

March 2018  
@beautylaunchpad  
#beautylaunchpad

#TRENDINGNOW  
Fresh looks for the season

**SPICE**  
Devour the latest collection from John Paul Mitchell Systems

## ROCKER GRUNGE

### BEDHEAD MEETS '70S ROCKER FOR THIS COOL 'DO.

Perfect for guys with extra length or curly hair, this casual look celebrates the grit and glamour of the highly coveted rocker lifestyle. At Coach, models stormed down the runway with mussed manes, while the style at Giorgio Armani emphasized tousled tendrils with longer pieces hanging in men's faces for a more mysterious, sultry appearance. Here, Esquire Grooming barber Maurice den Exter shares a how-to sure to bring out his inner rocker.

#### GET THE LOOK

1. Apply thickening cream 1 as a cutting agent; use a comb and shears for the overall cut.
2. Start from the nape with small one-inch sections and work toward the occipital bone.
3. Use the pinch-cutting technique to slice-cut the hair from roots to ends, creating texture.
4. Detail the perimeter to craft an even length around the exterior outline.
5. Leave the hair longer from the fringe to the crown and parietal ridge to build up length.
6. Use a small amount of defining product 2 and comb hair. Tousle slightly at the crown.
7. Use a brush dryer 3 to dry hair.
8. Mist with finishing spray 4 to control flyaways.



- 1 V76 by Vaughn Grooming Cream @V76
- 2 Rejuvenol HydroWax @rejuvenol
- 3 Esquire Grooming Brush Dryer @esquiregrooming
- 4 Bain de Terre Infinite Hold Firm Finishing Spray @baindeterrepro

GIORGIO ARMANI

## MAKE GROOM

### THE SLICKED-BACK CLASSIC NEVER GOES OUT OF STYLE.

Timeless and sophisticated, a well-groomed mop makes any man look like a movie star—and is surprisingly low maintenance. The models at Dolce & Gabbana sported long layers on top with added volume for a playful take, while the hairstyles at Moncler Gamme Bleu were slicked down, lending a more conservative appearance. Whichever style your client opts for, one thing is for certain—he'll turn heads wherever he goes. Eufora national trainer Dana Caschetta shares tips on how to make your client look like he's stepped off the silver screen.



DOLCE & GABBANA

#### GET THE LOOK

1. Cleanse hair with shampoo 1. Apply a natural hold, medium- to high-shine pomade 2. Be sure to evenly distribute product from roots to ends by combing thoroughly.
2. Section hair off to one side using the arch of the eyebrow as a guide.
3. Blowdry style on low speed and medium heat, using a Denman 4 vent brush.
4. In the front, dry the roots upward and the ends back and under. Comb hair over once volume is set.
5. For the sides, dry the hair back following the head shape toward the nape of the neck.
6. Finish with a natural-hold spray if desired.



- 1 YHS Break Me Clarifying Shampoo @yhs-haircare
- 2 Eufora Hero Classic Pomade @eufora.hero
- 3 Denman D200-Flexible Vent Brush @denmanbrush

TOP RIGHT & BOTTOM LEFT: VICTOR VIRGILEGETTY; IMAGES (3); MONCLER GAMME BLEU; RESTROPIQUETTY; IMAGES; COURTESY OF MANUFACTURERS

## ROCKER GRUNGE

### BEDHEAD MEETS '70S ROCKER FOR THIS COOL 'DO.

Perfect for guys with extra length or curly hair, this casual look celebrates the grit and glamour of the highly coveted rocker lifestyle. At Coach, models stormed down the runway with mussed manes, while the style at Giorgio Armani emphasized tousled tendrils with longer pieces hanging in men's faces for a more mysterious, sultry appearance. Here, Esquire Grooming barber Maurice den Exter shares a how-to sure to bring out his inner rocker.

