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Head: Fashion Report 2020 by Intercoiffure

Subhead: Changeability & Craftmanship - the themes of Intercoiffure Looks 2020

A homage to Berlin.

A declaration of love to the hairdressing trade.

A commitment to fashion.

Berlin cannot be pinned down to one style. Berlin is not black or white. Berlin is colourful and multifaceted. Its many faces make up the city: individual, extravagant, creative and always different, the combinations wild, contradictory and sometimes chaotic.

In Berlin, all sorts of creative people are prancing on the urban streets with stylish, crazy and trendy design creations. There are a many experiments and trial and error. The German capital is THE metropolis par excellence when it comes to creativity, youth culture and street style. As a venue for versatile, individual fashion creations, new trends are courageously tried out here. Because what arrives here has fashion potential.

The fashion metropolis Berlin is individual & present

Through creativity and a sense of fashion, new Berlin street styles are constantly being created. Always nice and casual, seems to be the motto of Berlin's fashionistas. Whereas in New York or Paris every outfit is styled to the smallest detail, Berliners only care for looking "undone". Berlin - a colorful mass of individual characters. No wonder that the Fashion Week, which has taken place twice a year in the German fashion metropolis of Berlin since 2007, is a great success. In January and July Germany's fashion elite gathers in the hip locations where young and established designers present their new creations in spectacular catwalk shows. Urban feeling, exclusive fashion and after-show events where fashion-loving stars and starlets, fashionistas, models, editors and the young blogger scene meet.

The Trend Workshop Tour of Intercoiffure 2020

The Fashion Team is looking forward to five events at Wella Studios throughout Germany and afterwards to numerous assignments at practical presentations in the Intercoiffure Salons.

Dates and venues:

Sunday, 26 January 2020 Wella Studio Frankfurt

Sunday, 02 February 2020 Wella Studio Berlin

Sunday, 16 February 2020 Wella Studio Hamburg

Sunday, February 23, 2020 Wella Studio Munich

Sunday, 01 March 2020 Wella Studio Düsseldorf

Credits:

Intercoiffure Fashion Team: Maja Schwarz, Matthias Scharf, Horst Schmidt, Sezai Bingül

Guillaume Foundation: Sunny Schmied, Linda Geißler, Chi Wai Li, Jan Mayer

Fashion Director: Kay Schneider

Photography: Adrian Bedoy and Torben Köster

Post-Production: Velislav Markov

Styling: Annet Veerbeek, Assistance: Jeamy des Celles

Make-up: Mari Drope

Video: John Schneider

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STEP by STEP Fashion

Report Techniques by Intercoiffure

Hairdo: The Classic Bob

1. divide the baseline, pulling the A-axis to the highest point and the B-axis to behind the ear
2. allow the upper head vertebra to run as a wide wedge to the ear. Place a tapered wedge towards the ear below the skull section. Divide the back of the head in a sickle about 2 cm above the occipital bone.
3. determine the length of the neck about 2 cm below the hairline.
4. comb the Passé over the department, comb to the middle and cut off unconnected ("Disconnected") to the length of the neck.
5. dissolve the wedge-shaped compartments. Comb the passés over the department. This creates a graduation due to the rounding of the head and the cut becomes soft flowing. Finally, comb the department to the middle.
6. dissolve the swirl passport and comb and cut vertically upwards (Picture 7431)
7. cut the upper head passé with increasing length towards the fringe and personalize the hairstyle.
8. the Classic Bob, which is blow-dried smooth with volume, is the all-rounder for everyday use and can be quickly enchanted to a new look for the evening with just a few hand movements and a curler.

Hairdo: The longbob with bangs

1. part a crown on the upper head and divide the pony area in a triangle from the crown to the end of the eyebrow broadly.
2. determine the basic length with the razor to the division of the upper head. To determine the sides, turn the head to the right and left.
3. open the upper head and divide it into A and B axis. Take a small triangle from each of the four sections and determine the basic length at the vertebra.
4. work out the gradation in star-shaped departments at the back of the head in flowing movements in a natural case. On the sides, cut the last two to three passées stationary on the department in front of the ear.
5. open the pony section and divide it into three passes Cut the first Passé convexly up to about the root of the nose, leave the following Passés always about 0.5 cm longer and cut them without connection to the top of the head and the sides.

Hairdo: The Longbob

1. divide hairs into the round section above the vertebral region, the neck section and the front sections divided by the vertex
- 2nd Skimming of the neck area. Working in vertical departments and mobile.
3. loosen the front section, divide it horizontally and create the basic length
4. divide the front section vertically and pull all hair stationary to the rearmost passé to step it
5. detach the circle section and divide it off pivotally. Then skim softly with a slight lift-off angle.
6. blow-dry and individualize the haircut.

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Please do not hesitate to contact us for further questions, pictures and information:
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