



## Paul Brown Hawaii Summer & Fall Hairstyle Trends

Interview With Catherine Acena, Global Artistic Director  
For Paul Brown Salons & Paul Brown Hawaii

### What is inspiring the hair trends this summer?

The hair trends for summer will be inspired by natural and sustainable looks. Due to the current economic crisis and a movement towards recovery and balance, most people are focusing more on going green to save the earth and to save money. With more people purchasing green products and taking the steps towards renewable energy, summer and fall trends for the professional hair industry will need to follow a similar path while this will transcending well into the fall and winter months. By achieving natural sustainable hairstyles this summer, you will be able to offer your clients manageable looks that can last from season to season.

### What are the most popular haircolor shades we'll be seeing this summer and fall?

As for new haircolor trends this summer and fall, we feel that you will see a strong trend in neutral base colors and bright accent highlights. Keeping the base haircolor neutral allows for more creativity in applying color. It also can achieve a more natural look that will be more manageable, even with a slight amount of re-growth. Since we are facing some economic challenges and money is tight, it will be a great idea to offer your clients the option to brighten up their spring look and moods with bright and fresh highlights throughout their haircolor. Even just adding a few bright highlights will freshen up a spring look while keeping it affordable.

### How about hairstyles & haircuts?

Hairstyles and haircuts this summer and fall will be loose and soft resembling the well known shag, yet with a more free style texture which will eliminate the look of a fixed haircut and style. Thus, most of the newest seasonal hair designs will become more fluid, versatile and free flowing. Whether you are working with short or long hair, the same hairstyle can be achieved by keeping layers less structured and more loose and textured. It all comes down to applying texture to the hair – the more layers, texture and shag the better. For shorter layers, it will keep the hairstyle looking fresher longer and will change the entire look of the haircut as the hair continues to grow. This will keep your clients happy in between salon visits.

### How do the hair trends coordinate with fashion / makeup trends?

Keeping with the same theme of “natural sustainable looks”, makeup and fashion trends for summer and fall 2010 are going to be more neutral, soft and monochromatic. Incorporating large oversized hair accessories like bows, hair jewelry and pieces of material handkerchiefs are a great way to help enhance a hairstyle while staying tuned in with the latest summer trends on a fixed budget.

### Is there a driving theme to the summer and fall trends?

The driving theme for the newest trends will be “Creative Natural Sustainable Looks”. You will see that many of the new summer and fall looks will be inspired by the musicians of the 1970's. For example, the singer song writer Heart inspires much of what we will see in hairstyles and fashion trends for this summer. Her layered shag hairstyle and loose flowing textured fashion hairstyles will be incredibly popular along with neutral haircolor accented by large jewelry pieces, textured hair extensions and oversized eclectic hair accessories.

### What products will be necessary to achieve summer hair looks?

The Hapuna Keratin Anti-Frizz Conditioner by Paul Brown Hawaii is a great professional product that can be used as a leave-in conditioner. This popular product needs to be applied directly on to the hair after shampooing with the Hapuna Keratin Anti-Frizz Shampoo. Leave the conditioner on without rinsing and it will help create healthy and softer hair. Due to the special Keratin anti-frizz component, this salon conditioner will keep down frizz while helping to keep natural curls looking soft and beautiful. To help achieve definition that is soft and textured in the shag hairstyles, I suggest using Diamond Head by Paul Brown Hawaii as a finishing tool. Incorporating this with a soft mouse will help define the layered components of the new texturized haircuts, shags and the modern new long mullets.

### **How about accessories? What about hair pieces and hair extensions?**

Professional salon hair extensions will remain extremely popular, oversized and soft, yet bold. In fact, the trend for summer and fall 2010 will be big and bold while hair extensions will do more than add length. They will be used for volume, body and haircolor. Many of these hairstyle designs can be achieved by using clip in and permanently bonded hair extensions. Everything from hair accessories to hairstyles and fashion will see a trend towards going larger, bigger and bolder.

### **What hairstyling tool should every woman have in her beauty bag?**

Every woman should have the Paul Brown Hawaii Flat Iron hairstyling tool because it can be used to create straight shiny hair or soft curls. To create soft curl, rotate the curling iron the opposite way then brush your fingers through to make the curl soft and undone.

### **What product should every woman have in her beauty bag?**

The Hapuna Keratin Anti-Frizz Conditioner by Paul Brown Hawaii is a great hairstyling product that every woman should have in her beauty bag because it doubles as a leave-in conditioner and a hairstyling aid. This popular product needs to be applied directly onto the hair after shampooing with the Hapuna Keratin Anti-Frizz Shampoo. Leave the conditioner on without rinsing and it will help create healthy and softer hair. To help achieve a soft and textured hairstyle, I suggest using the Anti-Frizz Conditioner as a styling crème because it helps cut down frizz and defines curl at the same time.

### **What, to you, makes the difference between a mediocre style and a great hairstyle?**

The difference between a mediocre hairstyle and a great hairstyle all comes down to paying great attention to detail. A hairstyle that has style directly in the cut without the use of styling aids is the result of a great style. I always tell my clients that if a haircut is great in its natural form then the styling will become easy and only enhance the hairstyle. One should never rely on styling products to define a look; one should only look towards products to enhance the look that has already been created. This will make your home styling manageable and more importantly enjoyable!

### **What are some easy ways clients can incorporate trends into their own style -- without going over the top?**

As a hairstylist, we can always help our clients incorporate these hair design trends into their own lifestyle by setting up a consultation and then customizing a look that fits their needs and budget. Explain the many new options to them, sharing the new trends and then relating the trends into a customized look that is maintainable and achievable for their personality and overall look will remain vitally important. It is our job as hairstylist to take the newest trends and to make them work for every client by tailoring the haircut and hairstyle to work on his/her hair type. Also, let your clients know that they don't have to be afraid to ask questions when it comes to maintaining their new looks in between salon visits. When retail sales are tight, you might want to educate each client on how to incorporate products that are long lasting and multi-purpose. For example, the Paul Brown Hapuna Keratin Anti-Frizz Conditioner can be used as both a conditioner and a hairstyling tool. By getting the most out of each product, you will save you money in the salon and they will save your clients time when trying to achieve the look on their own.

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