



intercoiffure

AMERICA • CANADA

NOUVEAU



INTERCOIFFURE NOUVEAU IS DEDICATED TO FOSTERING LEADERSHIP IN EMERGING YOUNG TALENT WITHIN INTERCOIFFURE. IT EXTENDS ITS INFLUENCE NATIONALLY AND INTERNATIONALLY BY BRINGING TOGETHER YOUNG TALENTS FROM DIVERSE SALON BACKGROUNDS, ENCOURAGING IDEA EXCHANGE, AND FOSTERING CAMARADERIE.







LEGENDARY 10

Nouveau's show at this year's Fall Atelier, "The Legendary 10," will pay homage to ten legends in the industry — showcasing styles ranging from the classic styles of Alexandre de Paris for Audrey Hepburn, to Oribe's transformation of Jennifer Lopez; from Trevor Sorbie, the inventor of the wedge, to Angelo Seminara, inventor of flamboyage; from the folding and lacing techniques revolutionized by Martin Parson to the amazing "rose" updos of Ann Bray to the Mediterranean sexy of Lluís Llongueras; from the stunning photographic imagery of Sharon Blain to the runway artistry of Nicholas French to the videos of "industry royalty" and founder of hairdesignertv, Vivienne MacKinder.

The legends of the future are among us, learning from us, right now. Nouveau and the "Legendary 10" show offer your stylists the opportunity to advance their artistry not only through hands-on show experience, but also hands-on experience creating legendary styles. We hope you will encourage your new stylists to participate.



BACK TO COLE-SCOTT COLE





BACK TO COLE

Celebrating 2019 with the Decade of Classics from Scott Cole's 2009 ColorCutting® Collection. The ColorCutting® method is a unique approach to hair design because it gives the stylist the basic cutting and coloring skills he/she needs in order to uncover and maximize their own individual potential.

As we were entering into a new decade - change was inevitable. The Collection was about Classics - on the edge, not over the edge. Blended but disconnected, meticulous but messy.

The only way to do it was to do it the correct way. Classic beautiful hair, tasteful. Classic hair, different with a twist. Enjoy the Decade of Classics by the Nouveau Generation.

FEM
IN
MEN



FEM-IN-MEN

Team Nouveau will take the main stage and lead a team of young stylists from around the country (North America) to present "Fem-In-Men," a show offering cutting edge hair styles from around the world as well as blunt messages about the current transgender dilemma.

Fem-In-Men - See your vision of beauty. Ask yourself, what is traditional beauty? Is it in the filters you see on the outside? Beauty can be found in the most untraditional places, people, and things. Discover our private relationship with beauty. Is it masculine, is it feminine? Beauty can be found in people for who they are - not as you perceive them to be. See the pure artistry of a person. Allowing the viewer to be the the artist. Fluidity of gender - is effortless beauty, effortless effectiveness, understated excellence - beautiful imperfections. True creative inspiration comes from within, when you allow your minds eye to see beyond your imagination. Picture Ruby Rose. See the artistry of your craft is beautiful.



REFUGEE



REFUGEE

"Refugee," a show offering cutting edge hair styles from around the world as well as blunt messages about the current refugee and immigration crises.

'Refugee' presents provocative styles with a provocative message: hate is what we create; beauty is innate – united, we can bring out the beauty in everyone. The models clothing will carry a name – "terrorist," "wetback," for example, reflecting the ugliness of the hate directed at people of that origin, offering a stark contrast to their stunning hairstyles reflecting the beauty that is in everyone. The show is intended to be thought-provoking not only in the styles it showcases, but in its message to embrace our common humanity, in line with the Fall Atelier's theme of "Embracing the Future."

Small investment. Big returns.

1) Returns for participants

Promotes leadership skills

Prepares participants for national and international success

Offers creative outlet for participants

Gives opportunity to exchange ideas

Forms connections within the industry

2) Returns for member salons

Opportunity to participate in Nouveau shows helps attract new talent

Excitement of participation helps retain new talent

Participation helps develop new talent

Participants bring ideas and excitement back to your salon

3) Returns for ICA and industry

Helps develop new talent

Helps instill ICA standards in industry

Helps develop loyalty to and potential future membership in ICA

Helps promote collaboration in industry



NOTES