

Savvy SALON STYLE

Economic and designed on the timelessness of the little black dress, Glide Hair Tools introduce a new stroke of genius for daily salon life – 4 Shades of Apron.

The brainchild of a chance New York bound meeting between part-owner of Glide; Joe Cignetti and international designer; Ginny, 4 Shades of Aprons is Glide's innovation to make one of the salon's less glamorous requirements a desirable style statement.

"We didn't want to just do an apron, however we also didn't want to produce corporate clothing. A fateful meeting with an amazing designer from New York got the ideas flowing and the ball rolling. We had an immediate connection, and soon started out collaboration over a bottle of wine," explains Joe.

A current buzz word across a plethora of industries – from fashion to bottled water, furnishings and of course beauty – 'collaboration' is a clever way for two entities to capitalise on one another's strengths in a mutually beneficial and quite often pioneering relationship.

Joe's knowledge of the Australian hairdressing industry – its needs, wants, foes and victors – paired with Ginny's experience in women's fashion design plus trend intel has resulted in 4 Shades of Aprons: a set of apron personalities appealing to all tastes and body shapes.

"Ginny and I discussed the varied stylist shapes, sizes and characters that define our (hairdressing) industry – we really wanted to come up with designs that would flatter and embrace all," said Joe.

Modelled on the women's item loved by all; the little black dress (LBD), Ginny and Joe experimented with a plethora of potential designs and materials before narrowing the best down to seven.

"We tried and tested these products in salons for six months – ensuring they each endured daily bleaching, colouring and washing so to ensure the final products boast ample durability. We gauged feedback from many different salons and as a result implemented a variety of changes," said Joe.

These alterations included longer ties, shorter length, adjustable neck lines, an option with and without pockets and the type of materials used. Glide office girls cast their vote and the verdict was in with four styles proving the most popular: **Paris** (for the hour glass figure), **Vegas** (for those who wish to flaunt it), **Soho** (high waisted to compliment all sizes and flaws) and **New York** (longer to cover the knees for a more corporate feel).

Such different and somewhat directional designs deserved a professional photoshoot for ultimate promotion and so Remo elected the Pelo Hair, Newtown group to collaborate with Glide and photographer; Michael from Paramount Studios across the project – using passion and personality to create on trend hair design suitable to each look.

From that chance New York meeting to a new look for professional stylists and colourists around the country, it took 12 months to develop and bring to market 4 Shades of Aprons, and the industry loves their new in-salon look.

Become a follower of Glide Hair Tools and list your favourite apron to enter the draw for a major prize pack. **IN**
www.glidehairtools.com.au



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