

# Capelli

*Trend Report Fall/Winter 2009*



## Styles for 2009



. **Shaggy Layers.** Whether you have short or long hair, coarse and fine hair, all can benefit with texture! Texture gives volume a boost; it is great for that pieced effect.

**Curl.** If you don't have natural curl, never fear, you can get the look with a large barrel iron held vertically. After you are finished curling your hair, gently finger-comb to give the ringlets a looser, less defined curl.

**Sleek Longer Bobs.** Bobs are getting longer this season, with the length hitting at the collarbone. Blow-dry with a round

brush, then flat iron for that ultra smooth, sleek finish.

**Fringe.** Nothing softens the face, and accents your eyes like a nicely placed fringe, whether it is a side swept fringe or a strong blunt fringe. Ask your stylists, which fringe is the best look for you.

For those women who love variety, embrace the option of hair extensions! M. J. Capelli now carries ready-to-wear Clip-In Hair Extensions. These hair extensions are made with high quality hair and are extremely easy to use!



## Winter Color Trends for 2009

With the warmer tones of this seasons color palette, look for richer hues with hair color. Cocoa brunets, Milk Chocolate brown, mocha browns, spicy coppers, radiant reds and golden blondes are the leading shades.

Getting tired of the same old shade, just tweaking your shade with the color customization that M. J. Capelli offers,

will make that shade uniquely yours!

Taking it just a step farther, add 1 to 3 additional accent shades to add depth and dimension to your style!

Discover the Capelli Difference. Specialize your hair color with a custom blend color with the **M. J. Capelli Color Experts!**

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## Fall 2009 Styles

Have style in an instant with your jacket this season. Structured jackets are a hit, leading the way with a military feel with nipped in waists.

It will be incredibly hard to stop with just one pair of boots this season. Many styles offering fringe, riding, slouch, buckles, platforms and even open toed are being seen everywhere!

Hoop earrings in many different sizes and designs are updating this classic!

Pencil Skirts seen in several different lengths to slim the hips.

Oversized Blouses with billowy sleeves with an inner layer of chiffon to add femininity.

## Hair Mistakes That Age You Most

**Too Short!** If you do like to go short, keep it slightly shaggy. You will look more modern with maintenance being easier without blunt lines.

**Too long.** Excessive length can drag hair down, pulling your features right along with it. The worst offender; long, one length, with a center part. Instead consider a choppy bob that sits just below the collarbone.

**Too Dark.** Extremely dark hair against a light scalp makes thinning more visible. It also casts shadows on your skin so the wrinkles on your face look more pronounced. Instead go two to three shades lighter with either permanent color or highlights around your face.

**Too Light.** Hair the same tone as your complexion washes you out. Instead add a bit of contrast to give your skin a healthier glow by adding deeper lowlights.

**Too Drab.** Gray hair doesn't have to add 10 years – as long as you keep the color vibrant. Use anti-yellowing shampoos and shine serums to keep it bright with shine.

## Top 10 Colors for Women's Fashions for Winter 2009

