

American SALON

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Ken Paves

Dramatic looks from
HairUWear

BOHO CHIC

Matrix's Chrystofer Benson lets loose with a new collection

MEASURE OF A MAN

MENSDEPT.'s Kurt Kueffner pays homage to the barbershop



To achieve these texture-heavy looks, the Visionary Icon team relied on styling products from the Matrix Design Pulse collection, as well as a variety of techniques including raking out set curls with their fingers, crimping and adding wefts for structure.

FREE SPIRITS

Tousled texture meets high fashion in New York Bohemian, the new collection from the Visionary Icon team led by Matrix Artistic Director Chrystofer Benson.

Matrix Artistic Director Chrystofer Benson and award-winning photographer Joseph Cartright recently worked with five aspiring editorial hairstylists—April Cavendar, Greta Coston, Lorena Dominguez, 2012 Matrix Spread the Love winner Todd Kane and Danielle Keasling—in New York City at Visionary Icon, a hands-on workshop that teaches hairstylists from around the country how to create a one-of-a-kind fashion and beauty editorial collection. The result of their collaboration is New York Bohemian, a combination of wild textures and punk-rock shapes with a touch of prim elegance. “The team executed this story line beautifully on both a beauty and editorial level,” Benson says. “And beyond that, they grew as artists.” ☞ —Jolene Turner



PHOTOGRAPHY AND ART DIRECTION: JOSEPH CARTRIGHT; MAKEUP: KIM BAKER; FASHION STYLING: VISIONARY/ICON TEAM