



Hairdresser-Stylist In The Process Of Creating A Modern Look: From Idea To Hairstyle.

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Abstract: The article highlights the creative process and the main stages of professional activity of a hairdresser-stylist in the context of individual modeling of modern hairstyles. The role of the creative approach in the formation of new forms and silhouettes, which are important components of creating a holistic artistic image, is considered. The mechanisms of combining individual features of the client's appearance with current fashion trends are analyzed. The importance of a harmonious combination of the idea, form, style and technical execution of the hairstyle is emphasized. Particular attention is paid to defining the essence of new fashion and the general idea that influences the creative decisions of a hairdresser-stylist. The materials of the article may be useful for professionals in the beauty industry, teachers and students of specialized educational institutions.

Keywords: style, hairstyle, modeling, hairdresser-stylist, fashion, functionality, creative process, artistic image.

Introduction. Art plays an important role in the development of aesthetic taste. It comprehensively shapes and develops a person: deepens and directs emotions, excites imagination, makes the mind work, forms moral principles and broadens horizons. The formation of a person's individual style can be influenced by literary images, paintings, movie characters, concepts from the world of music, which nowadays often create even style trends by themselves, the characteristic features of which are manifested in individual styles of people. Therefore, a hairdresser-stylist will certainly take this into account during his work, and in most cases, during individual modeling, he takes it as a basis.

The purpose of the study. To reveal the creative process and stages of work of a hairdresser-stylist in individual hairstyle modeling during the development of new forms and silhouettes of hairstyles, which are necessary elements for creating artistic images, to reveal the essence of new fashion and its general idea.

Presentation of the main research material. The creative process of creating hairstyles and haircuts is closely related to creativity in any other type of human activity. The work of creating new hairstyle models is essentially the closest thing to the art of a sculptor. Hairstyle is the same sculpture, since, participating in the design of the human head, it contributes to the creation of an artistic image as a whole [2, P. 22].

When modeling a hairstyle, the hairdresser or stylist identifies its functional purpose and aesthetic goals, that is, the conditions under which the hairstyle will be used.

Depending on this, the creative process in each case will have its own characteristics, since the purpose of the hairstyle and the conditions of its use dictate to some extent its form. The search for the form figuratively reveals the content of the hairstyle and is an artistic task facing the hairdresser-stylist.

The work of a style hairdresser in individual modeling is to work with each person individually, so when starting to work on any hairstyle (everyday, entertainment, etc.), the stylist first of all tries to identify the artistic image of a particular person, the object of hairstyle modeling [1, P. 234].

Depending on the task of modeling (development of everyday, competitive, theatrical and other hairstyles) and taking into account the artistic image of the modeling object, the hairdresser has one or another idea, a plan, i.e. an approximate idea of the nature of the future hairstyle, which complements the image or, conversely, contributes to the transformation of a person. In this case, the degree of transformation is very important, since even a refining hairstyle that complements the image may contain an element of transformation.

Fashion interpretation occurs most often within the framework of style trends. All the variety of hairstyle forms in their style can be summarized into three main groups: hairstyles of classic and strict forms, hairstyles of sports forms, hairstyles of “fantasy”, which makes it possible to express themselves in every current fashion for almost all people, and hairdressers - to work fruitfully on creating hairstyle forms for any purpose, in our case - on the images of modeling objects (Fig. 1).

The choice of a particular model solution often depends largely on the purpose of the hairstyle. For example, for an evening women's hairstyle, you can use both classic and fantasy forms, for everyday models - sports and classic (in spectacular models of any style trends, the form is always presented too exaggerated) [1, P. 236].



Fig. 1. Classic evening hairstyle model

Sometimes the following solution is also possible: in order to present the image of a beautiful girl in an evening version in a particularly effective way, a hairdresser-stylist, if there is a fancy dress, creates an extremely modest hairstyle in contrast. The use of a fancy hairstyle in such cases is not always justified, because, according to stylists, there is an excess of decor. However, when trying to achieve elegance, they try to associate a fantasy hairstyle with clothes of classic shapes or with sports-style clothes, but no effect, except for comic, is obtained.

The quality of artistic language is determined by its expressive capabilities. The main signs of the language that a hairdresser-stylist must learn and understand in the process of training are: geometric shape, size, weight, texture, color, surface character, and decoration. Therefore, using the primary elements of the form in their different states with the help of a number of compositional links, ratios (proportions, scale, rhythm, symmetry), using various kinds of associations, a hairdresser-stylist can build a particular image.

At the first stage of working on the image, the hairdresser-stylist should turn to various creative sources, trying to enrich his imagination and fantasy, taking into account the life of modern society, the historical past, works of fiction, cinema, theater, and current proposals of other authors [3, P. 75].

Individual motifs taken from these sources contribute to the maturation and concretization of the hairdresser's own idea, the embodiment of his/her idea in an artistic image.

A motif in arts and crafts is an artistic element that forms the basis of a composition. The nature of the motif, its sources often determine the style of the artistic solution of the hairstyle.

When working on a hairstyle composition, a hairdresser-stylist strives to create a certain artistic image, and the hairstyle in relation to the costume in most cases is subordinate. Very often, the motivating impulse when working on a hairstyle composition may be some detail of clothing [5, P. 18].

For example, the presence of such a piece of clothing as a high collar can have a decisive influence on the formation of a hairstyle idea. Therefore, already at the initial stage of work on the composition, the hairdresser-stylist should understand that all the hair of the hairstyle model being developed will be raised up, and this will determine the direction of further search for a form to express figurative content.

This kind of search allows a hairdresser-stylist to imagine a technological program with a high degree of accuracy, that is, a sequence of technical actions that are generally suitable for the implementation of the idea (Fig. 2, 3).

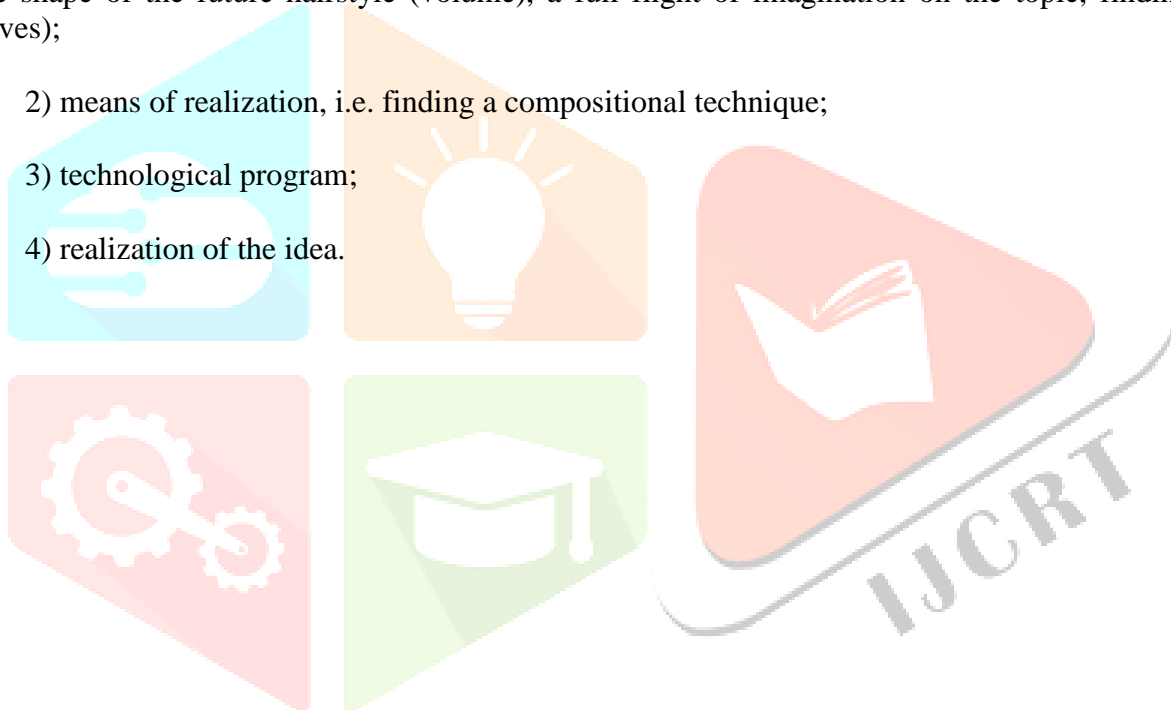
Considering that in the initial stage of the formation of the idea, elements of intuitive and random are possible, the creative process of creating a hairstyle can still be represented in the form of the following sequence [2, P. 27]:

1) a comprehensive perception and awareness of the era, style, fashion, hairstyle idea, a general idea of the shape of the future hairstyle (volume), a full flight of imagination on the topic, finding a motive (motives);

2) means of realization, i.e. finding a compositional technique;

3) technological program;

4) realization of the idea.



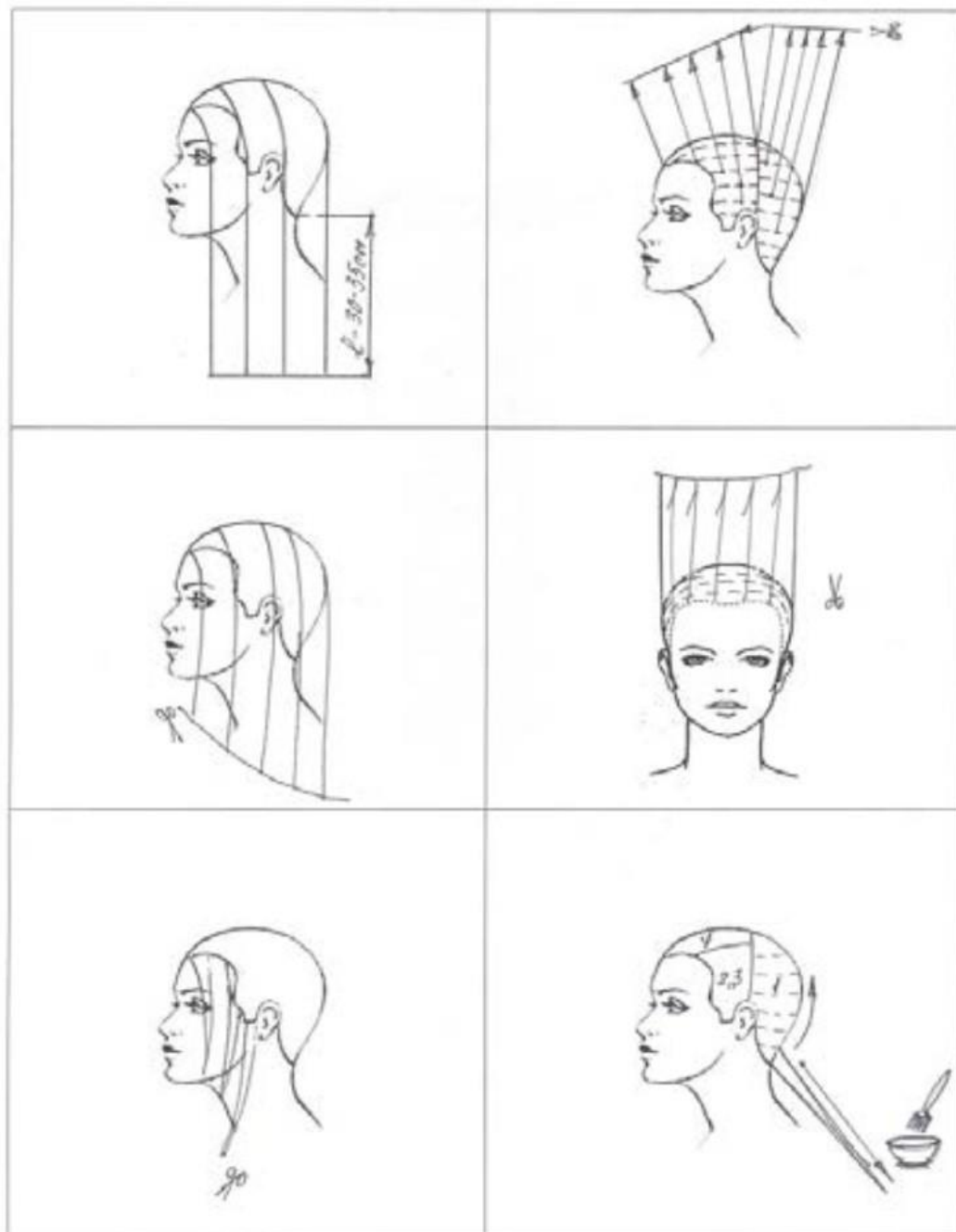


Fig. 2. Flow chart of preparatory work
(haircuts and hair coloring)

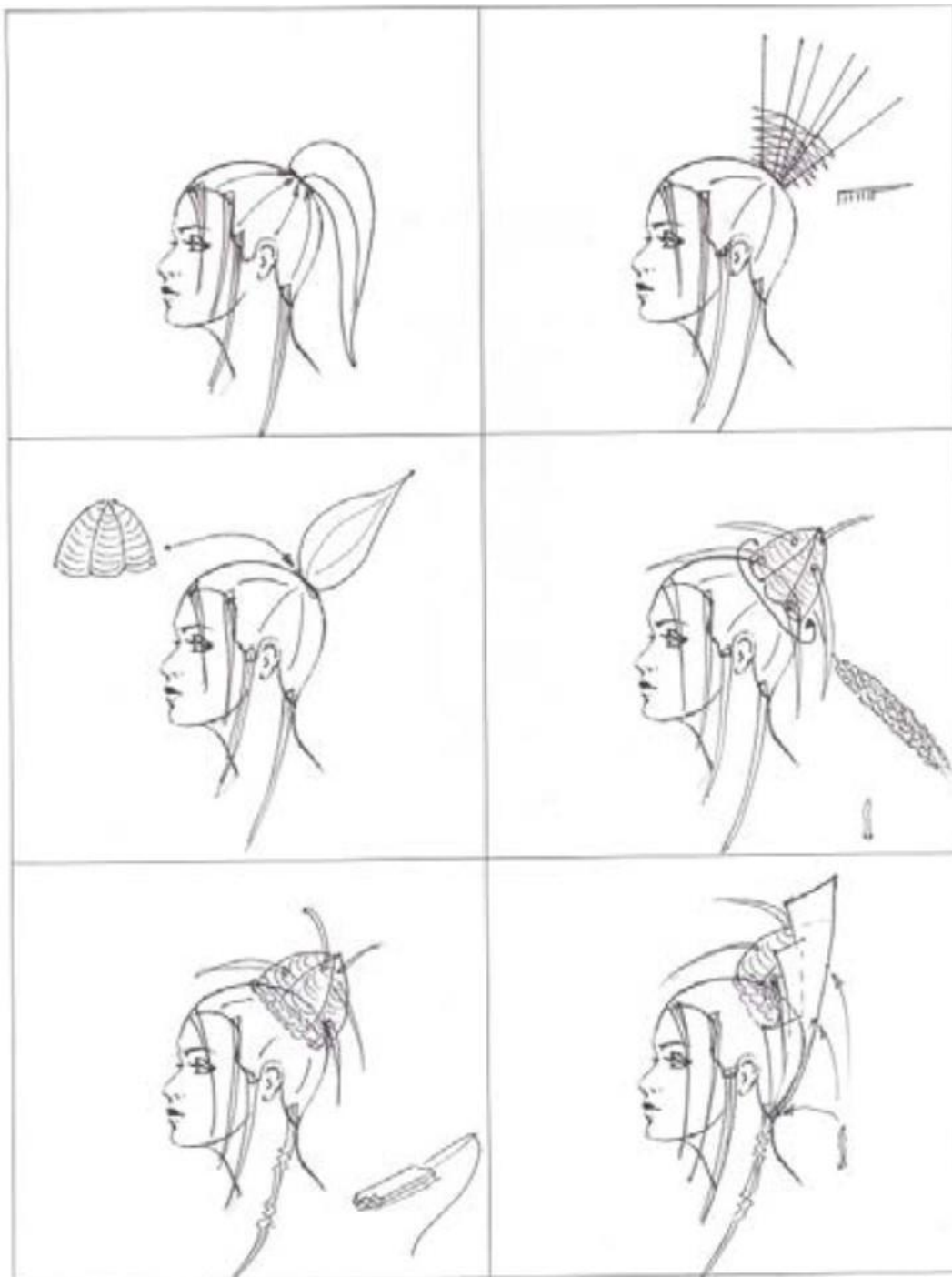


Fig. 3. Technological chart of hairstyle execution

The creative process of creating a hairstyle takes place in stages: first, the general shape is determined, then details are gradually added, and in the end, a clear, complete image is obtained.

The process of creating an artistic image in the mind of a fashion designer is very complex, most often it is associated with the appearance of not one single image, but several images that appear one after another, close or different (Fig. 4).



Fig. 4. The complete image is created

At the initial stage of work, a drawing can play a very important role in creating a model. It is advisable to fix the image that arises in the mind on paper, which will allow you to supplement, clarify and check your mental work. Hairdressers-stylists first convey the idea in a drawing, then refine it in sketches and finalize it in a working draft. Working with a wig mounted on a mannequin makes it even closer to reality. However, if it is necessary to review a large number of options, such work will be associated with significant time costs [4, P. 53].

Constantly having a specific form in front of him, the stylist can more easily arrange or modify the details and sees the design of the hairstyle, its features and can predict with a high degree of confidence the technical means of obtaining parts, their combination, the technological sequence of operations to create a hairstyle.

However, no matter how important the preparatory work using all the technical means of modeling is, the creative process of creating a model is completed only when the hairstyle itself is created. The most important feature of modeling hairstyles and haircuts is that a hairdresser-stylist, unlike fashion designers of other professions, carries out the entire range of work on creating a model independently and personally, up to the creation of the hairstyle itself. A hairdresser-stylist must be able to comb well, since in the process of combing (finalizing the hairstyle) he can get a slightly different expression of his idea, which will help improve the artistic qualities of the model. In hairstyle design, the construction is usually considered to be the system of building a hairstyle, that is, a set of technological methods for obtaining individual parts through the use of various tools and accessories, as well as technological methods of connecting them in a model (layout).

In everyday work, the design is called the constructive and technological scheme of the model (the sequence of haircuts and the styling technology of this model). Complete constructive and technological documentation of a model is technological instructions, sketches and diagrams that facilitate the construction of parts and hairstyles in general; they indicate the ratio of hair lengths in certain areas of the head and methods of their processing (filing, graduation), explain the features of the composition in the light of artistic and fashion requirements and specify the use of tools and accessories, features of combing, taking into account the texture, color, decorative finishes of various styles of this model; recommendations are given on the use of The sketches with the hairstyle included in this documentation are given in the angles that best characterize the model (for example, full-face, profile, three-quarter turn, rear view).

For a hairdresser-stylist, drawing is very important. In addition to a technical means of modeling, the drawing contributes to the rapid dissemination of the model among specialists in this field.

At various seminars held to introduce new hairstyles and haircuts as quickly as possible, a stylist can use a drawing to show the features of fashionable silhouettes more clearly, even exaggerating them in the drawing for greater understanding. The drawing helps the hairdresser-stylist to clearly show the proportions, show the main details and explain how to make them in front of a large audience. And only in the drawn scheme the hairdresser-stylist can give a complete picture of all the features of the new model [1, P. 319].

Models that have been recognized at a competition or developed in design and technology bureaus are very common in the work of hairdressers-stylists. In the first case, the model is distributed through the publication of photographs in newspapers and magazines, in the second - it, along with a complete design and technological development, is placed in special publications: professional magazines, advertising booklets, express bulletins.

Conclusion. Possession of professional knowledge and the ability to think in artistic images are key components of the successful work of a hairdresser-stylist. It is thanks to this that they can not only reproduce already known forms, but also create unique, innovative images that meet modern trends in hairstyle modeling. The creative process in this field is a step-by-step work that begins with a general idea, which is gradually refined through details, and ends with a specific and complete result. Drawing and sketching are important tools for visualizing ideas, allowing you to convey the proportions, details, and methods of creating them to a large audience as clearly as possible. The ability to choose the right artistic and technical means to realize the conceived image allows the hairdresser-stylist to constantly look for new ways in modeling, improve their skills and meet the requirements of modern fashion. Thus, creativity in hairdressing is a combination of deep knowledge, artistic vision and technical skill, which together form the basis for creating unique, vivid images.

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