

TREND TO WATCH: TEXTURED HAIR

With the messy bed-head look on its way out, 2017 is all about effortlessly textured hair. "Texture happens to be this year's biggest trend in men's hair care," says Jason Clemons, educational/creative director at Donald Scott NYC. His prediction: "2017 is going to be the year of short, choppy textured hair for the male clientele." To get your haircuts on point, Clemons recommends having the right razor and hair products to reduce flyaways and provide a seamless glide for texturing hair quickly.

Imperial Barber Products' co-founder Pedro Zermeno agrees, adding that while trends come and go, classic looks are always in style. "The trend in 2017 is more of a Steampunk meets 1940s classic—it's wild in the sense of hair color and short clipper cuts with long strands in certain parts of the head," Zermeno says.

Layrite's director of education Mitchel Wilson says that while retro looks conjuring up old-school barbershop vibes (à la Desi Arnaz or "Mad Men" characters) have been fashionable for the past few years, more recently, there is a push towards what he calls "modern texture."

"There are two sides to it: One is retaining the retro vibe of the barbershop with things like pomade and the side part. But, there are a lot of barbers starting to innovate by pushing it with their shear work and adding texture to the top—so think more along the lines of James Dean for shorter styles for guys," Wilson says, adding that today's barbers are taking androgynous looks that used to be in style and giving them a more chiseled feel and masculine edge.

TRY THIS TREND

"Start your haircuts out right by using Donald Scott NYC's **Swivel Twist Razor** and **Prepare Liquid Tool Glide** to achieve the most amount of movement in the least amount of time," Clemons says. With zero tension on the wrist, this razor is perfectly designed to achieve shorter shapes and textured looks. When combined with the tool glide, enriched with coconut and sunflower oils for easy texturing of the hair when wet or dry, this is one trend you can master for your clients in no time. **Suggested Retail**

Price: \$34.95 (razor) and \$18.50 (6.7 oz tool glide), donaldscottnyc.com



"These new trends will take a few minutes to do it right, so Imperial Barber Products took the time to make products for now and the future," Zermeno says. For the unruly, choppy look that's all the rage, grab their water-based **Classic Pomade**, which has an adjustable strength based on how much water you use with it—hair can even be restyled by adding just a bit of water. **SRP:** \$22 (6 oz), imperialbarberproducts.com



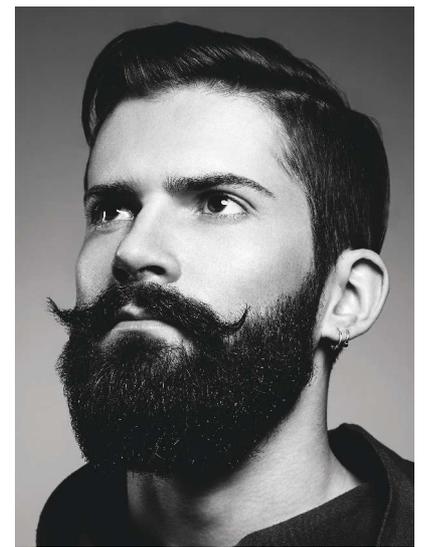
"Expect all the fades, undercuts and pompadours to continue their popularity, especially when combined with a full, well-groomed beard."

—Garry Jackson, Garry's Barber Shop

For a medium hold that won't look waxy or stiff, Layrite's water-based **Natural Matte Cream** adds shape and definition to hair without weighing it down. This cream is ideal for those clients seeking a more "natural" look, as its clean matte finish leaves strands with a healthy and smooth sheen. Water-soluble and reworkable, it'll even provide wavy and curly hair with frizz-free flexibility. **SRP:** \$18 (4.25 oz), store.layrite.com



To sculpt your clients' hair and create bolder shapes and textures that last all day, grab Denman's versatile **Jack Dean Styling Paste**. Created for the man with an active lifestyle in mind, it'll allow you to take hairstyles to new heights on damp or dry hair in minutes. **SRP:** \$26.40 (3.5 oz), denmanbrushus.com



TREND TO WATCH: WELL-GROOMED BEARDS

For the well-groomed man, it's only fitting that his beard is equally maintained. Barber Garry Jackson, owner of Garry's Barber Shop in Northern Ireland, says, "Expect all the fades, undercuts and pompadours to continue their popularity, especially when combined with a full, well-groomed beard."

Zermeno adds that No-Shave November (the act of not shaving during November to support cancer awareness), which started in 2003, has drastically popularized men's facial hair in recent years. And while long beards are still in, the trend is shifting toward keeping them well-groomed. "As long as it looks groomed, society accepts it," he says.

Wilson says that he has noticed male customers coming into the barbershop and asking for tips on how to look more refined when it comes to their hair and beards. "Men's grooming is making the man that much sharper, that much more presentable. Guys are asking more about hygiene and the steps to a more polished image," he says.