team** - The spring/summer 2010 season brings long loose curls and waves. The bob is a trend similar to last season but always a classic. Big colors this season are blondes and reds.

**Dana N. - Design Team** - With spring and summer approaching it's nice to add lighter warm tones to the hair. Natural waves and textured bobs are still strong.

**Jackie - Design Team** - 2010 trends are similar to 2009, with big curls and fun bobs. For color, red (which is one of my favorites) is a big hit. I'm also loving the messy natural updo's with flowers and bows for accessories.

**Kathy T. Design Team** - I really like lightening up the hair with high-lights for more of a sunkissed look. I also like loose tousled waves, maybe with a braid, for more of a beachy look.

**Ellen D. - Design Team** - My favorite looks for the spring/summer season are adding natural accents of blonde and keeping hair healthy looking in spite of sun exposure.

**Linda G. - Nail Specialist** - When it comes to French manicures and Pedicures the sky is the limit. You can do colored tips with clear over the nails or a light and dark hue of the same color!



## Agape` Education Update

Here at Agape` we have access to Aveda's great education opportunities. Here are some of the classes our team has taken advantage of last fall and winter.

In November, **Gina and Monique**, attended a class with Tim Howard, an Aveda Haircut "Purefessional" from Newfoundland, Canada. Tim is involved in Aveda photo shoots and runway shows at New York Fashion week and has educated stylists all over the U.S. and Canada. His fresh, creative approach to teaching impressed us so much that we have booked him to teach and inspire our entire team in October!

This week our **entire design team** will be attending a class on men's 15 minute hair color with our Aveda education team.

In two weeks **Gina** will be traveling to Cincinnati to attend a 2 day workshop with David Adams, the Technical Artistic Director for the entire Aveda Corporation. This is a rare opportunity and will include both technical classes and working with models!