

summer 2012

bossygoss





I ♥ NY
 SO YOU THINK YOU CAN
COLOUR

Winner - Ellie Lamond (Milton)

What can I say? New York was amazing! Strolling through Central Park, shopping in the snow, staying in a magnificent hotel with views of Times Square. That was my story when I attended trend vision in New York this November after winning **bossy hair's** *So you think you can colour* Trend Vision colour competition. It doesn't get much better!

Trend vision was incredible, thousands of the most fashionable people in the world together doing what they do best - GREEAAAT HAIR!

I was truly inspired with the amazing hair particularly the presentation by Sassoon's international hair team. I noticed the 2012 trends were very 60s and 70s inspired with Farrah waves and lots of big, soft hair. Good to see we are also seeing a lot of this in the **bossy** salons (yes, Brisbane is in sync with

the stylish New Yorkers)

The evening event was so much fun with Jason Durullo as the entertainment and Patric Cameron the host.

Walking and exploring the streets of New York I noticed strong trends in male hair. Lots of longer styles and high shine products. Great to see such an emphasis on males looking good. High shine products like American Crew's Pomade and slicked styles are very in.

Thanks so much to Antoinette and Michael for the opportunity, not only to go to NYC, but also for the chance to be inspired and bring back great stories and new ideas for my clients. The experience has definitely confirmed that I'm in the right industry.

Can't wait for next year!

Bring it on!

Ellie xx

summer hair trends 2012

French twists are back, soft, messy and undone. Or coiffed and full (Audrey Hepburn, *Breakfast at Tiffanys*)

The blowdry is back, full and bouncy with a middle or low side part. The 70s and 80's are back with a vengeance but polished and even a little fuller and glamorous.

Modern, short, messy bobs (yes, the soft creative permanent wave is in again held back with a massive bobby pin).

Wet look (short or long) with lashings of Moroccan Oil. Very, very short fringes with any cut.

Colour wise

The trend is – pick a colour that suits you. Hand painted, softer ends or a bright hand painted gelato colour in semi permanent powders lasting a day or two.

“Will you be a dramatic bright block colour with a classic cut or a dramatic pixie crop with a classy block shiny colour?” Classic and renegade mix well.

For the blokes:

Shine and pomade are in. Slicked back undercuts with classic barbering and a longer top. Classic, schmick, rockabilly is back.

bubble pop electric

\$2200 raised for charity

bossy hair kicked off the silly season with a lovely big donation of over \$2200 to the Leukemia Foundation. Our showcase of fabulous fashion and hair – created by our amazing **bossy hair** apprentices – went off! They absolutely rocked it!

We put on a great show incorporating hair and fashion from different musical eras. After visiting the Leukemia Foundation's Mincom Village it was decided we would love to buy the patients and their families a beautiful outside bench to sit on and enjoy the peaceful surroundings of the Village during their treatments.

A feel good, love in night was had by all. A big heartfelt thankyou to all those who contributed (and there were many of you that kindly donated your time, skills and energy. A special thank you to Kelly and Sandra from our training academy! Also a big thanks to the businesses at Urban Village, Kelvin Grove - Chop Shop Butchers, Beadles on Quay, and Gerbinos Pasticceria & Bakery that supplied us with lashings of food all through the glorious night.



franchise owner of the year 2011

Congratulations to **Cindy Butt**, owner of the **Middle Park** salon – winner of the **Franchise Owner of the Year 2011!** Cindy is a hard worker and is aligned strongly with the **bossy hair** brand. She is resilient and focused. Well done, Cindy, and congratulations on winning a \$2000 travel voucher from Flight Centre.

Well done to the entire team at Middle Park.

salon of the year 2011

Congratulations also to **Bethany Probst** and her team at **Yeronga** for winning **Salon of the Year for 2011**. Great operations, steady sales increases, great mystery shopper results and strong KPI's – all that is required in a well run salon.

Well done, Team Yeronga!



marketing information

2012 should be a big year for **bossy hair**. We now have Facebook pages for our group and individual salons. Soon we will have on-line booking facilities and hopefully our own **bossy hair app** to

download to your mobile phone. Clients can then make their own appointments at their chosen salon at their convenience. We hope to have this released by mid-2012.



summer special offer
free beauty service with any colour

Valid 1 January — 18 February 2012. Conditions apply, please see in-salon for details.

bossy hair

...be fabulous

www.bossyhair.com.au

In between **bossy goss** editions, **bossy hair** will continue updating our website to ensure the most relevant resources are made available for all of our clients to see what's happening in the world of **bossy**, what's hot (and what's not!), and latest promotions.



And remember, you can also book your appointments online with a click of a button.

Airport Village
Albany Creek
Aspley
Bardon
Kelvin Grove
Buranda

Cannon Hill
Middle Park
Milton
Upper Mt Gravatt
Windsor
Yeronga

Share the love

25% off*



any service for you and a friend

Do you know someone who could love the **bossy** experience as much as you do? Invite them to give us a try, and we'll give them **25% off their first visit**.

And, even better, we'll give you **25% off your next service** just for recommending us!

Be sure to grab a 'Refer a Friend' card from us at reception, and ask your friend to bring it along to their first visit.

So share the bossy love... and share the savings!

*Conditions apply. Please present this card to receive discount. Not valid with any other offers or discounts. Offer only valid Mon-Thurs, and only at salon where card issued. Maximum value of discount no more than \$30.00.