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IN TOUCH

Make Waves

Edgy and confident, fierce and provocative, the *Make Waves* collection by Goldwell International guest artist Deborah Gavin pushes the limits of conventional salon color. "I wanted to make each look bold, but at the same time, very wearable," explains Gavin, who's also the co-owner of Fresh Hair Studio

in Southampton, Pennsylvania. "I wanted to escape the boundaries of my own esthetic by taking a hue like golden blonde and then turning up its value with high-impact neon orange. Although the colors in my collection are high-contrast, the soft placement allows them to be transformed into completely wearable looks—you may just have to turn the shades down a notch."

While conceptualizing the looks, Gavin also dreamt up new ways to grow her color business, while at the same time remaining sensitive to her clients' wallets. "For me, it is always about the art of haircolor; but in the past couple of years, with the strained economy, I have had to keep the health of my color business as a whole in mind,"

notes Gavin. "This collection represents a sort of framework and reminder for me and my staff to continue to experiment with non-traditional ideas that can stretch our clients' color longer and still keep our business profitable." (Read more about Gavin and her salon on page 62!)



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