

is THE
HAIR
TREND

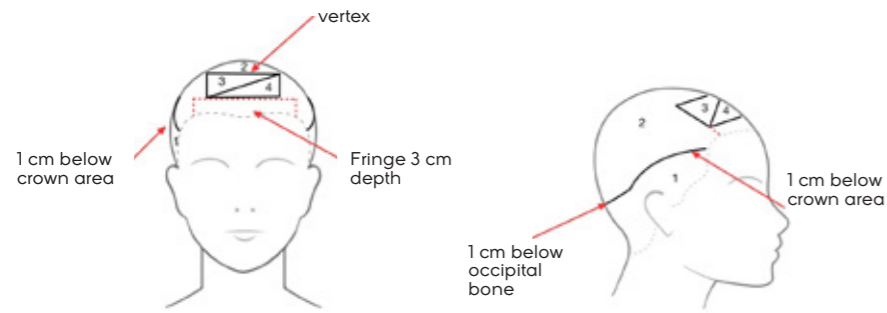
2024 **STEP by STEP**



QUIET
REACTIVE
FREE

proposal #1
Geo Cut
Sectioning

FREE
ENERGY
ITALIANSTYLEframesi

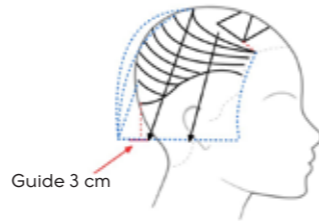


SECTIONS 1, 2, 3, 4

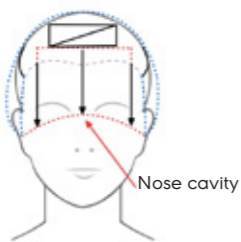
Cut



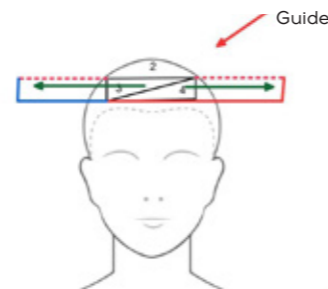
SECTION 1
Clipper cut to 1.5 cm.



SECTION 2
Create a guide by cutting it 3 cm below the occipital bone. Now, with horizontal partings, cut square following the roundness of the head.



FRINGE
Connect the fringe to section 2 by passing over the nasal cavity.



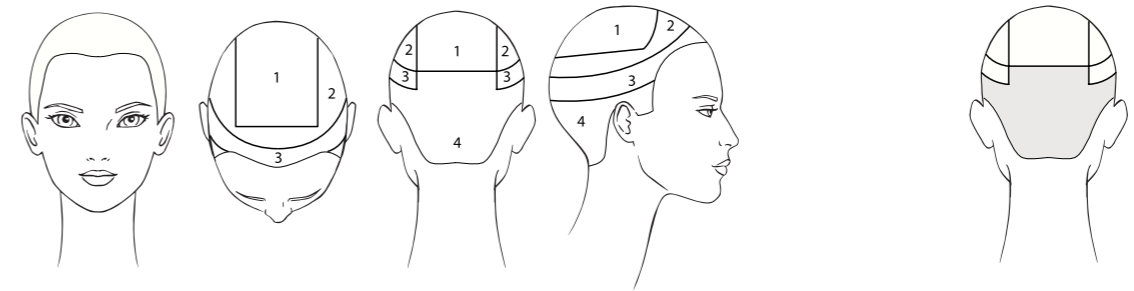
SECTIONS 3 - 4
Move each section to its separation line and cut square at the length of section 2 by rotating the fingers upwards.

Styling



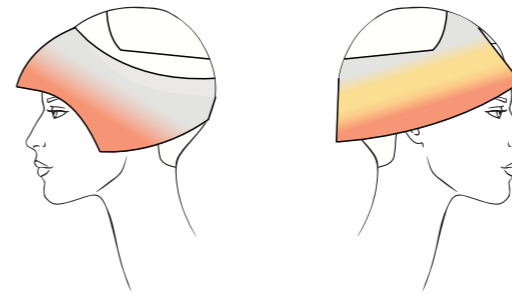
Apply **Morphosis Repair Pumping Mousse** to hydrate the hair. Dry the hair in natural fall from top to bottom without adding volume. Spray **FOR-ME 128 Protect Me Thermo Spray**, straighten with a flat iron, and apply **FOR-ME 406 Hold&Brush Hairspray** for a soft hold.

Color



Lighten all the hair with **Decolor B Cream Plus** to level 10.

SECTION 4
Base: **Framcolor Eclectic OE** (20 g/cc) + **9CT** (10 g/cc)



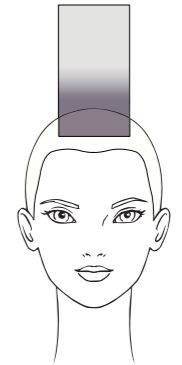
SECTION 3
Base: **Framcolor Eclectic OE** (20 g/cc) + **9CT** (10 g/cc)

Lengths: **Framcolor Pure Pigment Plus /00** (20 g/cc) + **/44** (2 g/cc) + **/065** (1 g/cc) + **/3** (5 g/cc)

SECTION 2
Base: **Framcolor Eclectic OE** (20 g/cc) + **9CT** (10 g/cc)

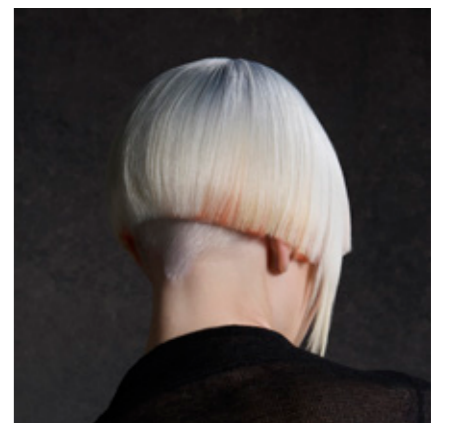
Lengths: **Framcolor Pure Pigment Plus /3** (30 g/cc)

Tips: **Framcolor Pure Pigment Plus /00** (20 g/cc) + **/44** (2 g/cc) + **/065** (1 g/cc) + **/3** (5 g/cc)



SECTION 1
Base: **Framcolor 2001 Intense 9.022** (30 g/cc)

Lengths: **Framcolor Eclectic OE** (20 g/cc) + **9CT** (10 g/cc)



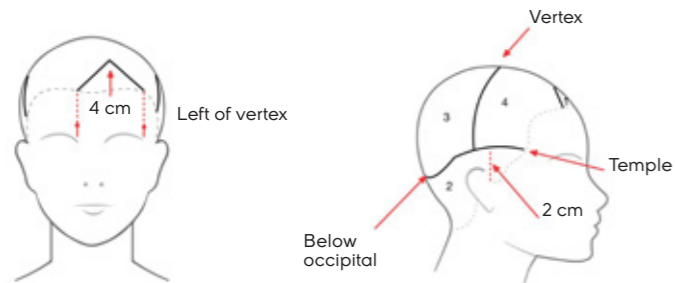
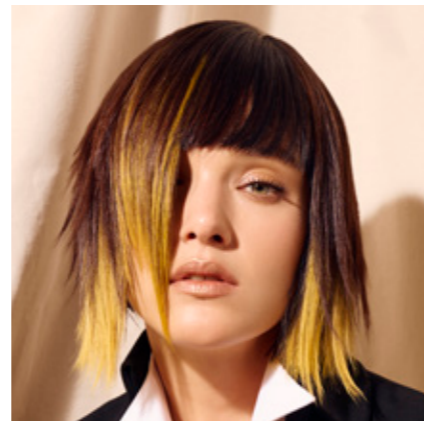
Alternative color proposal

FRAMCOLOR 2001/INTENSE	FRAMCOLOR GLAMOUR
10.62 + Color Exalt (40 + 10 g/cc)	10.626 + 10.61 (40 + 10 g/cc)
Lengths FPPP /3 (30 g/cc)	Lengths FPPP /3 (30 g/cc)
Tips FPPP /00 + /44 + /065 + /3 (20 + 2 + 1 + 5 g/cc)	Tips FPPP /00 + /44 + /065 + /3 (20 + 2 + 1 + 5 g/cc)

proposal #2
Sombre Splash

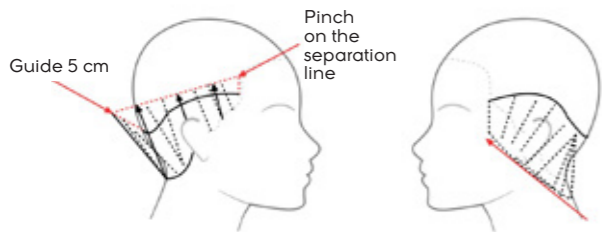
Sectioning

QUIET ENERGY
ITALIANSTYLEframesi

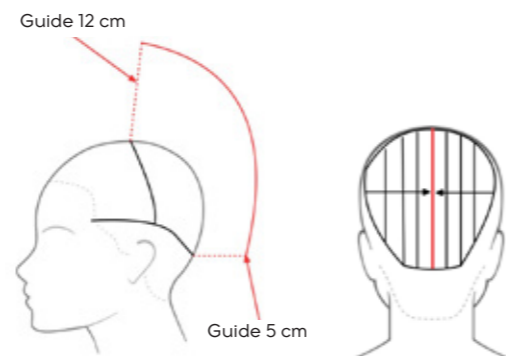


SECTIONS 1, 2, 3, 4

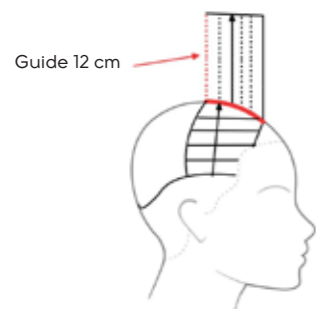
Cut



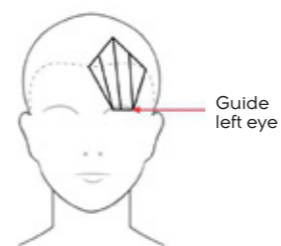
SECTION 2
Create a guide of 5 cm and pinch cut the hair along the parting line. Comb the hair in its natural fall and define the perimeter at a length of 3 cm.



SECTION 3
In the center of the section, create a guide from 5 to 12 cm using the Oval Cut technique. Now, making vertical subsections, cut the entire section using stationary guide.



SECTION 4
In the center of the section, create a guide with reference to the length at the vertex (12 cm) and cut square. Now, cut the entire section using a stationary guide and making horizontal partings.



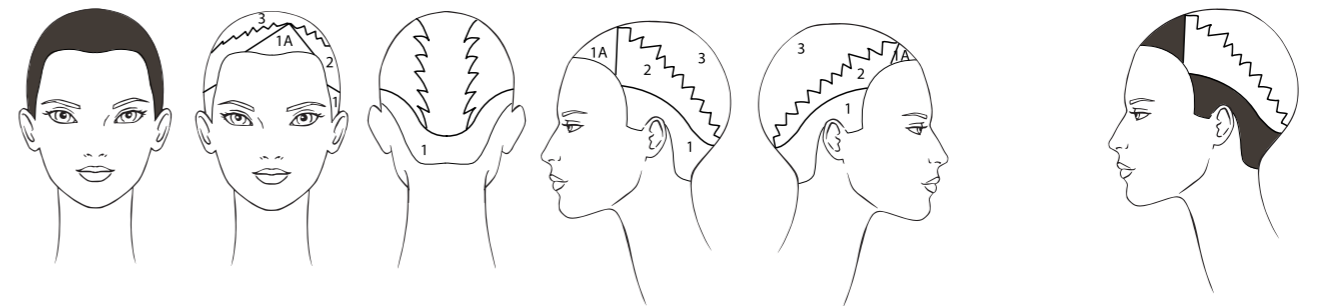
SECTION 1
Pinch the hair on the left eye and cut square.

Styling



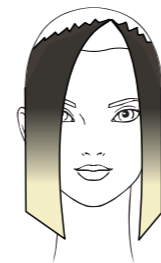
Apply **FOR-ME 302 Pump Me Up Spray** to add volume to the roots. Dry the hair freely to create a natural volume. Apply **FOR-ME 128 Protect Me Thermo Spray** and shape the tips slightly outward to add movement. Finally, spray **FOR-ME 124 Gloss Me Spray** to add shine.

Color

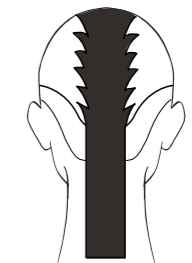


Color the base (2 cm) with **Framcolor 2001 2NP (20 g/cc) + 3NP (10 g/cc)**.

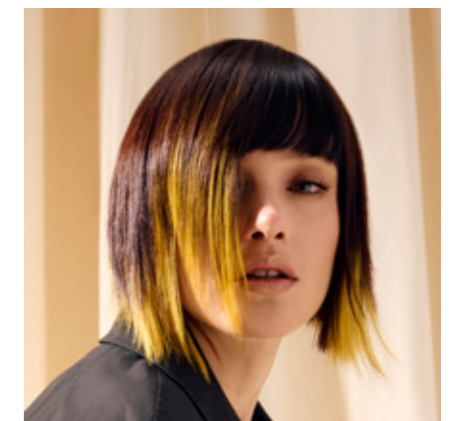
SECTIONS 1 – 1A
Lengths: **Framcolor 2001 2NP (20 g/cc) + 3NP (10 g/cc)**



SECTION 2
Lengths: **Decolor B Diamond** up to level 9.



SECTION 3
Lengths: **Framcolor 2001 3NP (20 g/cc) + 5MC (20 g/cc)**.
After rinse, tone section 2 with **Framcolor Pure Pigment Plus /33 (50 g/cc) + /11 (0,5 g/cc)**

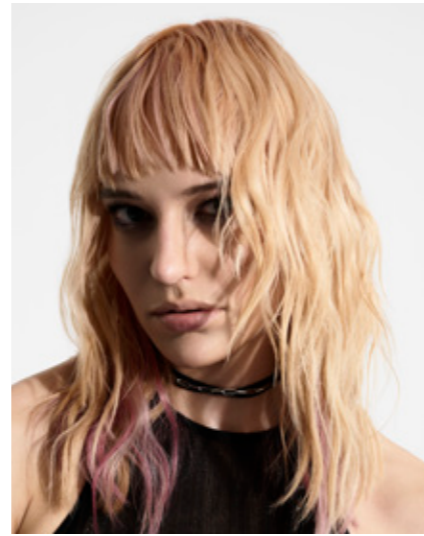


Alternative color proposal

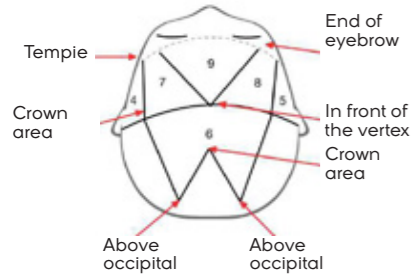
FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC/CARE
3 + 4.12 (55 + 5 g/cc)	1BB + 3IN (10 + 50 g/cc)
Lengths 5.64 (40 g/cc)	Lengths 5HCE (40 g/cc)
Tone FPPP /33 + /11 (50 + 0,5 g/cc)	Tone FPPP /33 + /11 (50 + 0,5 g/cc)

proposal #3
Rebel Rose

REACTIVE ENERGY
ITALIANSTYLE framesi

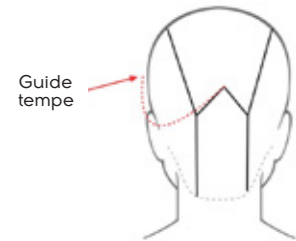


Sectioning

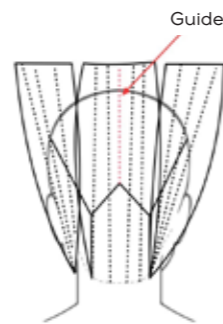


SECTIONS 1, 2, 3, 4, 5, 6, 7, 8, 9

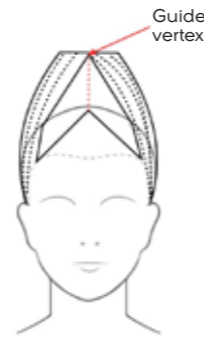
Cut



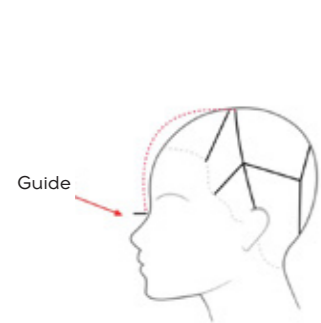
SECTION 1
In the center of the section, create a guide by cutting it at the temple.



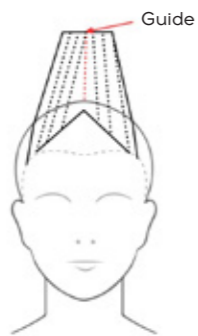
SECTIONS 1 – 2 – 3
Bringing the sections vertically, pinch cut square to the guide's length.



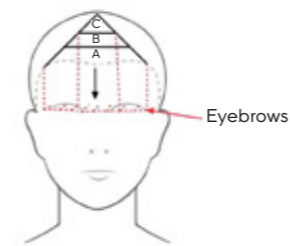
SECTION 4 – 5
Using the length at the vertex as a guide, pinch cut square.



SECTIONS 7 – 8
Between the two sections, create a guide by cutting it at the bridge of the nose. Pinch cut both sections square to the guide.



SECTION 9
Divide the section into three horizontal parts (A, B, C). Cut subsections A and C with the Deep Point Cut technique at eyebrow level. Cut subsection B with the Deep Point Cut technique and perpendicular to growth, 1 cm shorter than sections A and C.



Styling

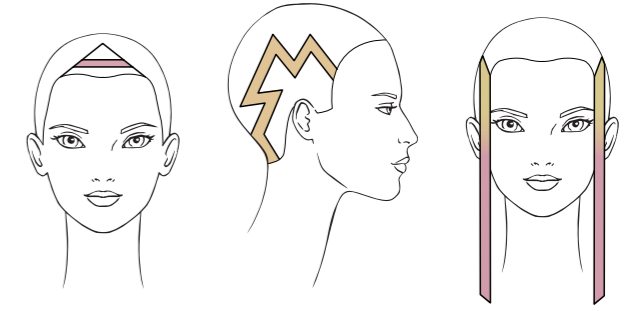


Apply **FOR-ME 302 Pump Me Up Spray** to the roots and **FOR-ME 221 Make Me Wavy Spray** to the lengths. Dry naturally, then create an S-wave with the straightener. Set with **FOR-ME 406 Hold&Brush Me Hairspray**.

Color



Lighten the entire hair with **Decolor B Diamond** up to level 9.



Isolate a 2 cm wide strand in the fringe and tone with **Framcolor Glamour 10.05 (20 g/cc) + 10.61 (20 g/cc)**.

Isolate a zigzag section 2 cm wide on the right side.

Tone the base (10 cm) with **Framcolor 2001 9TRP (20 g/cc) + 9SD (20 g/cc) + 9P (20 g/cc)**.

Tone the lengths with **Framcolor Glamour 10.05 (20 g/cc) + 10.61 (20 g/cc)**.



Rest of the hair:

Base (2 cm): **Framcolor 2001 9TRP (20 g/cc) + 9SD (20 g/cc) + 9P (20 g/cc)**.

Lengths: **Framcolor Eclectic 9CT (20 g/cc) + 8RDE (20 g/cc) + 9DE (20 g/cc) + OE (30 g/cc)**.



Alternative color proposal

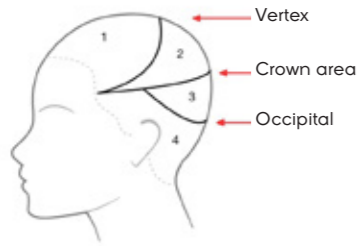
FRAMCOLOR 2001/INTENSE	FRAMCOLOR GLAMOUR
Base 9TRP + 9SD + 9P (20 + 20 + 20 g/cc)	Base 9.34 + 9.33 + 9.626 (20 + 20 + 20 g/cc)
Lengths 10.62 + FPPP /065 (20 + 10 g/cc)	Lengths 10.05 + 10.61 (20 + 20 g/cc)
Lengths Exalt + 8TRP + 9SD (30 + 15 + 15 g/cc)	Lengths 10 + 8.4 + 9.33 (30 + 15 + 15 g/cc)

proposal #1
Pixie Mingle

QUIET
ITALIANSTYLE  framesi

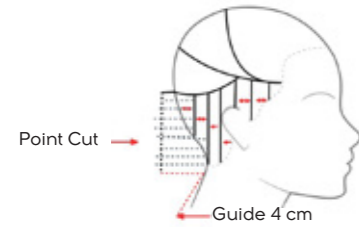


Sectioning

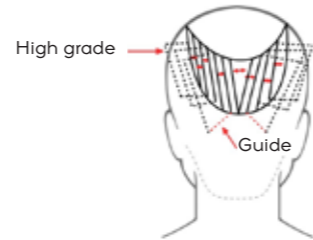


SECTIONS 1, 2, 3, 4

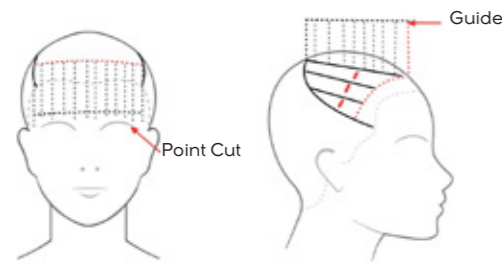
Cut



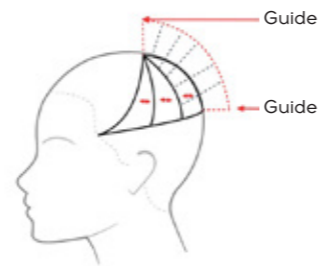
SECTION 4
Create a guide of 4 cm. Making vertical partings, point cut square and perpendicular to growth, except for the subsections on the mastoids, which should be cut with a stationary guide.



SECTION 3
Using the length obtained on the crown line, and making diagonal subsections, cut high grade and perpendicular to growth.



SECTION 1
Comb a 2 cm fringe in natural fall and point cut at mid-forehead. Now, making horizontal partings, cut the entire section square with reference to the fringe.



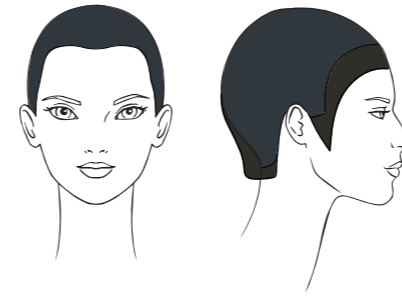
SECTION 2
Making radial partings and using the Round Cut Technique, cut perpendicular to growth, connecting sections 1 and 3.

Styling

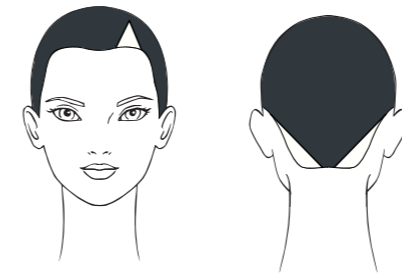


Apply **FOR-ME 222 Shape Me Glaze** on damp hair and dry following the line of the cut. Shape the strands with **FOR-ME 314 Gloss Me Wax** and fix with a touch of **FOR-ME 504 Hold Me Strongly Hairspray**.

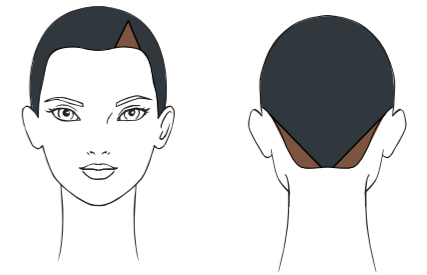
Color



Base (2 cm): **Framcolor Eclectic 1BB** (60 g/cc)
Lengths: **Framcolor 2001 Intense 6.022** (60 g/cc)



Isolate a triangle above the left eye. Isolate the nape corners.



Lighten the isolated sections with **Decolor B Diamond** up to level 8 and then tone them with **Framcolor Eclectic 7RDE** (10 g/cc) + **7HCE** (10 g/cc).



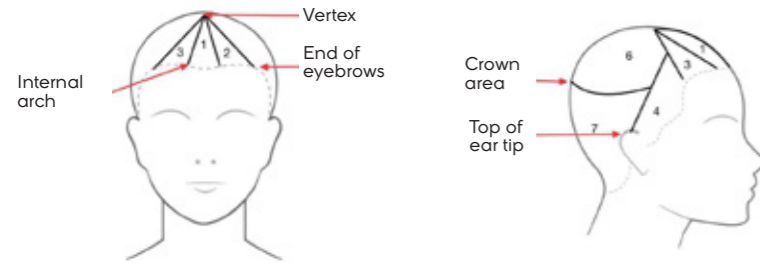
Alternative color proposal

FRAMCOLOR 2001/INTENSE	FRAMCOLOR GLAMOUR
Base 1NP (60 g/cc)	Base 1 (60 g/cc)
Lengths 6.022 (60 g/cc)	Lengths 6.12 + 6.22 (50 + 10 g/cc)
Tone 7TRP + 7KR (10 + 10 g/cc)	Tone 7.4 + 7.64 (10 + 10 g/cc)

proposal #2 Bronze Bouclé

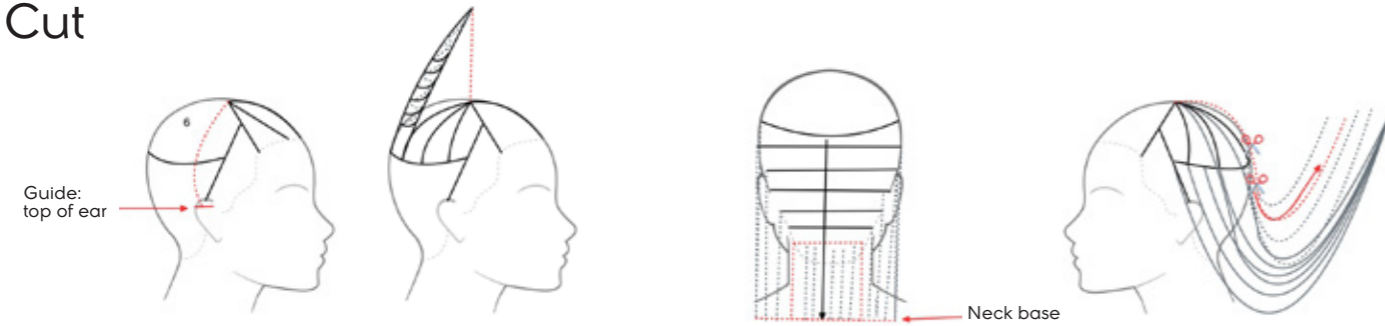


Sectioning



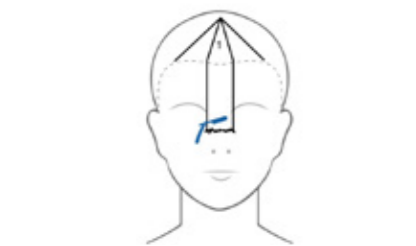
SECTIONS 1, 2, 3, 4, 5, 6, 7

Cut

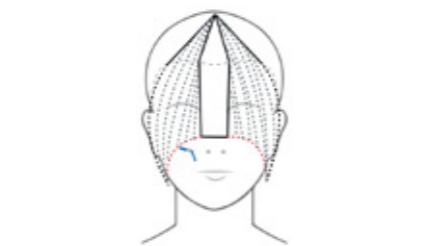


SECTION 6
Create a guide at the vertex by cutting it to the top of the ear. Making radial partings and wrapping the sections in torchon, bring them to the guide, and lighten the last few centimeters using the Open & Close technique.

SECTION 7
Make horizontal partings and cut the entire section square with stationary guide at the base of the neck using the Point Cut technique. Now, using the Looping Cut technique, connect sections 6 and 7.



SECTION 1
Comb in natural fall and cut with the razor at the bridge of the nose.



SECTIONS 2 – 3
Comb in natural fall and cut from the bridge of the nose to the mouth.



SECTIONS 4 – 5
Comb in natural fall and connect to the back perimeter.

Styling



Apply **FOR-ME 326 Shine Me Brightly Curl Spray** generously and dry with the diffuser for a soft finish. Define the strands with a small iron to define some curls. Shape and fix with **FOR-ME 504 Hold Me Strongly Hairspray** and add shine by spraying **FOR-ME 124 Gloss Me Spray** for a luminous and glamorous texture.

Color



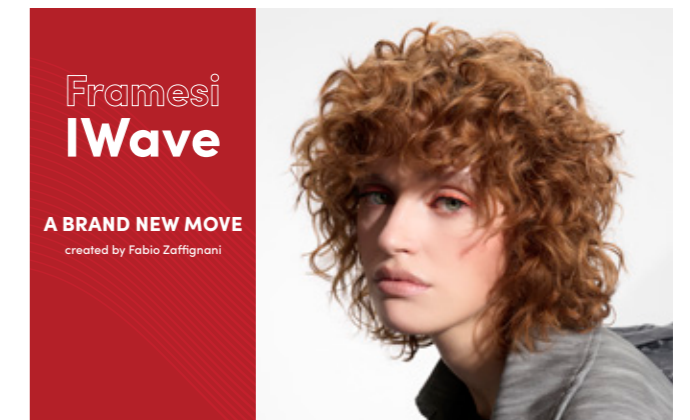
Base, lengths and tips:
Framcolor Glamour 7.635 (60 g/cc)



LIGHT DUSTING technique

Following the directions of the diagram, create thin highlights applying **Decolor B Diamond** freehand. Lighten up to a maximum of 1 level – 1.5 levels.

If necessary, tone with **Framcolor Pure Pigment Plus /3** (30 g/cc)



PERFECT WAVES ALWAYS, A CUSTOMIZED LOOK, AND PROTECTED HAIR.

The secret lies in the combination of **FRAMESI WAVING SYSTEM** and **IWAVE Curler**.

The first is a permanent waving system with **Hydro-Care Complex**, a blend of conditioning and protective ingredients that leave the hair radiant, soft, and healthy.

The second is a customizable tool for creating the desired volume, thanks to the countless combinations of its units.

For the model in the **Bronze Bouclé** proposal, **Framesi Waving System 2** was used for colored hair, paired with the **IWave Curler** in the combination **C32**.

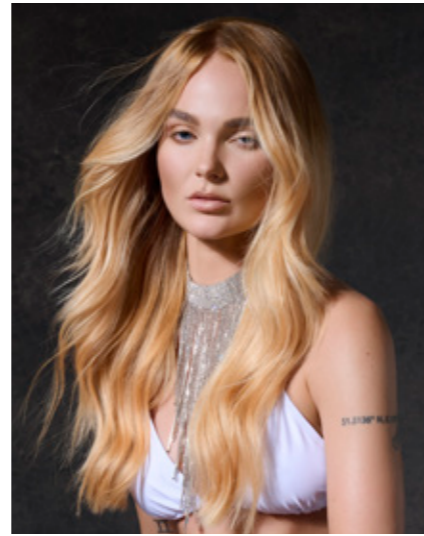
WARNING: after the IWAVE services with minimum of 48 hours before color treatment.

Alternative color proposal

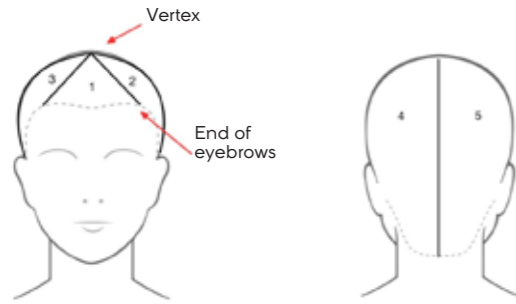
FRAMCOLOR 2001/INTENSE	FRAMCOLOR ECLECTIC/CARE
7W (60 g/cc)	7NE + 7HCE (30 + 30 g/cc)
Tone 8SD (30 g/cc)	Tone 8DE (30 g/cc)

proposal #3
Breeze Wave

FREE
ITALIANSTYLE  framesi

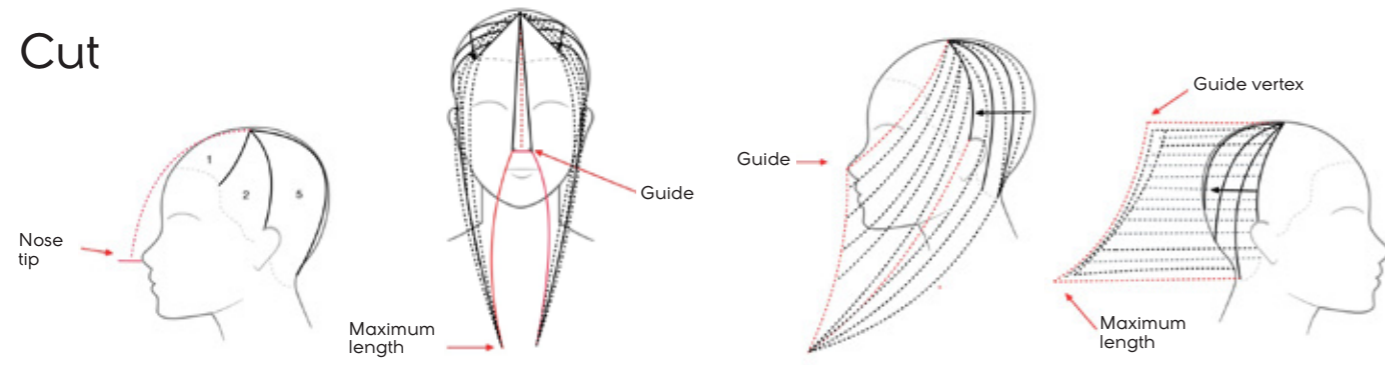


Sectioning



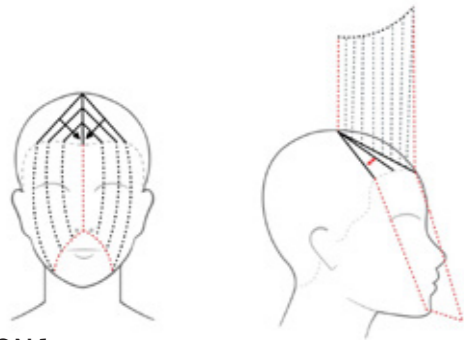
SECTIONS 1, 2, 3, 4, 5

Cut



SECTIONS 2 – 3
Create a guide at the vertex by cutting a hair section to the tip of the nose.
Make vertical partings and slide cut in a stationary guide from the tip of the nose to maximum length.

SECTIONS 4 – 5
Having the guide as a reference, make radial partings and slide cut in a stationary guide. Bring the guide strand backward, and, making radial partings, layer the sections with the Sliding Cut technique and with stationary guide from the guide length to the maximum length.



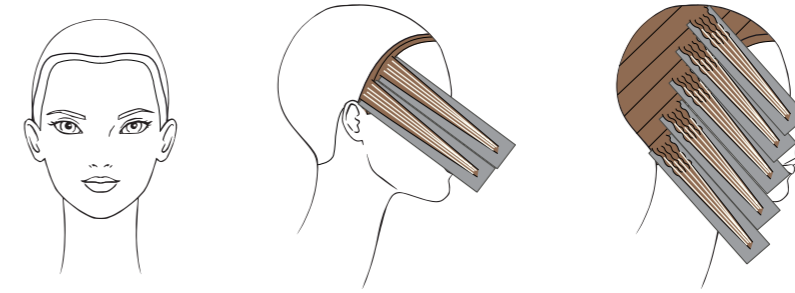
SECTION 1
Subdivide the section in the middle, make diagonal partings and cut with stationary guide from the reference length toward the chin.
Now, make radial partings and slide cut perpendicular to growth.

Styling



Moisturize the hair with **Morphosis Restructure Leave-In** and apply **FOR-ME 221 Make Me Wavy Spray** to create shiny and long-lasting waves. Dry completely and create a soft movement with the iron, protecting the lengths with **FOR-ME 128 Protect Me Thermo Spray**. Set with **FOR-ME 406 Hold&Brush Me Hairspray** and open the waves with a wide-tooth comb.

Color



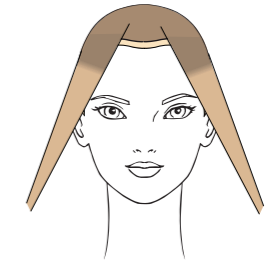
SHALITE Technique

Isolate frontal section that is 1 cm wide in the central part and 2 cm wide at the sides.
Make very thin highlights with **Decolor B Diamond** and lighten up to level 10.
On the rest of the head, take diagonal micro-sections 1 cm apart, back comb the hair, and lighten with **Decolor B Diamond** up to level 9.

Wash and dry the hair.



Tone the frontal section with **Framcolor Pure Pigment Plus /00** (20 g/cc) + **/13** (3 g/cc).



On the rest of the hair:

Base (8 – 10 cm):
Framcolor Eclectic 8NE (30 g/cc) + **8RDE** (1 g/cc)

Lengths:
Framcolor Eclectic 5D Color Gloss 10HC (20 g/cc) + **10SB** (40 g/cc).

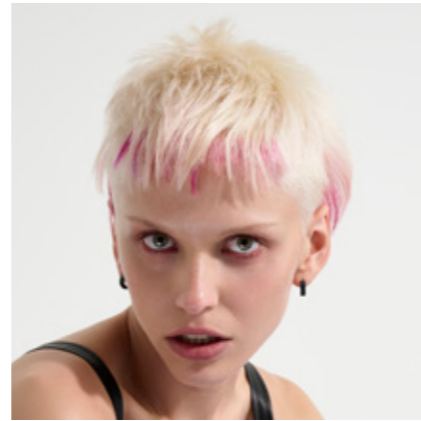


Alternative color proposal

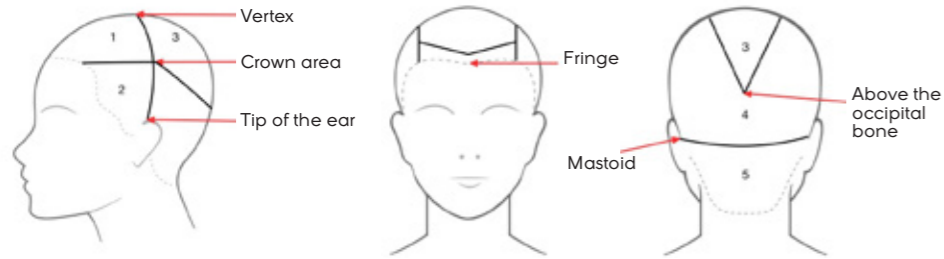
FRAMCOLOR 2001/INTENSE	FRAMCOLOR GLAMOUR
Base 8NP + 8TRP (30 + 1 g/cc)	Base 8.36 + 8.33 (30 + 1 g/cc)
Lengths FPPP /34 + /62 + /00 (20 + 20 + 20 g/cc)	Lengths FPPP /34 + /62 + /00 (20 + 20 + 20 g/cc)

proposal #1 Edgy Blush

REACTIVE
INTERNATIONAL HAIR STYLE
framesi



Sectioning

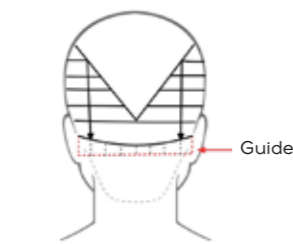


SECTIONS 1 – 2 right and left – 3 – 4 – 5

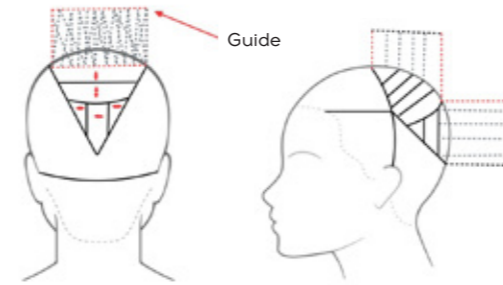
Cut



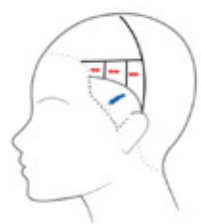
SECTION 5
Cut with the clipper to 10 mm.



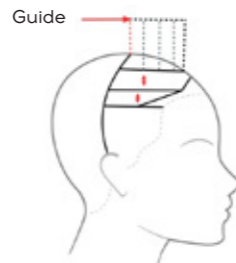
SECTION 4
Cut 1 cm below the separation line to create the guide. Proceed with horizontal partings and cut square, following the guide.



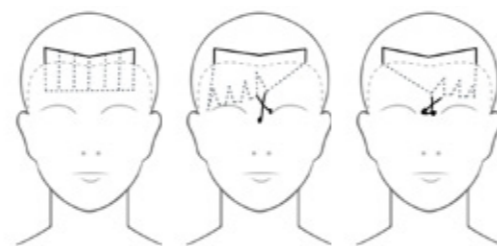
SECTION 3
Create a guide track at the vertex and cut it to 4 cm. Making horizontal partings, cut square and perpendicular to growth partings up to the crown line. Having the length obtained as a reference, cut the remaining section square and perpendicular to growth making vertical partings.



SECTIONS 2 right and left
Trace a curved line as shown in the drawing and cut the sideburn to 6 mm with clippers. Now cut the upper part of the section square and perpendicularly to growth to a length of 2 cm.



SECTION 1
With the length at the vertex as a guide, make horizontal partings and cut square and perpendicular to growth.



FRINGE
Comb the hair in natural fall and cut square to mid forehead. Now, comb the fringe to the right and create an opening between the eyebrow arches and every third of the eyebrow length. Comb the fringe to the left and create an opening every third of the eyebrow length.

Styling



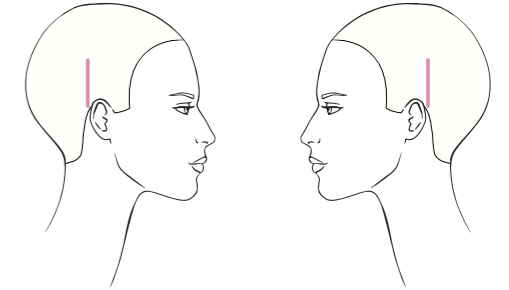
Spray **FOR-ME 223 Bring Me to the Beach Salt Spray** on damp hair to create the right texture. Dry with a flat brush and finish with **FOR-ME 515 Matt Me Strongly Paste**. Set with **FOR-ME 504 Hold Me Strongly Hairspray**.

Color



Lighten the entire hair up to level 10 with **Decolor B Cream Plus**.

0,5 cm away from the front hairline isolate a very thin section (a veil) between the ends of the eyebrow arches and tone it with **Framcolor Pure Pigment Plus /66 (10 g/cc) + /65 (10 g/cc)** using a foil.



Using the same color, on both sides, tone a vertical "veil" between the crown and the mastoid.

Tone the remaining hair with **Framcolor Eclectic 5D Color Gloss 00 (30 g/cc)**.



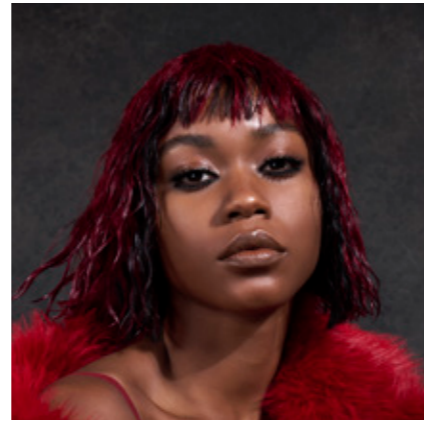
Alternative color proposal

FRAMCOLOR 2001/INTENSE	FRAMCOLOR GLAMOUR
Tone 11A (60 g/cc)	Tone 10 (60 g/cc)
Contrasts FPPP /66 + /65 (10 + 10 g/cc)	Contrasts FPPP /66 + /65 (10 + 10 g/cc)

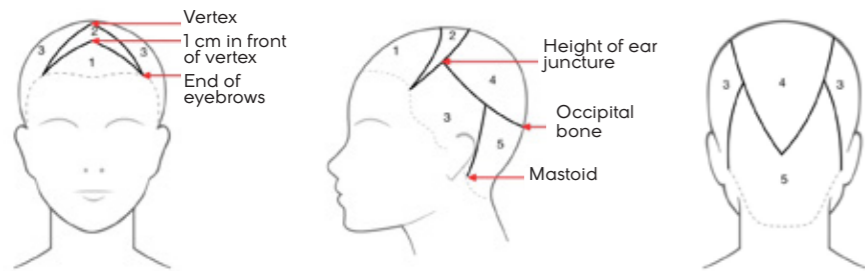
proposal #2 Scarlet Sway

FREE

INTERNATIONAL HAIRSTYLE
framesi

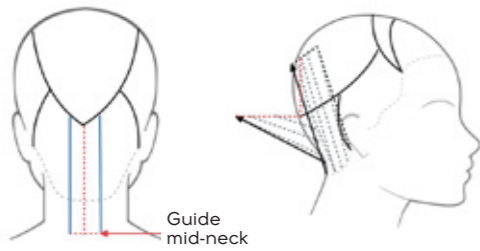


Sectioning

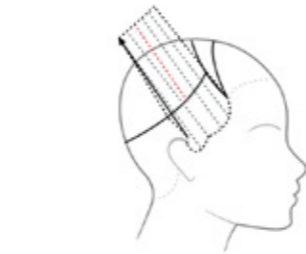


SECTIONS 1, 2, 3, 4, 5

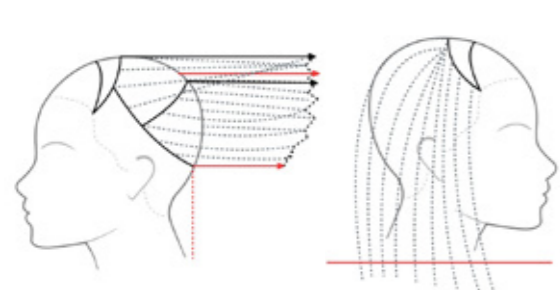
Cut



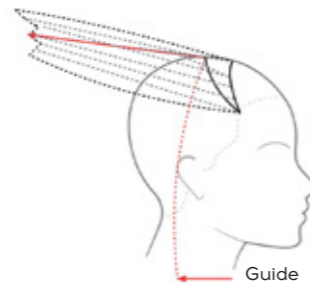
SECTION 5
Divide the section into three parts. At the top of sector 4, create a guide, cutting it at the mid-neck. Now, section off the central part perpendicularly and pinch cut square. Section off the side parts on their respective perpendiculars and pinch cut to the guide's length following the diagonal of sector 4.



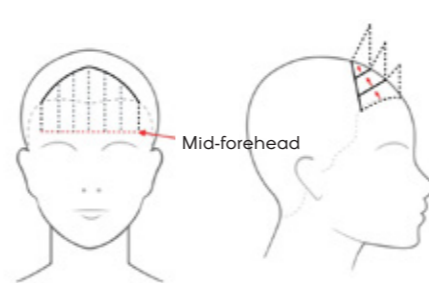
SECTION 3, right and left
Using the length obtained on the crown line as a guide, lift the side sections upward and pinch cut them diagonally.



SECTION 4
Divide the section horizontally at the center. At the occipital bone, create a guide by cutting it at the base of the neck. Using the Deep Point Cut Technique, cut the lower section high grade and the upper half square. Comb the entire section in natural fall and refine the perimeter keeping it square.



SECTION 2
Take a strand at the vertex and cut it at the base of the neck to create the guide. Bring the entire section backward and pinch cut medium-high grade on the guide.



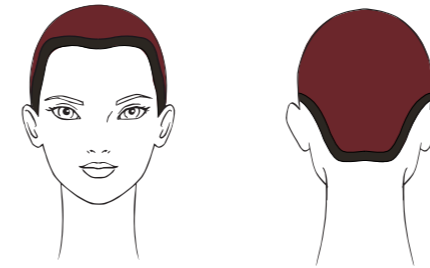
SECTION 1
Comb the hair natural fall and cut square at the mid-forehead. Now, horizontally divide the sector into three equal parts and cut square allowing the guide to travel.

Styling



For a perfect wet effect, generously spray **FOR-ME 326 Shine Me Brightly Curl Spray** and **FOR-ME 223 Bring Me to the Beach Salt Spray**, letting the hair air dry naturally. Once the hair is dry, run a flat iron over a few strands to create some flat waves and polish with **FOR-ME 124 Gloss Me Spray**.

Color



Isolate a sector about 1 cm wide along all the hairline.

Apply **Framcolor Eclectic 4IN** (30 g/cc) and isolate it with **LoLa Paper**.

Color the remaining hair with **Framcolor Eclectic 6RFE** (40 g/cc) + **5ME** (20 g/cc) + **4.26** (5 g/cc).



Alternative color proposal

FRAMCOLOR 2001/INTENSE	FRAMCOLOR GLAMOUR
Base 5.066 + 6.055 (10 + 30 g/cc)	Base 5.56 + 7.55 (30 + 10 g/cc)
Contrasts 4NP (30 g/cc)	Contrasts 4 (30 g/cc)

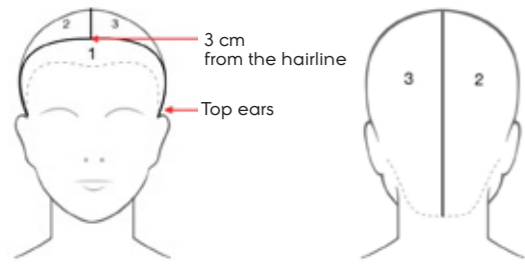
proposal #3 Twilight Veil

QUIET

INTERNATIONAL HAIR STYLE
framesi

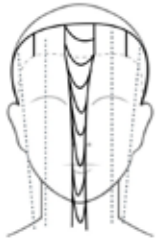


Sectioning

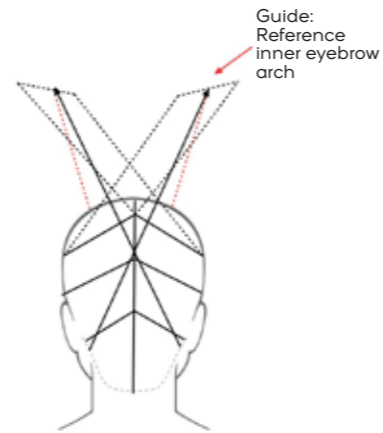


SECTIONS 1, 2, 3

Cut



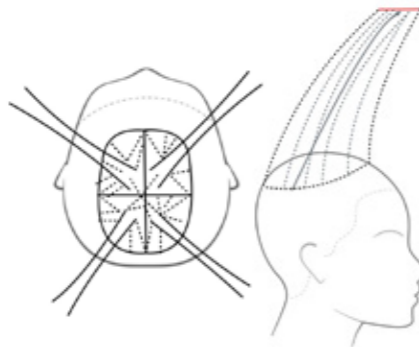
SECTION 1
Make 5 subsections and create 5 soft twists. Lighten each twist by "back combing" with blending shears. Now, join all five twists at the chin and remove any excess while turning your fingers upward.



SECTIONS 2 – 3
Make diagonal partings about 4 cm thick. Comb and cut to the opposite eyebrow arch and stationary guide.



Comb both sections forwards and connect section 1, using the Sliding Cut Technique, to the desired maximum length.



Create a circle around the center juncture and inside the crown area. Make four sections, twist the hair and lighten it from 10 cm away from roots to maximum length. Join the four twists, move slightly forwards and cut square to remove any excess.



Inside the eyebrow arches isolate a triangle with a height of 3 cm, twist the hair and "back comb" from the ends to the bridge of the nose using blending shears.

Styling

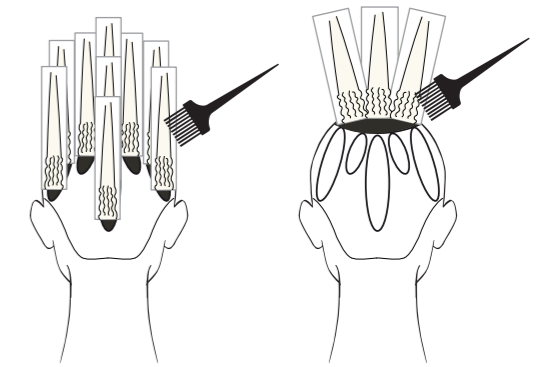


Pre-dry with a flat brush and apply **FOR-ME 221 Make Me Wavy Spray**. Complete the drying process by creating flat waves. Spray **FOR-ME 124 Gloss Me Spray** and open the waves with a wide-tooth comb. Set with **FOR-ME 406 Hold&Brush Me Hairspray**.

Color



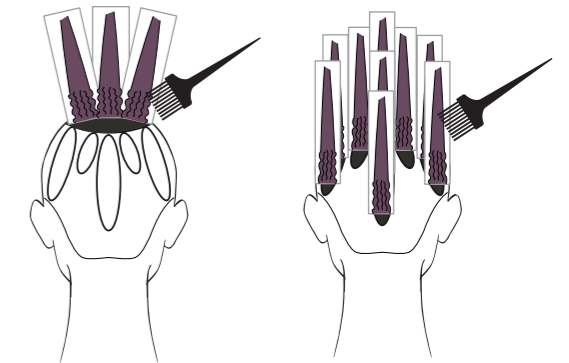
Petals technique:
Isolate a round section at the vertex and oval sections (in a petal shape) in two dimensions, as shown in the drawing.



Using **LoLa Paper** and **Decolor B Diamond**, make vertical highlights in the petals and some other highlights at the vertex, while back combing the hair.



Add depth to the base with **Framcolor 2001 Intense 6.022 (30 g/cc) + 4.0 (30 g/cc)**.



Lift the back combed sections up to level 8, then tone with **Framcolor Eclectic 4CVE (50 g/cc) + Framcolor Pure Pigment Plus /66 (5 g/cc)**.



Alternative color proposal

FRAMCOLOR GLAMOUR	FRAMCOLOR ECLECTIC/CARE
Base 4 + 6.22 (50 + 10 g/cc)	Base 5SE + 4IN (50 + 10 g/cc)
Tone 4.65 + 6.66 (30 + 10 g/cc)	Tone 4CVE + FPPP /66 (40 + 5 g/cc)

is THE HAIR TREND

2024 **STEP by STEP**

General Management
Fabio Franchina, Patrizia Caldera

Social-Economical Analysis
**C.I.M.F. Coordinamento
Informazioni di Mercato Framesi**

Framesi Research Center
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Daniele Carroli, Ombretta Locci**

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Art Directors & Fashion Consultants
Ilaria Pizzoferrato, Paolo Lungo

Makeup Artist
Silvia Dell'Orto

Global Technical Director
Armando Petracci

Italian Style Artistic Directors
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Davide Cichello, Gigi Guerretta**

Cutting Method Manager
Pino Di Tella

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Salvatore Giamborino, Davis Pozzobon,
Rita Montanari, Monica Odorizzi, Sara Peli,
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Hair Stylists Italian Style Framesi
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Christophe Di Giandomenico, Anastasios Kermos,
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Hair Stylists Italian Style USA
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Jeremy Abraham, Anthony Jefferson**