

PRAVANA

NEVO

PRAVANA
EDITORIAL
STYLING
101

Featuring
NAHA 2013
Editorial Stylist
of the Year
SHERRI JESSEE

BUILD
YOUR BEST
PORTFOLIO

*What
makes an*
EDITORIAL
STYLIST ?

SOCIAL MEDIA &
MARKETING TIPS

EXCLUSIVE:
5 GORGEOUS
HOW-TO'S



WHO IS SHERRI JESSEE?



Sherri Jessee is an internationally renowned hair and makeup artist with a unique, feminine approach to beauty. She has more than 20 years experience as a salon owner, stylist and top platform artist, that validate her amazing talent in hair, makeup, editorial and fashion/runway work.

Her work has been published in hundreds of magazines spanning 6 continents and her accolades include being named 2014 NAHA Editorial Finalist and 2013 North American Editorial Stylist of the Year. Sherri is also a recent recipient of the "President's" and "Createur de Mode" awards for her work with Intercoiffure Mondial in Paris, France.

As preferred stylist for MISS VIRGINIA USA and a founding member of the Intercoiffure Artistic Team, when she isn't jet-setting to Sydney, Mumbai or Milan, Sherri can be found working in her full service boutique salon, Sherri's Hair Salon, in Bristol, Virginia. See Sherri's complete portfolio and list of accolades at www.sherrijessee.com.

EDITORIAL HAIR STYLING:

Want to expand your profile beyond the doors of your salon? Do you dream of being an inspiration around the nation, styling celebrities and models on photoshoot sets? Is building your local salon clientele and establishing yourself as a local trendsetter your interest? Whether you're looking to promote yourself locally or globally, understanding what it takes to become an effective editorial stylist will only be of benefit.

PRAVANA, a purveyor of cutting edge education that complements its unparalleled, high-performance styling and hair care products, partnered with one of the best in the business to provide essential tips on mastering editorial styling.

Read on to learn firsthand from the best of the best – 2013 NAHA Editorial Stylist Winner and PRAVANA Guest Artist Sherri Jessee – on how she built her career and how you can do the same!

INCLUDING DETAILS ON:

- » Steps to building a career behind the scenes
- » How to market yourself
- » What makes an editorial hair stylist
- » Breaking into freelance
- » Building an enviable portfolio
- » Cultivating relationships with agencies, photographers, stylists, designers, clients and press
- » Tools of the trade: website/social networks, resume, business cards, comp cards, media kits
- » Creating and staying on top of trends, techniques and getting noticed for it

Also included are 5 styling step-by-steps for a variety of exciting, fashion-forward looks Sherri Jessee created for an exclusive PRAVANA Styling Sessions Campaign.

SHERRI'S TIPS:

THE ROAD TO SUCCESSFUL EDITORIAL STYLING

» WHAT IS AN EDITORIAL STYLIST?

Editorial stylists create hair designs that are photographed and submitted for print publication. Seeing your work live on forever in the beautiful images of a magazine is a rewarding experience. Although those opportunities are typically unpaid, the greater reward is seeing your work in print and knowing that others will be inspired, which will in turn build your profile and attract clientele from all over the world. Additionally, this exposure can lead to collaborations, runway work, endorsements and international advertising campaigns with global brands.

» WHAT DOES IT TAKE

A career behind-the-scenes is exciting, fun, and rewarding, but it begins and ends with a lot of hard work. Once your goal is set, the research, practice, design and execution of your plan begins.

» DETERMINE YOUR PROFESSIONAL AND PERSONAL AMBITION.

Do you lean towards the imaginative world of avant-garde or are you looking to set the trends for the hottest celebrities? Knowing specifically who you are enables you to set your sights on where you will take your career.

» HONE YOUR CRAFT.

Constantly research, design and practice. Salon industry networking sites like BehindtheChair.com, Hairbrained, and Bangstyle are excellent places to not only learn and be inspired, but to also feature your own work.

» BUILD YOUR SOCIAL MEDIA PRESENCE AND FANBASE.

This creates the visibility you will need while simultaneously serving as an online portfolio and resume.

» PRODUCE QUALITY PHOTOSHOOTS.

Having the right team of models, photographers, and makeup artists makes all the difference when producing images that will represent your work. Always make sure the theme, concepts and looks of your photoshoots represent and reflect trends.

» TARGET AND SOLICIT THE MEDIA.

Go after the magazines, companies, or production companies that you want to collaborate with or be featured on. Take the necessary steps to submit your work and portfolio.

» DON'T EVER STOP AT THE FIRST SIGN OF REJECTION.

It can take a long time to get your foot in the door. Never give up!

» MARKET YOURSELF:

As a stylist trying to break into editorial work, it is very important that you start building and creating your "brand." Like every brand, public relations is essential in getting noticed by the masses. Once the public hears about you and starts to identify what signifies your brand or look, then you will see how quickly the dream you once had can become reality.

» CREATE AND BUILD YOUR BRAND IDENTITY:

Establish what your most notable skill is, embellish it and put your personal spin on it. If you're great at upstyling and want to pursue this, focus on it and learn everything you can to master this specific aspect of your craft. Same can be said for hair color, make-up, men's styling or any other specific aspect of our profession.

» PR AND PROMOTE YOURSELF:

Get acquainted with the various professional trade media outlets. Typically, magazines work against an editorial-themed calendar. Reach out for this information, so you can plan accordingly and submit work that is based around their focus.

- » **BUILD A WEBSITE** - A website is your “digital resume.” This is the best way you can showcase your work and have it easily available for instant views worldwide.
- » **SOCIAL NETWORKING** - Building social media presence is one of the best (and free!) ways to grow your business and reinforce your brand. It’s an opportunity to directly network with beauty professionals across the nation, display your best work in a controlled online forum, and give current and potential clients an inside look at the exciting things you are doing behind the chair. Join social channels such as Facebook, Instagram and Pinterest, and post something every day. Don’t be afraid to mix it up and occasionally include fun quotes, personal industry inspiration, and appropriate tidbits about you as a person. Make sure to include your contact or salon information on your profile. Learn which hashtags are most beneficial to include on your posts. Take before-and-after photos to truly showcase the transformation. Watermark your photos so if they spread virally, people know where they originated. Give your clients, models, photographers, etc. a shout-out by tagging them in the photo. They will be thrilled about the feature, and are likely to then share among their friend circle as well. Lastly, stay social! This is your opportunity to directly connect with potential clients. Be helpful and professional, share tips and tricks, respond in a timely manner and show your fanbase why YOU are one to follow.
- » **RESUME** - Credit everyone you have worked with and make note of any publications you’ve been featured or published in, as well as the education or mentoring you’ve received.
- » **BUSINESS CARDS** - Work with a freelance graphic designer to get business cards printed and take them everywhere you go.
- » **MEDIA KIT** - Your media kit is a collection of published work. This will become your form of references as you continue to grow. As soon as you get coverage, post it on your website and social media. Begin building your portfolio with not only your work, but the work that was published.

» BECOMING A SUCCESSFUL FREELANCE EDITORIAL STYLIST:

Unless you get hired as a staff stylist or beauty consultant for a magazine, you’ll submit your work as a freelance stylist. Working independently requires constantly selling and promoting yourself to acquire jobs. Believe in the “power of portfolio” as it is the best representation of your work and talent.

Travel is a big part of freelance work. While most print magazine take place in New York, television and commercial work typically is housed in Los Angeles. Once your portfolio is developed, look for agency representation to help secure and coordinate assignments. Essentially, they should do some of the selling for you.

If extensive travel and relocation is not an option, the bridal business is a great way to work freelance. Stylists who work on location creating beautiful hair and makeup for weddings are highly sought after, and brides are willing to pay top dollar for these services. For this type of work, it is also important to have a portfolio on hand to share with potential clients.



» SUBMITTING YOUR WORK

It's important that you seek out what magazines are looking for directionally and then provide a unique and interesting slant on the subject. Be ahead of what's trending!

» **SEASONALITY AND TIMELINESS** - Print publications work with a long lead time (online outlets are a bit shorter), requiring work for consideration to be submitted at least 3 months from publishing dates. Plan to execute a photoshoot including retouching and crafting the written techniques an additional month in advance. It is important that you project your collection or photoshoot focus based upon what will be trending at the time of publish dates. For example, a bridal-themed collection should be shot in the Winter, so you can present to editors in the early Spring, before Summer wedding season.

» GROUND RULES FOR MAKING MATERIALS COVERAGE-WORTHY

MODEL SELECTION: Select models that represent your brand and give you the flexibility to achieve the look you want to create.

RELEVANCE: Create looks that are seasonal and applicable to the publications and target audience.

TRENDSSETTING: New techniques on styling in hair will ALWAYS be newsworthy because stylists are constantly hungry for education and new techniques. Give them something they have never seen before, something that makes styling easier or something so stunning they have to re-create. Trend forecasting is an actual art. It takes a lot of research and digging. Look to magazines from all around the world for insight into the future of fashion, because beauty and hair trends will suit. Seasonal runway shows are probably the best form of insight into what the future holds for trends. Take what you see and put your spin on it – continuously stamping your brand and identity on your work.

BEHIND THE SCENES WITH AN EDITORIAL STYLIST



PREP HAIR BEFORE STYLING

1. On clean hair, apply **NEVO Intense Therapy**. Brush through the hair from scalp to ends.
2. Apply **NEVO Model Behavior** lightly through mid-shaft to ends. Brush through.
3. Apply 2-3 pumps of **NEVO Full Volume** to the root area for lift.
4. Switch the natural part over to create volume and sweep in the fringe. Rough dry.
5. Section the hair. Blow dry, working up from the bottom with a round bristle brush.

TIP: Prior to styling the model was lightened using lightened using **PRAVANA Pure Light Power Lightener**.



STYLE 1: WAVE SET

PRODUCTS FEATURED



NEVO Invisible Control



NEVO Super Shape



NEVO Hydra Pearls



1

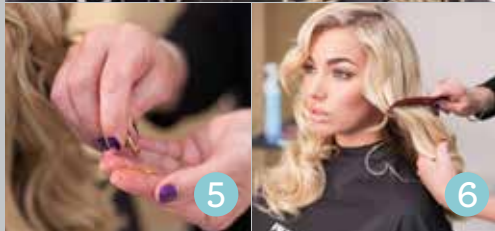
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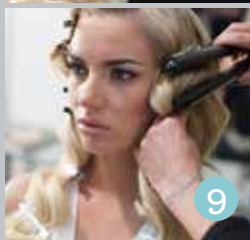
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7



8



9



10

1. Start with smooth, dry hair.

2. Apply a light mist of NEVO Invisible Control.

3. Begin in the nape, ironing the hair with a 1" wand, working up in small ¼" sections, twisting and wrapping the hair around the wand, vertically. Spray each curl with NEVO Super Shape to set. Allow the curl to cool in the hand before setting down.

4. Moving into the sides and up to the top of the head, work in small ¼" horizontal sections, twisting ends away from the face.

5. Allow set to cool. Apply NEVO Hydra Pearls throughout.

6. Using a wide tooth comb, lightly comb out the set.

7. Working from the bottom up, back-comb at the root throughout, using a teasing brush, smooth and set with NEVO Super Shape.

8. Form the curls into an undulating wave pattern, and set with duck-bill clips.

9. Using a flat iron, lightly press the mid-section of the wave, creating the ridge as in a finger wave. Allow the set to cool.

10. Remove clips. Smooth the ends and set with NEVO Super Shape.

{ TIP: Find more great education at pravana.com }



STYLE 2: TEASED WAVES



1. Start with a **Wave Set**. Brush out the wave set, and create a center part.
2. Starting in the center back, taking strands of hair between forefinger and thumb, finger-tease each strand, from mid-shaft to ends, below the parietal ridge.
3. Spray with NEVO Super Shape for all-day humidity defense and hold.

PRODUCT
FEATURED



NEVO Super Shape



NEVO

INTENSE THERAPY
leave-in treatment



{ **THE FIRST STEP** }
TO ANY STYLE }

"In a life as crazy as mine, with as much traveling as I do, I need to rely on products that do more than one thing. Nothing takes care of hair better than **NEVO Intense Therapy**. It does more than double-duty by working as a great cutting lotion, detangler, porosity equalizer and thermal protectant. "

- **SHERRI JESSEE**





STYLE 3: TOP VOLUME UPSTYLE



PRODUCTS FEATURED



NEVO Super Shape



NEVO Lived-In



1. Start with **Teased Waves**.

2. Apply NEVO Lived-In at the root in the crown area, creating back-combed texture.

3. Leaving the fringe out, twist diagonal-forward sections up and back towards the crown and pin into place. Continue around into the back, twisting and pulling hair up towards the crown from the nape, and securing with bobby pins.

4. Repeat through the other side and into the back.

5. Apply NEVO Lived-In through the ends to create a rough texture. Finish with NEVO Super Shape.



5

{ **TIP:** Love this style? Check out PRAVANA 180 for more great styling tips, tricks and tutorials! }



STYLE 4: AVANT-GARDE

Using pre-done hair pieces in a style can quickly take create avant-garde textures. For this look, a low fringe of pre-done finger-waved extensions were placed across the forehead.

1. Start with the **Top Volume Upstyle**.
2. To prepare the extensions, apply a generous amount of NEVO Total Fixation to wet wefts of human hair to achieve firm hold.
3. Using the fine teeth of a cutting comb, carve in a deep finger waved pattern. Allow to air dry.
4. Lift up textured hair at the sides and slide the waved extensions in. Adjust to suit the style and pin in place.

PRODUCT FEATURED



NEVO Total Fixation



STYLE 5: VA-VA-VOOM VOLUME

The most amazing styles can be created when the proper foundation products are used. Our final sexy, casual look was created effortlessly at the end of the long day. A true testament to the amazing NEVO products.

1. Start with **Avant-Garde**.
2. Remove extensions. Brush hair out and back to re-activate NEVO Full Volume.
3. Comb fingers back through the hair creating separation and direction away from the face.
4. Push and scrunch the hair towards the face, and set with NEVO Super Shape.

PRODUCTS FEATURED



NEVO Full Volume



NEVO Super Shape

NEVO {STYLING COLLECTION}



FULL VOLUME
volumizing foam



- Weightless formula provides maximum volume.
- **Cottonseed Proteins** plump individual hair strands.
- Zero Alcohol | Zero VOC's.



MODEL BEHAVIOR
styling creme



- Lightweight shaping creme defines curls & polishes waves. Boosts shine while taming frizz.
- **Hydrolyzed Oat Protein** provides moisture & conditioning.
- Workable hold with luminous shine.



INVISIBLE CONTROL
manipulator mist



- Heat-activated control mist that doubles as a thermal protectant.
- **Soy Protein** provides moisture, shine, and body.
- Provides internal control and support while leaving hair workable.



SUPER SHAPE
hair spray



- Achieve every level of hold with this best-selling, hair-perfecting hair spray.
- Exclusive micro-polymer builds control and hold from the inside out.
- Defends against humidity.
- Adheres to the strictest environmental regulations.

workable HOLD, volume & texture
for a naturally sexy, lived-in look



TOTAL FIXATION
firm hold gel



- Strong, all-day hold and control.
- Clean, 100% Vegan gel with zero flaking and buildup.
- Firm texture for spiky, controlled styles.
- **Soy Protein** and **Sunflower Seed Extract** conditions and fights frizz.



LIVED-IN
powder potion



- Totally unique, never-before-seen styling product.
- Powder transforms to a lightweight, velvety pomade.
- Builds the foundation for styles.
- Instantaneously creates coveted second-day texture.



TWIST
fiber paste



- A versatile and malleable paste.
- Combines the strength of gel with the flexibility of pomade.
- Gives shine, resiliency and definition to all hair types.
- **Lightweight fibers** allow for complete control to style, spike and twist.



DETAIL
shine & define polish



- A unique pomade that provides a natural luster and clean definition.
- Create shine-sculpted style with staying power.
- Light, gel-like consistency to sleek and smooth.
- Long-lasting style, structure and form.

unique styling built on
innovation, versatility & performance

NEVO

*Ultimate Color Care,
Lustrous Condition,
GUARANTEED.*

