

BETTER GET THIS PARTY STARTED

From glossy slicked-back looks to your-hair-but-better curls, these are the styles set to be in-demand this party season – and the services that will help your clients achieve them

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CLOUDNINE

With the festive period fast approaching, salons and stylists across the country will be gearing up to embrace the busiest time of the year – party season. Hair-up appointments have long been a party favourite, but what other ways can you ensure your column stays full and clients stay satisfied?

Party Packages

Creating party packages can be a great way to introduce your clients to all that your salon has to offer, by combining different services into pre-designed appointments to suit a variety of price points and occasions. For example, Victoria Panting Technical Educator at Paul Mitchell suggests putting together a 'Gloss and Glow' package: "Everyone loves that shiny, camera-ready hair, and a glossing treatment paired with a luxurious mask will give clients just that. Using products like Paul Mitchell's Awapuhi Wild Ginger Hydrasoft glossing treatment paired with Awapuhi Wild Gingers Intensive Treatment could take their hair to a whole new level of shine and strength."

Building in add-ons to services clients are already familiar with, such as the blow-dry, is another smart way to keep clients looking and feeling their best, while boosting your profit margins. Alongside the launch of ASP's Gloss and Glaze Shotz, the brand has also introduced a new coloured blow-dry menu just in time for party season. The idea of this menu is for salons to download it from ASP's marketing toolkit, print it off, and have it up in their salons to help promote the service. Jon Aherne, ASP Ambassador, explains: "A colour refresh with Gloss or Glaze Shotz can take just 3-20 minutes, and can help boost your client's colour, or simply

add shine to natural hair." Plus, with all of these shades being mixable, you can create a bespoke look for each individual. Clients will want to stand out a party, and what better way to help them achieve this than with a look no one else will have, that's expertly designed to complement their features?

Similarly, some clients may be looking to make a splash by switching up their usual colour – but without the commitment of a permanent colour change. For example, Chelsea Thompson, owner of Slunks Salon and a Crazy Color Ambassador, tells us that her favourite party package is a pretty pink blow-dry. "By simply adding a few drops of Crazy Color's Power Pigment Pink Drops into shampoo, you can transform blondes instantly, giving them a soft pink hue that will fade away in just a few washes."

Extension services are another option for clients looking to try something new for a special occasion. Kelly Harris from The Hair Lounge and Zen Hair Brand Ambassador, explains:



"This festive season, clients are seeking quick, transformative solutions to get party-ready, and Zen Luxury Hair's new SERENE Clip-In Extensions and ponytails are the ultimate choice. These clip-ins offer an easy way to add instant volume and length without the commitment of permanent extensions."

Many clients may be on a time crunch when it comes to getting ready for a festive occasion, which is why express packages can be a great approach. "A great option is NXT's BLONDE FX," says Holly Bullock, the NXT Brand Ambassador. This instant neutralising fluid is ideal for those with blonde, bleached or grey hair that are looking to neutralise unwanted warm tones – fast. "It can work in as little as ten seconds," Holly adds.

Speaking of saving time, Joseph Boylan, Neöl & Wölif Brand Ambassador, shares his love for the brand's MIRACLE Rapid Blow-dry Mist: "When it comes to festive styles, foundation

and preparation is essential, and MIRACLE delivers on both fronts. It effortlessly detangles, adds stunning shine, and enhances light reflection, perfect for catching those party lights.

Most impressively, it cuts drying time by up to 50%, which is a game-changer during the busy holiday season."

If your clients have more than one occasion coming up, and can't commit to frequent salon visits, why not take this as an opportunity

to push your retail? "To get party-ready, start with shiny, healthy hair in vibrant shades", says Carly Roberts from Francesco Hair Salon for Wella Professionals. "Wella's Colour Fresh Mask packages ensure your clients' hair looks fabulous for every celebration, and is easily maintained at home throughout the festive period, offering both convenience and affordability."

Tools of the Trade

Matte, beachy hair is out, and glossy, healthy hair is in – and thanks to the latest product innovations on the market, it's never been easier to prioritise the health of your clients' hair while still ensuring they're left with a gorgeous style that lasts all night.

Marie Nieuwoudt, Group Education Manager for Cloud Nine, explains: "Christmas is synonymous with sparkle – and your clients' hair should be too. For a smooth, polished look, glide the Cloud Nine Wide Iron through the hair from root to tip, adjusting the strokes depending on the hair type." With eleven temperature settings, this tool can be tailored to match each client's unique hair type, while its Revive Mode uses Axial Vibration technology to vibrate the plates at the optimal frequency, feeding hair between with minimum friction and reduced direct heat contact for maximum shine.

Getting your clients party-ready is all about helping them to look and feel their best – whether that's through precise

styling or helping them to embrace their natural hair. Peter Mellon, Alfa Italia Styling Ambassador, explains how he predicts this to translate into specific hair trends, telling us: "I think there's going to be a clash between soft, lived in hair – including super soft waves and sexy classic fresh rolls – and slicked-back, glass-like hair, including high ponytails and sleek buns." Peter's go-to for creating soft waves? The Alfa Italia Tropea Multi-Curl Styler. "It's super soft on the hair thanks to the titanium plates, and the infrared technology locks in moisture – providing high shine and a sleek finish."

Marie also agrees that natural hair will be stepping up to fore, particularly when it comes to curls. She says: "Amplified and defined curls are the ultimate expression of style and, this Christmas, they're set to shine brighter than ever." Helping to achieve this, she recommends starting with a touch of Magical Remedy, before sculpting curls using the Cloud Nine Curling Wand.

It's no surprise that the classic, bouncy blow-dry is also set to be a favourite this festive season, with Emma Dixon, stylist for Diva Pro Styling, sharing: "Expect to see plenty of voluminous, glamorous hairstyles that add movement and body, exuding a sense of effortless elegance – I rely on the Atmos II Atom for creating these bouncy styles, because it delivers fantastic heat, air, and speed, allowing me to create long-lasting, voluminous styles effortlessly."

Meanwhile, Alicia Dobson, Bellissima Hair Ambassador, believes that Sabrina Carpenter's XL blow-dry will be a popular request this season. She says: "My go-to for creating a voluminous look like this would be the Prodigy Air Styler from Bellissima; it has five times more pressure than a conventional hairdryer, speeding up the styling process."

As for other celebrities providing inspiration, Chris Long, Dyson's GB Styling Ambassador, believes that Pamela Anderson's 90s up-do will be a favourite for many clients – "think hair stacked high on the head with curls tumbling down," he explains. "When blow drying the hair, I always opt to use the Dyson Supersonic Professional hairdryer. Not only does it dry the hair without using extreme heat for minimal damage, the hairdryer itself is super lightweight, which reduces the strain of repetitive motions."

Marketing Matters

Offering party packages is a great way to keep business booming during the festive season, but to ensure their success, marketing is crucial. "To advertise these packages, I would focus on the idea of looking and feeling your best for holiday parties and gatherings," says Danilo Giangreco, Artistic Ambassador for Revlon Professional UK. "Social media campaigns with before-and-after transformations or short styling tutorials using your services can catch attention."

Beyond social media, Victoria suggests sending out festive email newsletters, sharing: "You can send these to your loyal clients, highlighting the packages and offering early bird specials or bundle deals to entice bookings. Little extras, like a discount or a free mini treatment for referrals, will help fill your books in no time."



STANDOUT STYLES

Catwalks have long been a source of inspiration for new hair trends, and when it comes to the party season, it's no different. Here's what the stylists backstage had to say...

MIMI KOBAYASHI, DIRECTOR AT BILLI CURRIE

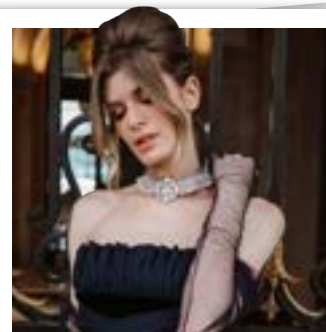
"One of the standout trends from LFW was the sleek, modern wet look – we embraced this with Anna Cofone for Roksanda. To adapt it for the festive season, stylists can soften the wet look, using lightweight conditioners or styling creams, instead of traditional gels, to achieve a sleek yet more natural sheen. This creates a more comfortable finish for party settings. I recommend the Authentic Beauty Concept (ABC) Amplify Conditioner for that smooth finish without the weight of gels."



ANNA COFONE FOR ROKSANDA

JACK MERRICK-THIRLWAY, NEVILLE HAIR AND BEAUTY FOR L'ORÉAL PROFESSIONNEL

"For Yara Shoemaker's Fall/Winter 2024 haute couture show, we designed an elegant hair look with a Breakfast at Tiffany's vibe. This look featured exaggerated volume reminiscent of the 60s, however it can also be softened; instead of the exaggerated volume often seen on the runway, stylists can reduce the height while maintaining the elegant lift at the crown, creating a more subtle yet glamorous look."



JACK MERRICK-THIRLWAY FOR YARA SHOEMAKER

ANTHONY TURNER, LEAD HAIRSTYLIST AT VICTORIA BECKHAM'S SS25 PARIS FASHION WEEK SHOW

"High shine was the word of the season backstage at Victoria Beckham, with an emphasis on strong, healthy hair. I love using both ghd and Wella Professionals backstage, to nourish and repair damaged hair, and style efficiently." To create a low ponytail with a high gloss finish, the new ghd Chronos Styler, which delivers up to 85% more shine and no extreme heat damage, was used.



ANTHONY TURNER FOR VICTORIA BECKHAM

AARON FIRMSTONE, BUMBLE AND BUMBLE AMBASSADOR

"With the rise in popularity of shows like Bridgerton and The Crown, the concept of hair telling a more detailed story and helping to depict one's wealth has become ever more apparent. This trend has filtered into LFW though modern up-dos, finished off with sleek embellishments and clips."

JOSH WOODMAN, DENMAN CREATIVE

Josh predicts that glamorous, high-end hair that looks luxurious and polished will be high on clients' wish lists this season. "We're embracing the artistry of a great blow-dry again," he says. "My go-to tool for achieving this look is the Denman Head Hugger, particularly the DHH3 model. The real magic lies in the brush's concave bristles, which lock in the shape when set at the scalp. This ensures a long-lasting blow-dry that clients can count on for several days, delivering both style and durability."



CYNDIA HARVEY AT SIMONE ROCHA

STOCKED AND LOADED



CYNDIA HARVEY FOR BUMBLE AND BUMBLE shares her favourite combination to ensure hair lasts all night: "I apply both Thickening Full Form Soft Mousse and Thickening Spray to the roots and lengths of the hair to give volume, memory and hold."



For clients looking to add some texture into their hair, why not try Maria Nila's Texture Spray? It works to create definition and volume for the ultimate blown out party look. Recently launched in a handy travel size, this is perfect for clients who want to keep their hair topped up on the go.

DANILO GIANGRECO, ARTISTIC AMBASSADOR FOR REVLON PROFESSIONAL UK, tells us: "I love to use lots of Glamourama Shine Spray from the Revlon Style Masters range, for that perfect, picture ready finishing touch."



MATHEW WATT, FFØR AMBASSADOR AND CO-OWNER OF SOCIALLY PAINTED reveals his go-to product for party-ready hair – Re:Vamp Spray from FFØR. "When creating party hair we want something that screams high impact, and some extra volume is a must for that."



NICHOLAS JAMES TUCKER, ELGON AMBASSADOR, says: "To create the perfect foundation for my signature big bouncy blow-dry I highly recommend the Elgon's Yes Shine Sparkle Shampoo and Crystal water, which leaves weightless condition and incredible shine."



PETTERI RANTA EILOLA, UK/EU EDUCATION MANAGER AT INNERSENSE, says: "Organic Beauty's aerosol-free Refresh Dry Shampoo is a holiday season life saver. Ideal for refreshing day-old roots when transitioning from work to holiday festivities. Its small size makes it perfect for clients to carry in their bag, and the innovative liquid-to-foam formulation makes it a mess-free option on the go."



LAURA THORNHILL, MOROCCANOIL EDUCATOR, tells us her favourite product for this time of year is Moroccanoil's Luminous Spray Medium. "It's a buildable working spray that's easily brushable and provides a beautiful, flexible hold for both blow-dries and updos."



JUDE TAYLOR, OSMO AMBASSADOR AND CURL SPECIALIST, says: "Heat protectants are my go-to for the festive season, whether it's for my clients with natural curls, those wanting curls or my vibrant colour clients. I use the OSMO's Blowdry Potion as it's ideal for heated tools, guarding against the high temperatures. This specially formulated, heat-activated lotion thickens and holds your style, while reducing friction and breakages caused by heat."