



# PHILADELPHIA STYLE

SPECIAL FASHION ISSUE

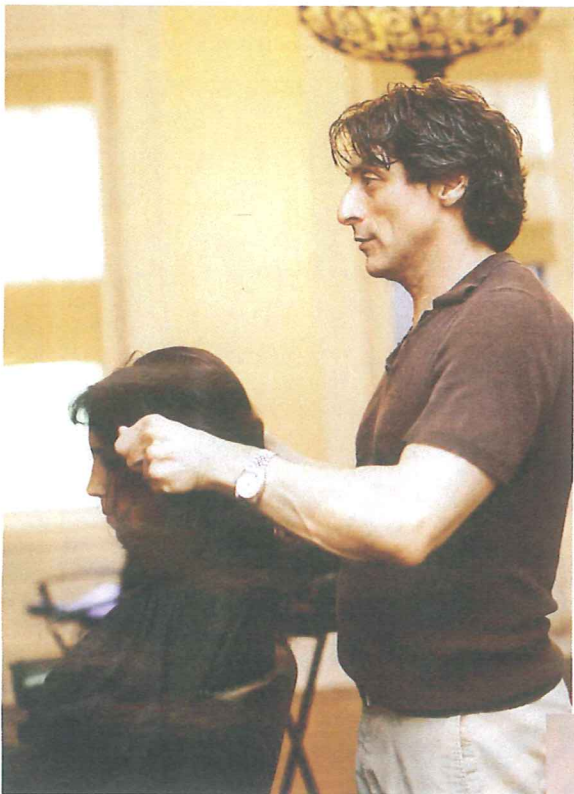
**Nicole  
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The Philadelphia  
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# TRENDSETTING TRESSES

A bevy of everyday styles for your hair, straight from the runway in a salon near you BY CHRISTINA PELLEGRINI



Hard at work: Giovanni & Pileggi's Giovanni Mele (LEFT) and Cynthia Peditto of Oggi Salon and Spa

For Philadelphia's top stylists, finding inspiration for the season's best looks for hair was easy. All they had to do was survey the fall runways. From shiny, rich hair color at Diane von Furstenberg to texturized, wavy tresses at Peter Som, there was an abundance of sophisticated everyday cuts, color and styles.

Stephen Falvo, owner of **Art + Science** (4259 Main St.; [artplusscience.com](http://artplusscience.com)), says that monochromatic runway fashions were set off by bold hues. "Reds are redder, blondes blonder and brunettes darker," says Falvo. "Rich colors are everywhere." Highlights run the gamut from subtle to tone-on-tone, so streak away. One of the newest color lines in Philly is Italian brand Baco by Kaaral, which **Giovanni & Pileggi** (256 S. 16th St.; [giovannipileggi.com](http://giovannipileggi.com)) owner Giovanni Mele describes as "the best thing since Wonder Bread." Says Mele: "It casts a shine, and the silkiness is phenomenal." In addition, the low-grade ammonia solution is gentle on hair and doesn't open up the cuticle as much as more potent products.

Dee Levin, director of hair color at **Salon Norman-Dee** (2550 Grant Ave.; [salonnormandee.com](http://salonnormandee.com)), attributes changes in the hair industry to fashion powerhouse Lady Gaga. "Gaga is setting the trends because she shows that hair color can interpret different personalities," says Levin, whose



Peter Som  
Fall/Winter  
2011

Northeast salon will be relocating across the boulevard later this month, to a more eco-conscious space. "The color that a person wears is an expression of their personality. Our Center City and South Street clients want to be looked over, not overlooked." Gaga's light platinum blonde is one of Salon Norman-Dee's most requested hues, according to Levin.

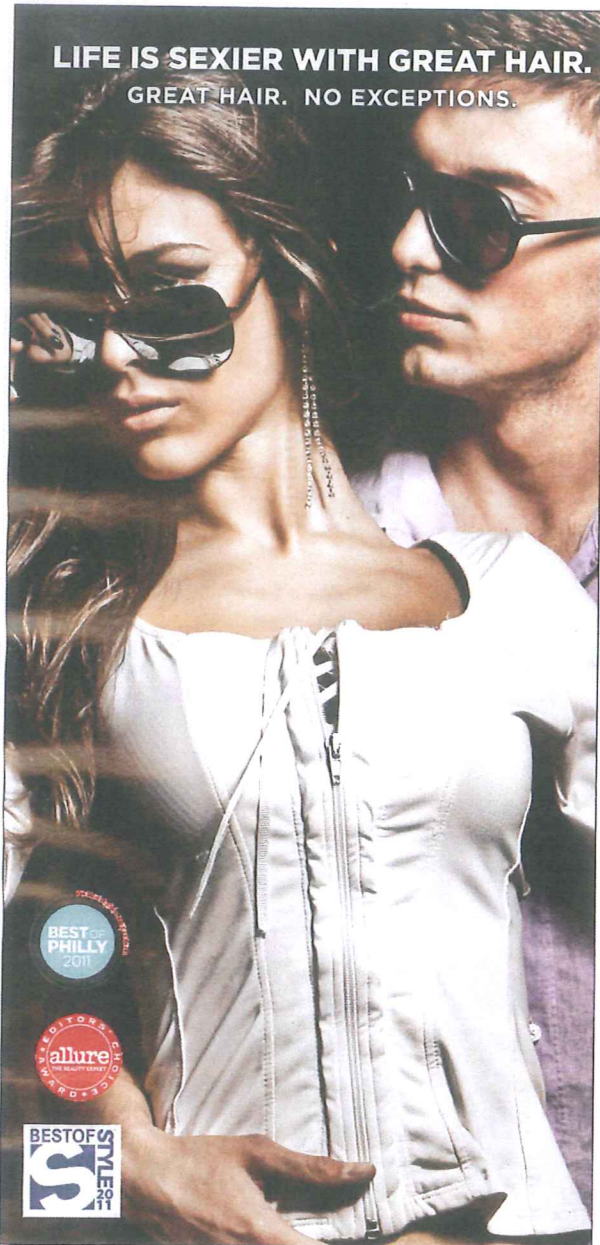
While teased tresses with lots of height were hot on the runway, **Oggi Salon and Spa** (1700 Locust St.; [oggisalonandspa.com](http://oggisalonandspa.com)) stylist Cynthia Peditto says people are also asking for big waves. "A lot of people are

embracing natural texture despite the keratin trend," she says. "Philadelphia has always been more conservative, less daring with hair—I could see some people doing a loose pullback and just brushing it out a little at the bottom." The result: runway edge with everyday wearability.

Mele has also spotted "messier" styles around town, a look easily achieved with a few long hairpins to complete a textural look. "Section your hair an inch apart," says Mele. "Take a piece of foil, put a few tissues in the middle and roll into a tube. Then take the hair, put a tissue at the end, and begin rolling the hair around the tube. Twist the ends together, hit it with a hair dryer, let it cool down, unroll, and you have the messy wave look. This styling trick

PHOTOGRAPHS BY BEN WELDON

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### CURRENTS Salon Scene



Highlight reel:  
Jay Michael at his  
eponymous salon



Daria Furst  
Fall 2011



Donna Karan  
Fall 2011

is great if you're ever stuck somewhere without your curling iron."

Along with loose waves, Kathryn Picraux of *Privé Salon* (5 E. Butler Pike, Ambler; [privésalons.com](http://privésalons.com)) notes that blunt bangs and the "lob"—a long bob—are

back, with stars like Gwyneth Paltrow and Anne Hathaway chopping locks into these trendsetting styles. "People come in just to get bangs," says Oggi's Peditto, who notes straight-across, asymmetrical and side-swept fringes are in high demand. "It's an instant change."

Falvo also sees cuts morphing alongside specific fashion movements: "Styles are going long and natural following the '70s looks, while crops were all the rage following the biker-inspired trend." For formal occasions, updos are becoming more au naturel, according to Jay Michael of *Jay Michael Salon and Spa* (1600 Arch St.; [jaymichael.com](http://jaymichael.com)). "Still a lot of twists—nothing too lacquered, stiff, teased and sprayed," he says. His newest location, inside The Phoenix, comes with a primping perk for residents—hairdressers can be booked for in-room styling sessions.

Brandy Davila, owner of *Salon Tenshi* (537 N. 10th St.; [salontenshi.com](http://salontenshi.com)), has noticed strong parts coming back. "People are doing subtle parts or high combers; they aren't trying to hide their parts as much," she says. Parts are falling in the center and on the sides, in styles that are either left down or pulled back. If you are concerned about baring your scalp, try Salon Tenshi's Ultimate Scalp and Hair Treatment. The nearly hour-long service makes hair feels cleaner, shinier and visibly healthy. "It removes any impurities from the hair that causes breakage and dryness," says Davila. PS