

# AMERICAN SALON

NOVEMBER 2016

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JAMES PECIS TAKES ORIBE HAIR  
CARE IN A NEW VISUAL DIRECTION



Using Andis clippers at the new Aveda Men's Grooming Shop in St. Petersburg, FL

# CLIP SERVICE

**HONING IN ON THE BEST PROFESSIONAL CLIPPERS ON THE MARKET AND FINDING OUT WHAT'S ON THE HORIZON FOR THE BARBERING INDUSTRY.**

**W**hen a barber has the perfect clippers in his or her hands, they can create a hair masterpiece. Since these tools are the metaphorical "chisel" for any future hair "sculpture," we asked the experts, what's next for clippers and the barbering industry?

## ►► THE BARBERING BOOM

There's no denying that barbering is having a huge comeback in the professional beauty world. "The true art of barbering diminished back in the '70s and early '80s. Traditional barbershops were closing everywhere," says Laura VanderMoere, **Wahl** Professional Director of Education. But now, with social media and a more experimental attitude for men's hair, the barbering world is experiencing a huge boom. "Last year was the first year that men's hair was googled more than women's hair," says Dennis Joseph, Jr. Master, **BaBylissPRO** Artistic Team. "Men don't just want a two on the sides and finger length on the top anymore. They're asking for fades, tapers, hair parts and designs."

## ►► THE BEST INNOVATIONS

What are today's most important clipper innovations? First and foremost: the improved quality of cordless clippers. "In the past, cordless clippers weren't trusted because the batteries would lose their charge, and the assumption was that cordless wasn't powerful," says Joseph. "Now, with clippers like the **BaBylissPRO Volare X2 Clipper**, we see power and speed with a three-hour run time. I can't imagine cutting hair in 2025 with cords tangled everywhere." Another important technological advancement: improved clipper power. "**Andis** just launched the **Pro Alloy Adjustable Blade Clipper**," says Kenny Duncan, **Andis** Lead Educator. "It's the first clipper with extreme thermal reduction. This keeps the blades running cool and quiet—which is nice, since we're all about conversation at the shop." And, last but not least, precision. "Our new patented 000000 balding blade on our **Wahl 5 Star Balding Clipper** really makes a bald fade possible," says Lance Wahl, Global Vice President Professional Products, **Wahl** Clipper Corporation.

## ►► THE TOP CONCERNS

With the barbering industry facing a resurgence, we asked our experts what concerns were on the minds of young barbers. They all mentioned two topics: income and fame. "The average annual income of a licensed barber is \$29,697, with the top 10 percent making double that," says Joseph. "This is a problem with growing competition and unlicensed barbers charging \$5 for a haircut." To increase clientele and gain recognition, barbers are turning to social media. "But with social media, people aren't patient. Young guys are always asking me, 'How do I become famous in the industry?'" says Duncan. "I always tell them, get back into the hair shows. It's the cornerstone of what's coming from overseas, and it's what you're going to be seeing in your shop or salon."

# CLIP ON

The best professional clippers and trimmers on the market today



**WAHL MAG LITHIUM-ION CORD/CORDLESS TRIMMER** has a quick-detach blade, and the lithium-ion battery runs up to two hours per charge. The sleek trimmer weighs only four ounces and runs ultra quiet.

**ANDIS LIMITED EDITION T-OUTLINER BLACKOUT** features a powerful, magnetic motor that runs cool and quiet for heavy-duty outlining, dry shaving and fading. It's equipped with a close-cutting carbon-steel T-blade and an eight-foot cord with hanger loop.



## TRIMMERS



**BABYLISPRO OUTLINING TRIMMER FX762** features ultra-thin steel blades, making it ideal for shaving and precision outlining of necklines, hairlines, sideburns, beards and mustaches.

## CLIPPERS

**ANDIS PRO ALLOY ADJUSTABLE BLADE CLIPPER** has patented Extreme Thermal Reduction (XTR) technology, allowing this clipper to run 35 percent cooler and reducing in-hand vibration by 20 percent.



**WAHL PROFESSIONAL 5 STAR BALDING CLIPPER** has a powerful, cool-running V5000 motor for extreme power, and features fine-tooth surgical blades for razor-close balding and skin-tight fades.



**BABYLISPRO STEEL FX SUPERCHARGED PIVOT MOTOR CLIPPER FX880** features a high-frequency pivot motor, stainless steel blades, five-position detent taper control, 45 length settings and eight comb attachments—making it perfect for cutting all hair types, wet or dry.



## CORDLESS



**ANDIS CORDLESS ENVY LI CLIPPER** is powered by a lithium-ion battery that runs continuously for up to two hours. The clipper can also be operated with the cord when the battery is charging. The carbon steel blade adjusts from size 000 to 1 for cutting versatility.

**BABYLISPRO LITHIUMFX CLIPPER FX673** can be used corded or cordless. The clipper features hardened Japanese steel blades for smooth cutting and a lithium-ion battery that provides a full charge for three hours.



**WAHL 5 STAR FINALE** is perfect for finishing and blending fades, cleaning up hair and neck lines, and giving bump-free shaves. The rotary motor runs corded or cordless with a lithium-ion battery ready for over 90 minutes of run time.

## THE LATEST TRENDS

Today's newest clippers are freeing up barbers to create a wider range of styles. "I'm slowly seeing less and less of the hard barbered fades and edge-ups. Instead we're seeing organic edge-ups with smooth velvety blends," says Joseph. "These fades and tapers are still very precise but with more softness." And both Joseph and Duncan agree that cuts are getting more natural looking and focused on texture. "People are executing looks that are long, even shaggy on top," says Duncan.

# Artfully Designed



Duncan's hair homage to Prince

Barbers are using the tools of their trade to push past traditional cuts, creating intricate designs, creative lines and jaw-dropping portraits.

Nowadays, if there's a huge crowd forming around an artist at a hair show, there's a pretty good chance it's a barber creating hair art. Detailed hair designs are blowing up on social media. Movie producers are requesting hair designs for their actors. And young barbers are clamoring to learn the art form. The reason? More and more male clients want to express themselves with hair art. These gifted barbers are on the top of their hair-art game.

## Kenny Duncan @clipperedu

Lead Andis Educator

Doing hair designs lets me flex my creative muscles. When you finish a design it's soul satisfying. Recently, I did a Prince memorial design. He was a generational talent and an inspiration to so many people. It felt good giving him a nod in my own personal way. The cool thing about hair designs is that you use all the same techniques that you would use to execute a typical cut, just in smaller, more detailed ways. There are always three layers to a design: highlights, mid-tones and shadows. For the highlights, you need to close or even bald down to the skin. I'll use my **Andis T-Outliner T-Blade Trimmer** to get close and finish with an **Andis ProFoil Lithium Titanium Foil Shaver** on the skin-tight areas. On the mid-tones, you're looking at variations of shading and highlighting from dark to light. Here, I would use the **Andis Slimline Pro Li T-Blade Trimmer**, which is my go-to for design work. Finally, for the shadows, you're really sculpting the existing hair and cutting it to a length that gives you the darkness and sharpness your design needs.



Joseph's coveted cube design

## Dennis Joseph @dennisjosephbabyliss

Jr. Master, BaBylissPRO Artistic Team

There are different types of artists—some like to do black and white drawings, and others like to do oil paintings—hair is my artistic medium of choice. Hair art is a way to differentiate myself and express the art that I love to do, which is geometric patterns. People come to shows after seeing my work online, and they're always requesting my cube design. It's something I did in elementary school, drawing those little 3-D cubes. As I got older, I saw the pattern in geometry books, tiles, furniture, everywhere—the symmetry of the cubes just inspired me. After awhile I drew the design on black paper with a white Sharpie, helping me understand the negative spacing. Then I transferred it onto someone's head. Now, it's my signature design.

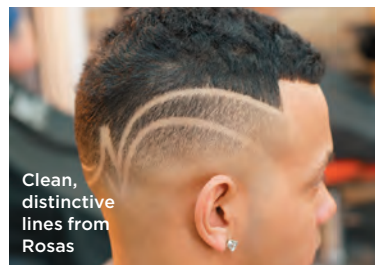
## Miguel Rosas @newstyle84

Member Wahl Education and Artistic Team (W.E.A.T.)



Rosas's career-making portrait of Cubs pitcher Jake Arrieta

I started doing hair designs in 2008 when I opened my barbershop. First I was doing basic designs, like swirls. Then I pushed myself with sketches I did on paper and moved up to realistic portraits. In 2011, I entered my first barber battle. Since then I've won over 25 barber battle awards. But my big break came when I did a portrait design of Chicago Cubs pitcher Jake Arrieta on a fan right before the playoffs. I was able to leave the client's hair longer in the area where Arrieta's beard was, making the hair art look 3-D and very realistic. When the cut went up on social media it quickly went viral. The Cubs even took note and I got to meet Arrieta himself. Just making a fan happy with my art helped me receive national attention.



Clean, distinctive lines from Rosas