

“Ready to Wear”

The new collection from Intercoiffure America/Canada by Mary Brunetti

Chanel does it, and so does Jean Paul Gaultier. And now Mary Brunetti, award-winning celebrity hairstylist and Intercoiffure America / Canada member, has taken that idea and created her own interpretation of “Ready to Wear” hair in her new collection of the same name.



Shot by the legendary photographer Babak for Intercoiffure America/Canada, the collection challenges the zeitgeist of contemporary haute hair styling. “Ready To Wear” was California inspired, wanting to create a more relaxed Hollywood glamour, straight through to Maibu beachy waves. “This collection is for real women...our salon clients that want their hair current yet appropriate, hair that is free to move because that’s what makes hair sexy”, says Brunetti.

“The challenge for the hairstylist on a daily basis is not necessarily to break new ground with innovative edgy techniques, but rather to create a flattering yet fashionable look for our clients-as hair follows fashion-which is the essence of cutting edge.”

Brunetti’s “Ready to Wear” Collection presents salon-ready styles that work for different lengths and textures. “I want women to look at this collection and say ‘This is exactly how I want my hair,’” says Mary Brunetti. “I want my clients to look and feel pretty-and that’s why I became a hairstylist”.

Intercoiffure is honored to have had the opportunity to commission this shoot from Mary, states Frank Gambuzza, Intercoiffure America/Canada President. “We chose Mary for this project because of her diversity and ability to hit any genre or category of hair. When we decided we wanted something that was consumer-oriented, she was the obvious choice. Her work with Sally Hershberger as well as in her own salon places her in a position to see celebrities as well as everyday clients that all have the goal of maintaining in-season and current styles. Mary is what Intercoiffure represents.”

PRESS RELEASE
For release August 7, 2015

For more information
Zane Hagy
865-384-8564, press@intercoiffure.com

About Mary Brunetti:

Mary Brunetti, the first woman to receive NAHA's North American Hairstylist of the Year award, is known as much for her celebrity clientele as she is for her unique training program which she implements as Director of Education in Sally Hershberger's New York City Salons.

Mary most recently designed and styled hair for Bette Midler during her Broadway Show "I'll Eat You Last" as well as for Bette's latest CD cover, "It's The Girls". Mary's work has graced the pages of many fashion magazines including Vogue, Elle, Mademoiselle, Town & Country, Modern Bride, as well as all the major trade publications. She has styled hair at Fashion Week for designers such as Donna Karan, Nicole Miller and Naeem Khan to name a few. She is a former member of Trevor Sorbie's prestigious Artistic Team, and has worked with Intercoiffure America/Canada both designing photo shoots and producing onstage presentations as Artistic Director of their Artistic Team for the past 4 years.

Mary owns her own salon, Brunetti Hair & Beauty, in the resort area of The Hamptons and consults with top salons around the country on how to implement her tried and true stylist training techniques.

Credits:

Hair: Mary Brunetti
Photography: Babak
Makeup: Ilise Harris

PRESS RELEASE
For release August 7, 2015

For more information
Zane Hagy
865-384-8564, press@intercoiffure.com

About Intercoiffure America / Canada:

Intercoiffure America/Canada (www.intercoiffure.com) is an association of the beauty industry's elite. Membership is by invitation only, and the applicants must meet stringent qualifications for membership. Intercoiffure salons are the leading salons in the country and set the trends and standards the rest of the industry follows.

##END##