

The Magazine for Salon Owners

# SalonNews

May 2002 \$5.00 Fairchild Publications

**peek show**

A SNEAK PREVIEW OF MAKEUP'S NEW FACE

**BACKSTAGE AT THE  
2002 ALTERNATIVE  
HAIR SHOW**

**CHAMPIONSHIP  
STYLE: COMPETING  
ON A GLOBAL LEVEL**

**STOCK OPTIONS:  
TIPS FOR BETTER  
INVENTORY CONTROL**

AS THE EVENING PERFORMANCE DRAWS NEAR, REHEARSAL BEGINS AND THE MODELS WHO ARE FINISHED HAVE TO FIND A WAY TO PASS THE TIME WITHOUT DISRUPTING THEIR CLOTHES, HAIR OR MAKEUP (THAT'S RIGHT, THEY'RE ACTUALLY READING BOOKS).



Bride" to Luis Alvarez's "Flamenco" to Floyd Kenyatta's "Ghetto Fab." Sometimes the presentations include humor, sometimes they make a social statement, and sometimes they are simply about beauty.

Participating teams in this year's Alternative Hair Show included: Klaus Peter Gchs (Germany), Mario Tricoci (USA), Luis Alvarez (USA), airstudiomario (Italy), Sam Biocato (USA), Teri Dougherty (USA), Burlingtons (UK), Rizo's (Spain), Robert Lobetta (USA), Samrizz (England), Floyd Kenyatta (USA), Nicholas French (USA), Koshuke Visual Network (Japan), Donato Salons and Spa (Canada), The Doves

(USA), Alan Edwards Salon (Scotland), and Vidal Sassoon (UK).

Visit [www.isnow.com](http://www.isnow.com) for more highlights from the show plus information about next year's Alternative Hair Show USA. ●

Since it's impossible to recapture the spirit of each of the 17 presentations in a photograph, we've decided to take you backstage at the Alternative Hair Show instead, to give you an idea of the incredible amount of work that goes into each three- to five-minute mini-show. Each member of each team donates their time and talent to the event. They begin planning their presentation, sometimes months in advance, picking a theme and a direction. Next they must begin gathering everything they will need to pull it off—models, costumes, makeup, music, choreography and, of course, hairstylists. Themes this year ran the gamut from Mario Tricoci's "Mating of the

AFTER PROBABLY 8 TO 10 HOURS OF PREPARATION, THE SHOW IS ABOUT TO GO ON. MORE THAN 3,500 PEOPLE WHO BRAVELY FACED ONE OF THE COLDEST NIGHTS OF THE YEAR TO COME TO THE ALTERNATIVE HAIR SHOW ARE SHUFFLING TO THEIR SEATS IN CHICAGO'S ROSEMONT THEATER, READY TO BE TAKEN ON 17 DIFFERENT ARTISTIC JOURNEYS, AND READY TO RAISE A LOT OF MONEY FOR A VERY GOOD CAUSE.

