

NEW FASHION TRENDS

ARE A TOKEN OF SEASONAL HARMONY

The season of celebrations, festive moments and balls is at hand – a time when we all want to look extraordinary and be paid attention. It is a time for wearing beautiful fur coats, and a beautiful fur coat's perfect accessory: gorgeous hair.

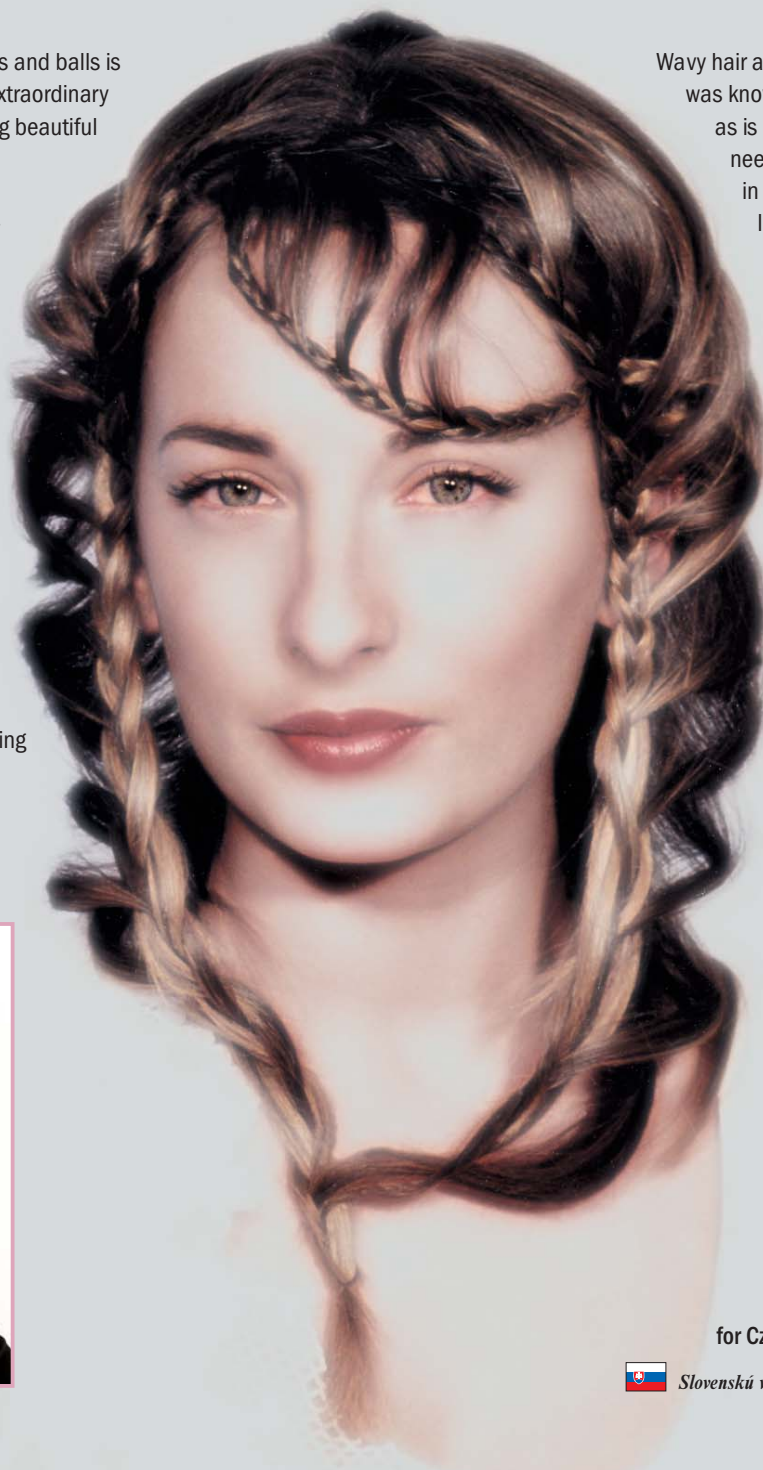
New fashion trends are a token of seasonal harmony. Colours are softer and more natural. Cool silver and ice tones with metallic outer glows prevail in blonde hair, often in contrast with warm darker tones. Brunettes should not hesitate to brighten their hair with dark blue or grey tinged with black. Lines are soft, tones are cool and natural, contrasts less in evidence.

Hair is full of motion and shapes, and it requires a cut rendered with the utmost care. And you do not want your hair to look anything but shiny and healthy.

For festive occasions, you can simply blow-dry your hair to straighten it – a beautiful flat effect is accomplished by using the special Hair City technique of blowing through a flat brush. Braid romantic plaits stepwise along your face, or clasp naturally wavy locks with a decorative brooch.



Jana Peringerová
Photo by Rossano B. Maniscalchi



Wavy hair atop the head – the wool effect, as it was known in the '30s – is very fashionable, as is curly hair drawn and pinned up. You need not fear seeming unoriginal; braid in your own decorations, with ribbons, laces or plates of natural colour and material. An elegant banana bun is immortal, or try asymmetrical buns on the top or sides.

As always, accuracy and perfect neatness are essential.

All formal hairstyles have one thing in common: They require maximum glow, which adds to your glamorous appearance. You can achieve this with special preparations, but always bear in mind that healthy, nurtured hair is the foundation. Do not underestimate the importance

of hair care, especially in winter. You keep your hands warm with gloves and your body warm with a coat; your hair suffers without similar protection. An elegant hat or stocking cap will take care of your hair in bitter cold, and add rather than detract from your charm.

A professional hairdresser can help you find the right hairstyle and colour to match your personality. Do not hesitate to ask for their advice. Love and respect your hair, they deserve to be treated right!

Wishing you a happy winter season,

Jana Peringerová, General Manager
for Czech & Slovak Republic, HAIR CITY



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