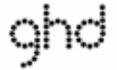


ANTONIO GIOVANNI

H A I R D R E S S I N G



Welcome!

Happy summer salon followers and welcome back to a very long overdue salon newsletter. (Oh not again I hear you say)

Well we are afraid so, because we don't want to risk falling into the category of 'any other salon'

We love what we do and although we take our work very seriously we don't take ourselves too seriously.

Spread across the pages of this newsletter will be the usual stuff, salon gossip, product news, fashion tips/predictions and any other nitty gritty we can squeeze in without getting too much of a backlash from the team.

#pushtheboundaries

#salonbanter

#dontcheckthegrammer



The Contouring Look

Influenced by the current hit make-up trend, contouring is now brought to hair. Hair contouring is a hand crafted colour technique adapted to the face shape that will change the way colourists work to enhance facial features. Transformative contouring is breaking the status quo with a special colour placement that transforms any look.

Market research has shown us that 55% of women are after a *'subtle and natural looking hair colour'*

Bespoke to each client contouring uses placements of colour to create the deception of light and shade, defining and re-contouring any face shape to compliment natural skin tone and eye colour by highlighting the most beautiful features to create unique personalised results.

If you're keen to see how this could work for you, speak to your stylist.

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International Connections.

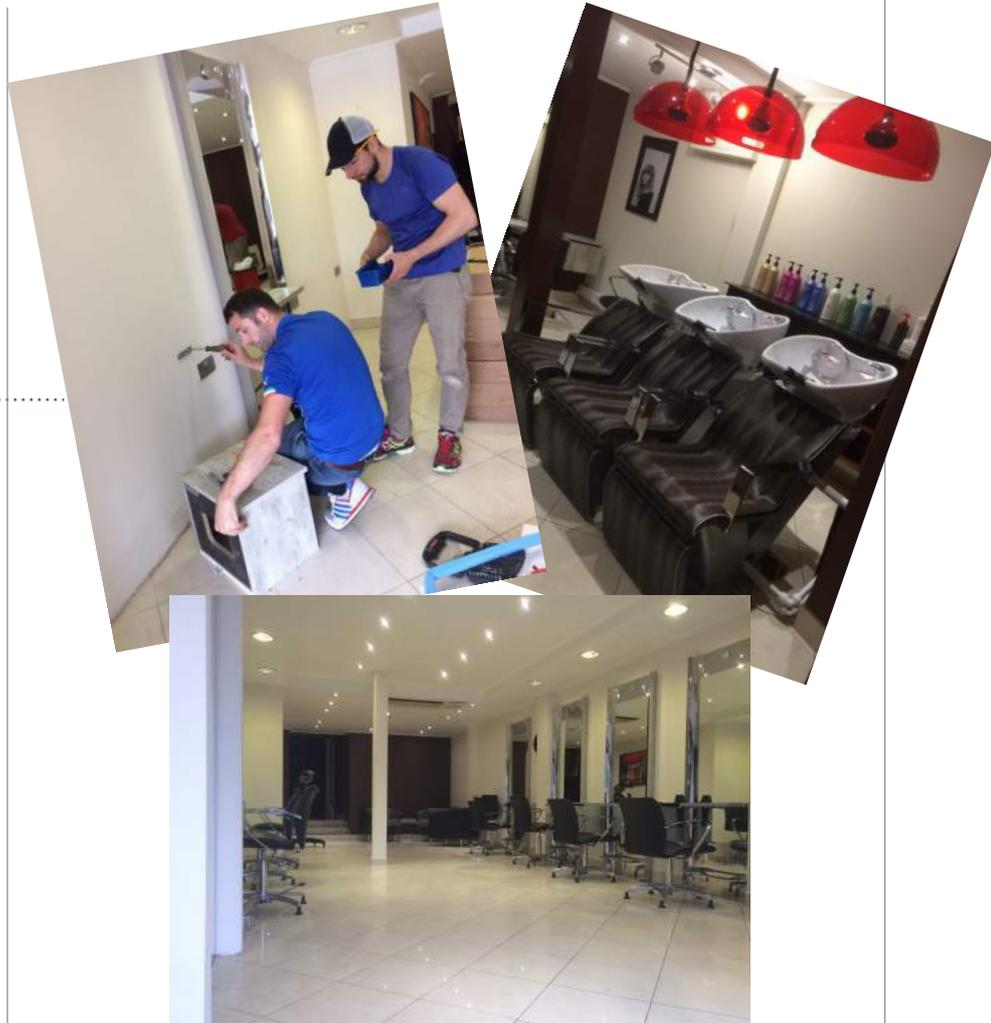
We have always boasted a certain International connection in our salons, what with Antonio's 2 year venture to Italy.

We now also have a strong Spanish contingent with the one and only couple... George and Pia. They have been with us for over a year now and have finally acclimatised back to the UK weather patterns!

George and Pia are great company and have a wealth of hairdressing knowledge as well as some juicy Spanish gossip from their 15 year tenure in Marbella.

Working Monday to Saturday in our Friars Street salon they are fast building their clientele so call early to avoid disappointment.

#notimeforsiesta #latinfever #styleroyalty



Since our last newsletter, most of our clients will know that a lot has changed in our Norwich Road branch (01473254280). We had a complete re-fit and finally Antonio managed to get some animal print incorporated into the furniture! (*he just*

loves animal print, especially when it comes to his pj's!!) #nofur

#noanimalswereharmed #chucklebrothers #tometoyou



Moving swiftly on, apologies for the pj pic, no idea how that got into my

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personal collection!

Can we just take this moment to give a shout out to Amy, one of our resident stylists at the Norwich Road salon. Amy has just informed us that it's 7 years to the day since she embarked on her apprenticeship with us. Moving up the ladder through commitment and hard work has helped Amy become an established and respected member of our team. Great all round hairdresser with a natural flair for hair up.

Available for weddings/proms/barmitzvahs *#beentherelongerthanthefurniture*
#neverlookedback #no7yearitch



As no doubt lots of you will have seen or heard Vinnie made his TV debut on Sky's Wild Things!
If you missed it, where were you and what was more important than watching a full grown man



running through a forest with his beloved dressed as a giant chicken?!

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Some unpleasantries were exchanged throughout the game show but we are happy to report the relationship surprisingly survived and in fact Vinnie has now developed a new found love for chickens and can often be spotted chilling in the coop!!

Now that's enough!

No more messing about we want this newsletter to be informative and interesting as well as funny.

Here we go with some.....

AUTUMN/WINTER FASHION NEWS



Fashion is definitely throwing some absurd but revolutionary ideas our way for Autumn/Winter.

For example when Chanel asked Karl Lagerfeld to build them a launchpad style catwalk in the middle of the Grande

Palais for Paris Fashion Week the 'Futuristic Fabric' was unveiled.

Out rolled the Fluid Silver Lamè, iridescent foil and even Chainmail as a party fabric.



Don't worry though this doesn't mean we are going to be sending you out with tin foil in your hair any time soon.

What we could see as a result is more

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precision cutting with stronger shapes to go with the powerful new fashion trends that dictate so much of what goes on.

Not sure those foil quilt jackets are gonna catch on though.....

You'll be pleased to know we are nearing the end of our newsletter now, but not without bringing you one last treat for anybody who has got to this point without giving up.

Sam ❤️

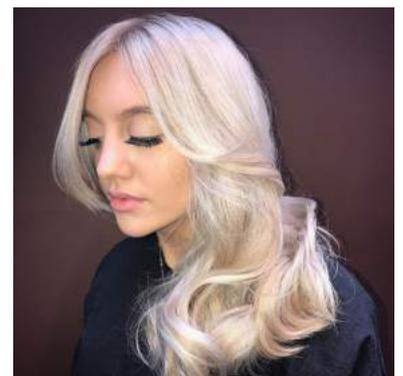
Tuesday's



Sam loves Tuesdays is now up and running at our Friars Street branch. Sam is waiting to take your appointment. Another home grown talent Sam has really shown his eye for colour in recent months and is slowly but surely starting to get his own little fan club/clientele built up.

Read and see for yourselves what the guy is capable of and if you like what you see then why not book in with Sam on a Tuesday at Friars and claim 50% off your colour when booked with a full priced Cut and Blow-dry.

"Sam was the first hairdresser to colour my hair, after a couple of sessions in the salon my hair was the Ashy blonde I wanted. Sam takes his time, communicates with you and delivers a lovely and friendly atmosphere." Ella Hills July 17



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"I have had my hair done by Sam for about a year and a half now and I wouldn't want to go to anyone else.

I love that Sam always supports me in my frequent wish for a change but that he also gives me his advice in what he thinks would be nice and he is right each time. Sam makes me feel so comfortable, relaxed and I always walk out of the salon feeling amazing." - Nicole Smallman

Sam ❤️ Tuesdays t&c's

50% off only when booked with a full priced cut and blow-dry (£27.50)

Only valid on Tuesday's (obviously!)

No other promotions to be used with the love we share on Tuesdays

Skin test may be required 48hrs before any colour work

Any other queries call Sam on 01473 210951 (Friars street)

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Well that's it I'm afraid followers, we have run out of material and laid our souls bare for you all to read about. We do hope you have enjoyed reading our newsletter and we promise we will return in the autumn to follow up with more exciting news and lots more fashion/hair related material.

Thank you for taking the time to read this and we really do look forward to seeing you all in our salons very soon.

HAPPY HOLIDAYS!!! Xx

AGTEAM

[Wwww.antoniogiovanni.co.uk](http://www.antoniogiovanni.co.uk)