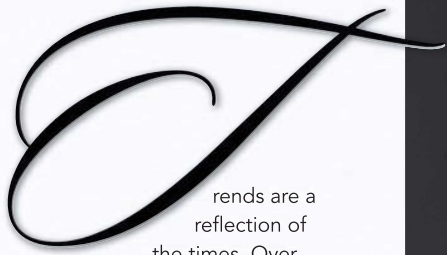


With bold colors and dynamic styling, Deborah Gavin's exclusive collection embodies what it means to play strong in a new era.
by Amy Dodds

Harmony Contradicted

Gavin created three distinct looks within the Harmony Contradicted collection, showcasing the trend's styling versatility. "The colors are 'matte' so they take on a different nuance," informs Gavin. "It creates a new interest unlike anything we have done before."

Photographer: Roberto Ligresti; haircolorist and stylist: Deborah Gavin; stylist: David Widjaja; this page: Black linen and metal lace top by Gucci, gemstone silver cuff by Kara Ross; opposite page: Red leather wrap dress by Reed Krakoff; choker by Gianpaolo Maria for Swarovski; makeup: David Maderich for MAC Cosmetics



rends are a reflection of the times. Over

the past couple of years, economic uncertainty has shaken our confidence, and this insecurity has led to quieter and subtler hairstyles. "I feel like now we're ready to take control back!" exclaims Deborah Gavin, Goldwell guest artist and salon owner. "Women especially want to be soft yet powerful, and that's what these looks imply." *Harmony Contradicted* is inspired by Goldwell's 2011 Color Zoom collection, Play Strong. "Play Strong is a vibrant interaction of contrasts featuring strong accents of black, white and red, plus the unconventional mix of asymmetrical and playful shapes," Gavin explains. The looks in *Harmony Contradicted* are predominately warm and cool reds that alternate in a chessboard-like pattern with matte black shades intermixed within.

In fact, the chessboard motif is the backbone of the entire trend. "Think of a chessboard: Some blocks are white, some black," Gavin relates. "Therefore a colorist would create alternation within those blocks." According to Gavin, the color choices themselves should also contrast in cool and warm tones or levels. "For example, you could create a solid block of cool color and alternate it with another solid block or detail slice of warm. To make the color palette more commercial, add the background foundation into the detail slices; to make the palette stronger, create more contrast in the tones and levels."

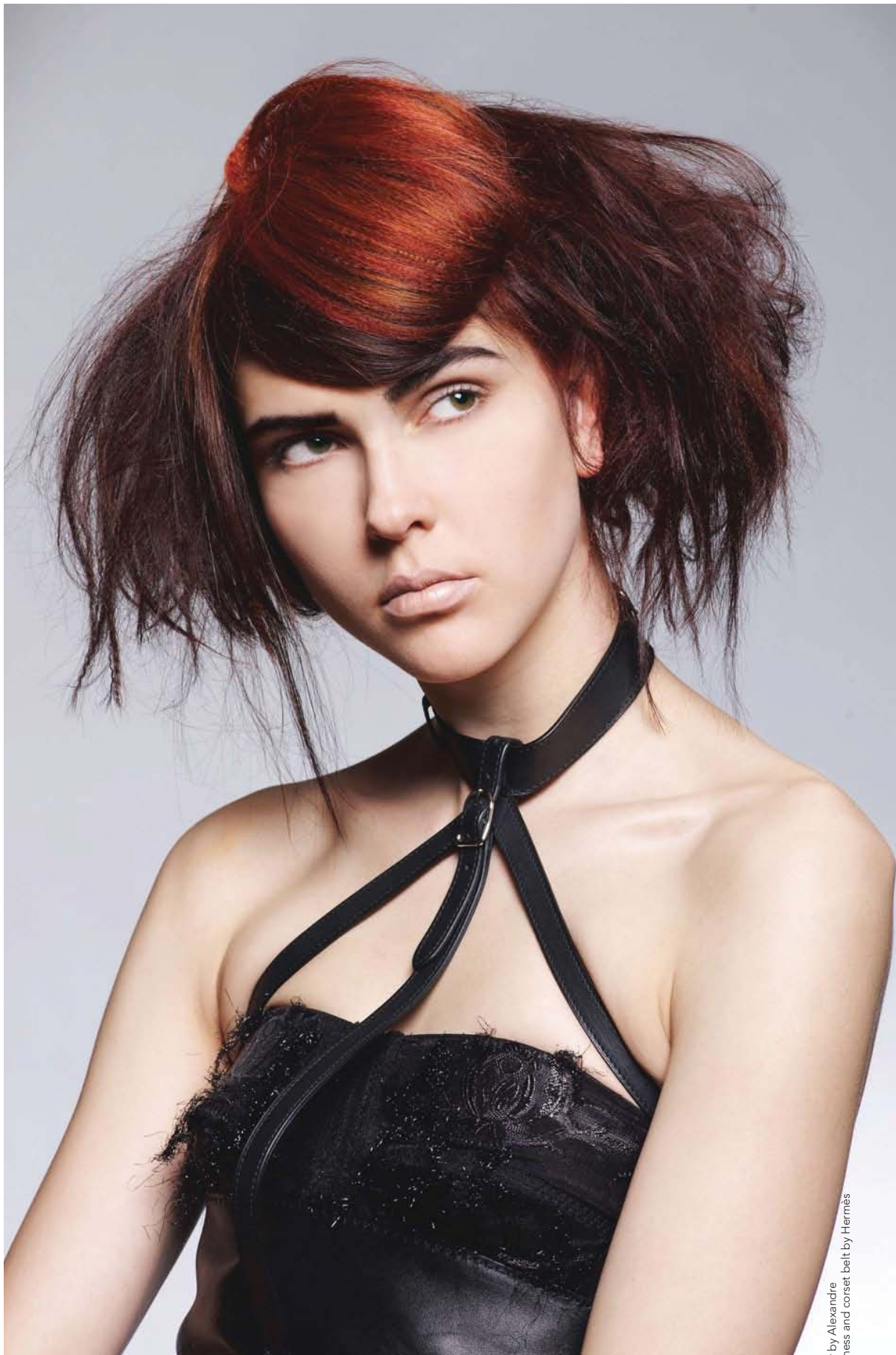


The styles embody a fun underlying aspect found in the chess motif: the equestrian feel that comes with the knight piece. "The mane of a horse was key for me," smiles Gavin.

Gavin especially likes the playfulness of the latest Goldwell trend. "As a colorist, these types of looks are my favorite," she enthuses. "As an artist, the fact that Color Zoom is a concept gives me the reigns to be creative—and the inspiration to do so." Gavin realizes that inspiration can be hard for colorists to find, especially when dealing with the day to day. But she also acknowledges that if clients aren't offered change, they go elsewhere—even the supermarket shelf. Above all else, Gavin says, it's the multitude of possibilities that she loves most about this new trend. "For me, Play Strong is all about powerful placement to create versatility for the client, inspiration for the hairdresser and it allows me to put my signature on my work, which grows my business. The end result doesn't have to be neon to catch attention, because the power is in the signature you give to the client."



Learn more about the *Harmony Contradicted* maestro herself, her views on mentoring and the best advice she ever received, plus additional stunning shots, at www.TheColoristMag.com/Harmony-Contradicted.



Chess pieces vary the world over, which Gavin finds rather inspiring: "That really rings strong with me because we as colorists are all different."

Both pages: Lurex bustier by Alexandre Herchovitch, leather harness and corset belt by Hermès

"Next year's trends can involve you!" Gavin exclaims. "Enter your photo into the Color Zoom challenge with Goldwell haircolor and you can compete with colorists from around the world live in Miami. Three global winners will then have the chance to work with a master team and be briefed so they can create the 2013 Color Zoom collection!" For more info, visit www.goldwell-northamerica.com.



Deborah Gavin, Goldwell international guest artist, says she has always loved art and English, and has a very analytical mind. "Through the years, I have figured out my love for art was meant to be for the canvas of hair," she reveals. "My love to write makes me document and blog the fun and emotion of our industry, and my analytical mindset makes me want to understand every detail of what I do and be able to translate and relay the information as a colorist and cutter."





Haircolor: Goldwell
Natural Level: 6
Existing Haircolor: Tinted level 4, getting progressively more opaque mid-shafts to ends
Hair Texture: Fine
Hair Condition: Healthy

FORMULA

Background Foundation: 30 ml Topchic 5RS, 20 ml Topchic 6RO + 50 ml 20-volume developer
Decolorizers

Less Lift Formula: 1 Scoop Silk Lift Gentle, 1 Silk Lift Intensive Conditioning Serum + 35 ml 20-volume developer

More Lift Formula: 1 Scoop Silk Lift Strong, 1 Silk Lift Intensive Conditioning Serum + 35 ml 20-volume developer

Multidimensional Colorations

Formula 1: 20 ml Elumen GK@ALL, 10 ml Elumen KK @ ALL, 20 ml Elumen BK@7

Formula 2: 20 ml Elumen RR@ALL, 20 ml Elumen AB@9, 2 ml Elumen NA@2

Overlay Formula 1: 30 ml Elumen GK@ALL, 20 ml Elumen BG@9

Overlay Formula 2: 30 ml Elumen Clear, 20 ml Elumen RR@ALL

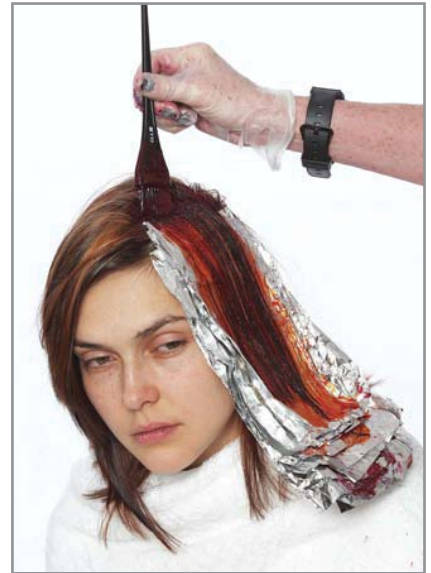
After Care Elumen Wash, Elumen Treat



STEP 1: Use varying squares and rectangular shapes to create blocks. Think about the hair design to decide where the blocks should be placed.



STEP 2: Decolorize blocks to lighten canvas based on pre-existing tint. Alternate between the Less Lift and More Lift formulas in varying blocks. Wash and dry hair.



STEP 3: After re-sectioning blocks, apply Background Foundation formula to alternating blocks.



STEP 4: In the opposite blocks, create multidimensional detail slices, alternating Formula #1 and Formula #2. Tap the Background Foundation formula on the base of each detail slice.



STEP 5: Wash and dry hair and re-create blocks.



STEP 6: Enhance the contrast further by alternating Overlay Formula #1 and Overlay Formula #2. Create separation of the blocks using thermal papers.

*Note: If canvas is at target level or above, Step 6 can be done alone to create a more free form application.