

MODERN

SALON



gaga
for glam

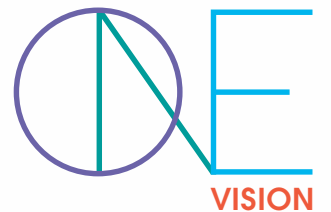
Celebrity inspiration,
lashes, nails

healthy
hairdresser

Introducing our
Advisory Council

one
vision

Urban couture:
opposites collide



Conair Italy S.r.l.
Via Melchiorre Gioia, 70
20125 Milan, Italy
Tel +39 02 669 85 600

BaBylissPRO
23 Barry Place
Stamford, CT 06902
Tel +1 203 351 9000

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Noun: The study of the science, culture and practice of barbering

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IN STUDIO **BEHIND THE COVER**

Hard Hat, Great Hair

By MAGGIE MULHERN

When **Aquage** joined the **BaBylissPRO** family of brands a few months ago, the headquarters moved from Ohio to the very large and spacious Conair building in Stamford, Connecticut. Missing from this new site was a photo studio, something important to **Luis Alvarez**, VP marketing, creative and education, and the visionary force behind Aquage imagery. Although Alvarez could have utilized any of the hundreds of studios in New York City, he held this session in the new headquarters.

Any other photographer or art director would have found the challenge of hosting a photoshoot in an office building a bit daunting, but Alvarez met it head on. The existing four-station test salon was used for hair, makeup and fashion. It was a tight squeeze, but Alvarez brought in a team of pros who embraced the situation. These experienced artists have turned out gorgeous results in even tighter quarters.

The shooting area on the other side of the building was a bit more of a surprise. A 500-square-foot storage room was converted into a make-shift studio. Giant lights, backdrops, cameras and equipment were

scattered throughout the windowless room. Carved out in the back was a small but pristine “set” used to capture some of the images seen in the One Voice collection.

“This story brings together what many consider to be two polar opposites and fuses them into one: edge and elegance, to create an entirely new category we call urban couture,” Alvarez says. “As creative artists, the broader our palette, the wider our range of possibilities. Now we have at our fingertips the ability to combine the high-performance of Aquage styling and finishing products, with Rusk Hair Color and a full range of the highest-quality professional tools from BaBylissPRO. It’s like being a kid in a candy store.”

Alvarez took us to the first level of the building, which is in a state of disarray as it is prepared for expansion. Construction has begun on a new state-of-the-art studio, scheduled to be finished in just a few months. “It’s going to be fantastic,” says Alvarez as he pointed out the high ceilings, makeup area and dressing room. More than 3,000 square are undergoing preparation for future shoots and



Luis Alvarez, VP marketing, creative and education, takes MODERN on a hard-hat tour.

videos. Natural light will flood in from one side while a wall will be set up internally, granting Alvarez and future artists total light control.

“Having the studio in-house as opposed to renting space in New York City allows our entire team to become involved us without ever having to leave the office,” Alvarez says.

After the tour, Alvarez looked over at us and said, “I have a good feeling about this place. The first shoot we did in our old studio was with you for a past MODERN March cover and editorial. MODERN always brings me good luck.”



Members of the BaBylissPRO artist collective on set: Trisha Gonzales, Aquage Educator; Rob the Original, Barberology Educator; Ann Bray, Aquage Master Artist; Nicole Gary, for Aquage and BaBylissPRO, who did the hair styling of the cover image.



ONE VISION. THE ULTIMATE FUSION OF TOOLS AND TECHNIQUES FROM THE ARTISTS' COLLECTIVE OF BaBylissPRO®, LED BY NEW VP OF MARKETING, CREATIVE AND EDUCATION, **LUIS ALVAREZ**. ON THE LEFT, THE SOFTLY DIFFUSED HAIRCUT BY RUSK® ARTIST, **GERARD CARUSO**, IS GIVEN DIMENSION WITH WHIMSICAL HUES USING A SIGNATURE "MELTING" TECHNIQUE WITH RUSK® DIRECT HAIR COLOR BY **MAYBE SAYLOR**. THIS PAGE, GIVES A NOD TO POLISHED FORMS FROM AQUAGE® MASTER ARTIST, **SHELLY DEVLIN**. BOTH STYLES GET AN URBAN EDGE FROM THE TRIBAL CARVINGS OF BARBEROLOGY™ WIZARD AND INSTAGRAM® SENSATION, **CARLOS ESTRELLA**, AND HIS FAVORITE FX49 MINI TRIMMER. BOLD, GRAPHIC STRIPES OF RUSK® DIRECT HAIR COLOR BY **CALI TROSTEL**, AND SPOT-ON MAKEUP BY **IVAN BETANCOURT** COMPLEMENT THE SEASON'S SILVERY NEUTRALS. ALL STYLES WERE CREATED WITH THE BaBylissPRO® RAPIDO HAIR DRYER AND PRIMA® FLAT IRON. BECAUSE THIS ALL-STAR TEAM KNOWS, **TOOLS RULE.**

PHOTOGRAPHY BY LUIS ALVAREZ FOR BaBylissPRO®

PHOTOGRAPHY BY
LUIS ALVAREZ
FOR BaBylissPRO®



ONE VISION. THE ARTISTS' COLLECTIVE OF BaBylissPRO® CELEBRATE THEIR DIVERSITY AND BECOME ONE, UNITED BY TOOLS, TECHNIQUES, AND A PASSION FOR THEIR CRAFT. BOTH STYLES WERE CREATED BY AQUAGE® MASTER ARTIST **ANN BRAY**, KNOWN FOR HER WORK ON THE "HUNGER GAMES" FILMS, AND INTRICATELY CARVED BY RENOWNED PORTRAIT ARTIST, **ROB THE ORIGINAL**, WITH THE FX765 ORIGINAL FX TRIMMER, SET TO LAUNCH THIS SPRING. RUSK® DIRECT HAIR COLOR FROM **TRISHA GONZALES**, IN DEEP INDIGO AND RICH BURGUNDY, MAKES A POWERFUL STATEMENT. ALL STYLES GOT POP AND POLISH WITH MAKEUP BY **WANDA ALVAREZ** AND ARM WAXING BY **JEANE RICHMOND** FOR SATIN SMOOTH®. WE CAN'T WAIT TO SEE WHAT THIS TEAM WILL DO NEXT.



VISION



The Rizzuto Family Legacy

As the owner of Conair Corporation, celebrating its 58th anniversary, I'd like to take this opportunity to share my family's history and their contributions to the hairdressing industry. I come from a family of hairdressers and barbers. My mother, Josephine Rizzo Rizzuto, was very influential in involving various members of the family in the hairdressing trade.

She opened her own salon at the age of 15, in 1922 in New York City with her sister, Anna. The salon did very well, due, in large part, to the caliber of the people they employed. One exceptionally talented hairdresser, Michael, went on to New York's Waldorf Astoria, where he became professionally renowned as "Michael of the Waldorf."

It was in the hair care industry that the sisters met their husbands. Anna married a beauty equipment salesman and became Anna Errett. Josephine married my father, Julian Rizzuto, a barber. Under the influence of my mother, my father learned the hairdressing trade. His brother Paul had his own barber shop on the corner of 6th Avenue and 40th Street and his other brother, Jack, was a barber as well.

And it didn't stop there.

My uncles taught their children, so I had many cousins who were hairdressers. One of my cousins, Roger, worked for Best & Company in New York City, and became very successful doing such clients as Imogene Coca, Sylvia Sidney, the Procter & Gamble families, the I.J. Fox Furrier family, the famous author, Elizabeth Janeway, and many other prominent people. Another cousin, Morris, worked for Elizabeth Arden and became one of their top stylists. In short, many of my aunts and uncles were either barbers or hairdressers.

My mother's brother, Pat, married Rose Leon whose father Isidor Leon owned a successful salon in the Lincoln Building in New York City. Isidor Leon also invented the "Colonite" perm solution that was used with the permanent wave machine and became very well known in professional hairdressing society in the 20s and 30s (I. Leon Co., New York).

Josephine and Julian started the Ritz Salon in New York City in 1931. It was located in the Chanan Building on 42nd Street. (Elizabeth Arden, Michael of The Waldorf, Charles Revson of Revlon all opened salons at about the same time). Soon after, my parents opened a second salon on 500 Fifth Avenue, and employed a total of about 100 hairdressers. They continued to teach hairdressing to extended family members, so most of the hairdressers employed were relatives!

My parents' salon was one of the first to offer a new hair treatment called the "cold wave" or self-setting permanent. They charged \$1.00 per curl. They were very successful because, prior to the cold wave, a permanent had to be done with the permanent wave machine which had electric clamps that heated a solution on the hair to produce a tight curl. This way of perming hair was not only very dangerous, but it produced very tight curls, whereas the self-setting perm resulted in a looser curl. My parents' salon was also one of the first to offer a popular hair style called the feather cut or the lamp cut. Their success enabled them to advertise in the Sunday Photo Review section of The New York Times back in the 1930's.

In 1940 my mother's sister, Anna, went to work for Saks Fifth Avenue as the head colorist. Later, she opened the Penthouse Salon in the Gotham Hotel on 55th Street and Fifth Avenue. She hired and trained Leon Amendola, who went on to run the very famous Charles of the Ritz Salon and to become one of the top educators. Among my aunt's clients were Nancy Sinatra, Marie McDonald, and many other Hollywood stars.

The hairdressing trade also inspired my father to start the Skytop Company in the early 1940s, which manufactured bobby pins as well as an exclusive perfected pin curl clip which he designed called the Firma Clip or the Anita Clip. This clip replaced the use of 3 or 4 bobby pins and was the first step in the evolution of curlers. In fact it was not too much later, 1958 to be exact, that my father invented hair rollers, which took the place of about four pin curl clips.

In 1959 soon after my father's invention, my parents and I, with only 100 dollars, set up Continental Hair Products, Inc. in New York to market the hair rollers to beauty salons. Later the business became known as Conair, the most recognized name in the beauty industry.

In the mid 1960s, my father developed a hairdryer with the ideal amount of airflow and heat for styling hair. This design reduced hairdressers' drying time from hours to minutes and revolutionized the way professionals styled hair. It was at this time, too, that Frank Sinatra married Mia Farrow. Her short, easy-to-dry hairstyle was one of the most popular of that time and started a worldwide trend. This style could be cut and dried in half an hour, which increased hairdressers' revenue tenfold. The hairdryer also eliminated the use of rollers and clips. Today, the blow-dry styling service offered in salons represents a major source of revenue for hairdressers worldwide.

In addition to being the creator and inventor of hair styling equipment, my father was a pioneer in the beauty business. He was one of the first manufacturers to bring back ideas and styles from Europe for the American hair care industry.

So, as you can see, the business is in my genes, and continues today with my four children who are all involved in the business. Conair Corporation, its BaByliss brand, and its joint venture with Rusk continue to support the cosmetologists – and always will – with innovative products for the hairdresser and follow-up programs in education to ensure unsurpassed performance. Conair's huge success from its humble beginnings in the beauty industry has made a dream come true, as we currently aim to achieve three billion dollars in sales.

CONAIR®

A tribute to Josephine and Julian Rizzuto for their contributions to Conair and to the entire beauty industry.

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ON THE
COVER

BaBylissPRO VP of Marketing, Creative and Education Luis Alvarez is an award-winning master hairdresser, art director and photographer. One of MODERN's 50 most influential hairdressers, Alvarez was knighted into the L'Ordre de la Chevalerie, one of the highest honors given by Intercoiffure. The creative force behind the formulation of all Aquage and Biomega products, Alvarez has earned multiple covers and editorial spreads as both the hairdresser and photographer. In his new position with BaBylissPro, Alvarez will lead the team of artists and educators along with directing Aquage masterclass academies across the country. Joining Alvarez for this shoot was Rob Ferrel, better known as Rob the Original, the famed barber from San Antonio, Texas, who has combined his drawing skills with barbering and is known for everything from fades to complex designs and portraits. Ann Bray, Aquage Master Artist based at The Masters, Huntsville, Alabama, an award-winning artist known for her breathtaking silhouettes that have been seen on stages around the world. Rounding out the team was Nicole Gary, Maybe Saylor, Trish Gonzales, Cali Trostel, Dennis Colpitts, Carlos Estrella, Mackenzie Rogers, Jeane Richmond, Shelly Devlin, Gerard Caruso, Wanda Alvarez and Ivan Betancourt.

"The key to making it all work was having a clear, focused vision—taking the many, incredibly diverse talents all of these different artists have to offer and finding a way to both unify and utilize all their strengths without creating a visual hodge-podge," Alvarez says.



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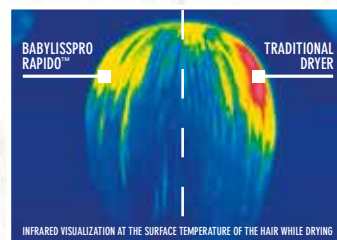
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NOT ALL HOT AIR IS THE SAME!

*When compared to our other professional dryers. **Based on higher air volume and pressure when compared to our DC motor dryers.

***When compared to our other professional dryers of like performance without noise-reducing filter. †Based on airflow vs. weight.