

# ESTETICA **USA**

*the HairMagazine since 1946*

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## **STYLE ICON**

Meet James Dean,  
Sexy Hair Brand  
Ambassador

## **GOINGS ON**

Who, what, where and when  
in the world of hairdressing

## **HIS & HERS**

From gender-bending  
to men's grooming



[www.esteticamagazine.com](http://www.esteticamagazine.com)

Barbers are taking over. Clients are loving the extra attention. Technology is the stimulus that brought about in the rebirth of men's grooming.

*Alejandra Acuña*

# Grooming Gods

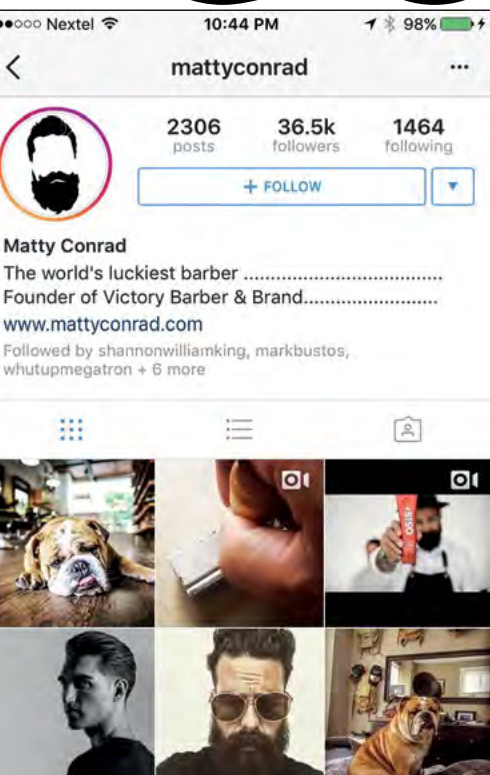
Women have referenced hair from fashion magazines for ages, and social media has allowed men to enter the world of men's style and beauty through a platform where it can exist and evolve. Today, men can pull out their phones and, because these images are so accessible,

clients have learned more of the trade, and now request barbering services unlike ever before. The 90s were a time of frosted tips, Abercrombie and Fitch clean-shaved faces and boy bands, but now beards, fades, and pompadours are back to remind older generations of a time where styling grooved through the veins of pop culture; and to teach new generations about what a good barber can do to change not only your look, but also your approach to looking good... as instructed by the pro. With hashtags like #barberlife being tossed to and from Instagram and Facebook, communication now is not geographically limiting, and barbers have created a community that thrives in the sharing of ideas, looks and techniques to perfect the services that they offer. Beards are an accessory, but not an easy one to maintain without some effort. A pompadour will look amazing on thick hair, but not if the client doesn't have the proper texture to carry it off. Clients expect much more than a haircut, and both traditional and non-traditional barbers are stepping up to educate their clients.

"Barbering is definitely something that's here to stay," says David Raccuglia, the industry icon that founded American Crew back in 1994. "There will be more and more barbershops popping up all over the world. This is not a trend: it's about going back to a traditional culture, as if men had just lost touch with grooming for a while. We are returning to a point where men feel more at ease at the barbershop. At the same time there will be more opportunities for barbers to work also at unisex salons. Stylists in beauty salons should also learn how to barber, because men are now more savvy and are expecting high-quality haircuts and a certain level of service – so I think this spurs the whole industry to raise the bar."

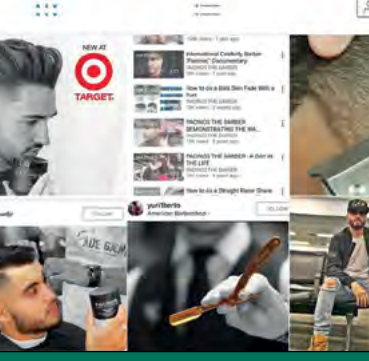
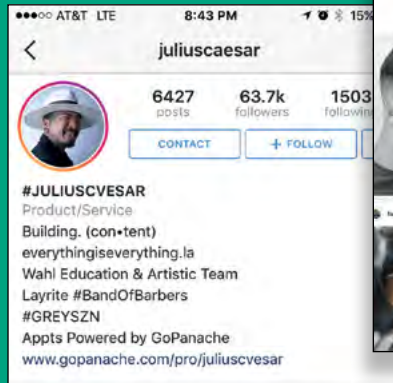
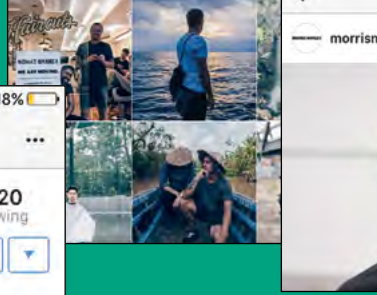
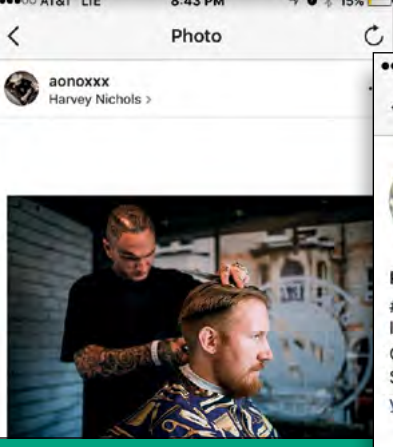
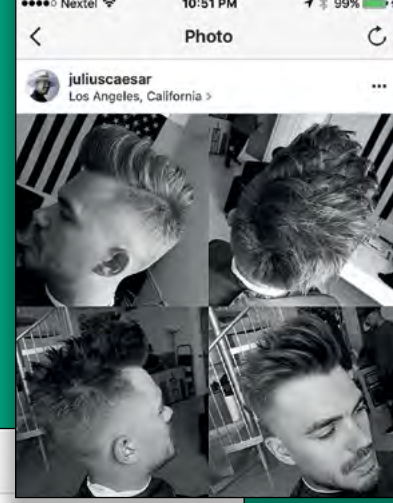
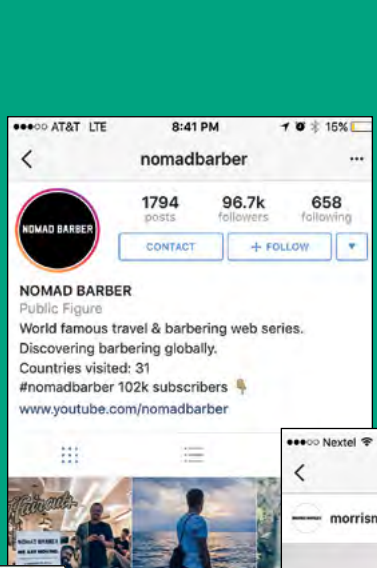
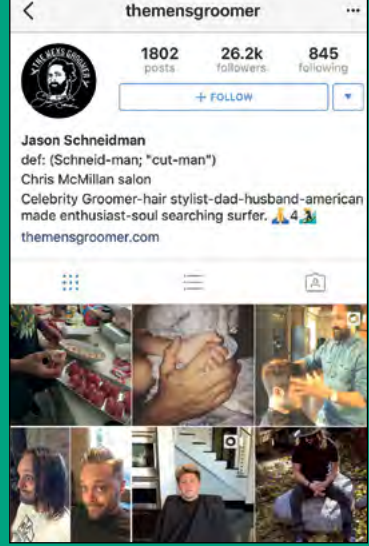
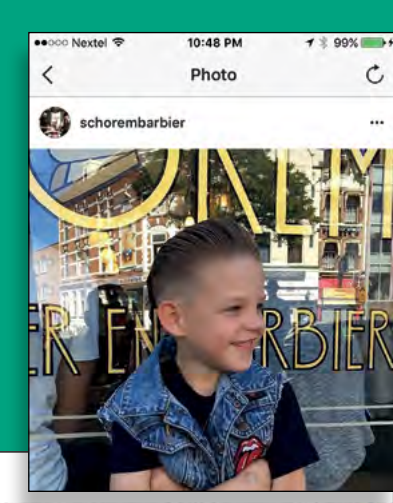
Celebrity barbers, like Pacinos have launched their own brands, products and education as a result of a booming market and interest in the art of making men look good. Similarly, industry veterans like Paul Mitchell (MITCH) and Agadir launched their own men's lines and did so successfully, while startups like 18.21 Man Made and fatboy are entering the market with distinct designs that appeal to the modern man.

"Men's hair fashion will go on and we'll see the following trends happening: beards, mustaches, undercuts, longer shags, long hair, messed up and sleek hair, and even no hair is accepted too," says Mike Karg internationally renowned barber and



Social media allows barbers to set up a brand, a portfolio, and a relationship with their followers.

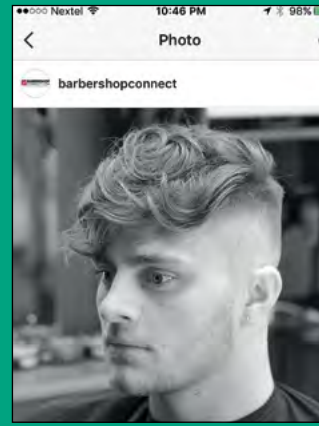
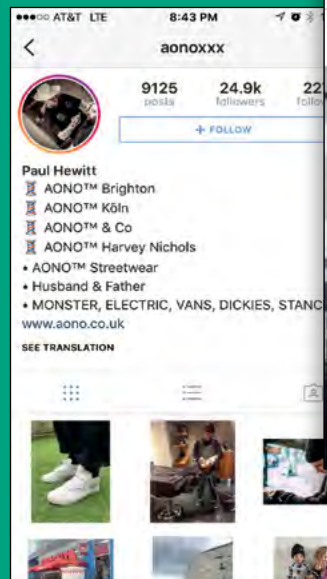
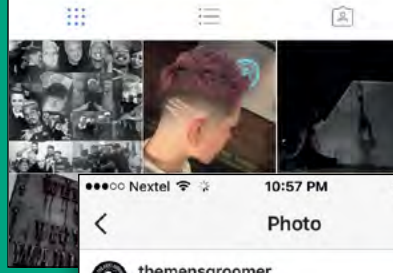




founder of Karg Hairstyling + Products. "Men's hair products are supporting all of the looks and everyone is launching men's hair care and styling lines left and right because there is money to be made, which means shops will keep on opening up too."

At Estetica, we know that hair is an essential part of the ensemble for amazing fashion, so in that same manner, hair is altered and reshaped by the world around us, and we find ourselves in a pivotal moment for the male persona in the world of hair. There is potential for a new market, and it sprouts from the overwhelming male interest in the areas of haircare and grooming, and barbers, as the grooming gods that they are, have the role of enlightening clients with the answers to their hair's needs in order to achieve the perfect look.

# Men are now more savvy & expect high-quality cuts and services





Hair: Ryan Mulcahy @rogue\_barber\_co and Angel del Solar @angel\_delsolar of 18.21 Man Made / Photo: Dacy Mulcahy

“Tomorrow the same guest will be growing their hair out, moving away from the fade & pomp and move towards a longer active texture haircut with a messy, disheveled, low sheen look, using some 18.21 Man Made Clay.”  
*Angel del Solar*

skin with a blade without a license,” says Kelly Bileddo, Sexy Hair Master Artist on Men, “so I went back to school to offer that service.” As far as trends are concerned, “I see the Egyptian era coming in, and in Latin America we are also seeing these hard lines and thick beards and men are asking for it. I know that my beard business is booming and men want their beards temporarily colored, or for shaping.” Vaughn at V76 by Vaughn confirms that beards are huge right now, “But how thick should that beard be? Should it be groomed underneath?” So it’s always a question of checks and balances, finding the right length, shape and density to enhance the shape of the face, specific features and complement the hair.

## WHAT’S NOW, WHAT’S NEXT

Just take a look around and it is obvious that guys are working hard on keeping their fades tight and their tops shaped either into a slicked-back pompadour or –the weekend alternative– a fast-forward flash of a quiff. We say working hard, because this is definitely a high-maintenance look requiring frequent trims to keep it looking sharp. Andrew Carruthers, Director of Education for Sam



**Tight fades on the sides, a rebellious quiff, or pompadour, with a cool retro vibe are now in vogue**



Hair: Geneva Coven, Artistic Director for Sam Villa  
 Photo: Shalem Mathew

Villa concurs, “We continue to see the traditional shape of the pompadour, but the European Market has influenced some men to start wearing their length forward in either a pseudo-Caesar type look or a sweeping man-fringe!”

Helen Zibman observes, “The emphasis now is on showing off natural textures. Waves and curls offer the freedom to wear the hair a little longer and still be low maintenance.” She recommends KMS CurlUp Perfecting Lotion for definition and control with with a touchable finish.

“For a more lived in style with texture, even a little messy,” shares Jarrod Stapleton, Education Director for Frank’s Barbershop in Knoxville, Tennessee, “I use a razor or channel cutting with shears to get the texture and direction desired. Then I prefer a good texture paste or clay with a neutral or matte finish.” Then with proper coaching, clients can keep their look on point between visits with use of a blow dryer and grooming trimmers.

But beware of offering cookie-cutter services. As Vaughn rightly points out, “There could be a trend that’s sort of popular, and right now it’s a very short back and sides. But if you put this look on every single man, you’re going to find that

“Bed Head for Men by TIGI is a range of grooming products great for every gent and versatile enough for any texture.”  
Thomas Osborn



some look odd wearing that. It’s not the best look for them.”

And remember to help them get their money’s worth. Arriola says, “I definitely believe in educating men to understand the difference between a hair CUT & hair STYLE. Most styles these days require blowdryers, combs, & brushes, matched with a correct range of hair products whether it be pomades or sprays as well.”

Even Sayer sends guys home with a paddle brush and blow dryer to get the volume in these styles. “I think having a good retail clipper like a peanut from Wahl is a great choice for facial and neck hair,” she recommends.

“Men ask questions,” says Helen Zibman, “They want to know which tools and which products to use, and why. They want to look good and look

Daily care, styling products and even styling tools are now common necessities in a man’s grooming regime.

natural, with a minimum of fuss in their daily routine. In addition, more men are coming in for color.” This is a trend confirmed by Mike Karg as well. “Highlights and Balayage are offered too, the differentiation in services are not much different than women’s,” he observes.

Kelly Bileddo notes, “I find that men will do whatever you tell them to do. They just want to be told and if we take that initiative and show them how to do it. You’ll find that men have no fear in styling their hair.” Especially when it comes to the issue of thinning hair or hair loss.

## TACT AND STRATEGY

“The first step is acknowledging it,” remembers Kelly Bileddo. “When I started out, I was tip-toeing around the conversation that my clients were thinning. But once that is acknowledged by both, there is such an incredible trust built.” Then once the ice has been broken, there are both simple techniques to minimize the problem and products to help. “A great cut and the right products can make a big difference,” claims Helen Zibman, “Leaving the hair a bit longer, and taking advantage of the natural texture allows the hair to look fuller.