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BIOGRAPHY

Gad Cohen gives new meaning to the word “beauty.” His unconventional methods redefine individual style– he sees the whole person, not just a head of hair. Like a sculptor chiseling marble, he brings out the beauty within to create a whole new you.

Cohen continues to leave his mark on celebrities, models, fashion houses, magazines and corporate clients – his work is legendary in the industry. His magic touch has graced the likes of Naomi Campbell, Ashley Judd, Christy Turlington, Paula Zahn, and Heather Locklear.

As an editorial and advertising hairstylist, American *Vogue* named Cohen top three hair stylist in the nation. Cohen’s work has been published in *Vogue*, *Harper’s Bazaar*, *Glamour*, *Allure*, and *Vanity Fair*, and for clients such as L’Oreal, Estee Lauder, Revlon, and Cover Girl. He has worked with many of the world’s leading talents in fashion: photographers such as Steven Meisel, Patrick Demarchelier, Irving Penn, and Richard Avedon, and houses including Chanel, Christian Dior, Donna Karan, Michael Kors, Vera Wang, and more.

Having appeared on many shows throughout his career, Cohen is no stranger to the television industry. As media spokesperson for Dove’s Real Woman campaign, Cohen appeared on numerous shows such as Good Morning America. Finesse named Cohen one of the world’s top stylists, featuring him in a futuristic exhibition. Remington consulted with Cohen to develop and promote a line of hair care appliances.



GAD COHEN

94 Eighth Avenue
New York, New York 1001

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Email: gad@gadcohen.net

CAREER

GAD COHEN INC. New York, New York 1988–Pres
President

- Creates customizes styles for high profile clients in a private atelier
- Consults with major corporations on product development
- Media spokes persons for major corporations on new product launches
- Appears on major television networks for make-over & styling segments

GAD STUDIO New York, New York 1985–1988
Salon Owner

- Owned and operated a 5,000 square foot salon on West 57th street
- Hired, trained & managed a staff of 30 stylists
- Editorial hair stylist for top fashion magazines & designers

LA COUPE SALON Montreal, Canada 1980–1982
Creative Director

- Hired, trained & managed a staff of 20 stylists
- Commuted between Montreal & New York locations

WEBSITE

www.gadcohen.com

CONSULTING

CONSULTING PROJECTS

- Unilever – spokesperson for Dove’s “Real Women” campaign
- Spectrum Brands– media tour spokesperson for new Remington hair care appliances
- Food Network– images consultant & program makeover for Sandra Lee of Semi-Homemade
- Pfizer / Pharmacia– spokesperson for Progain product launch
- Avon– product development & planning for the Avon Centre Spa at Trump Tower
- Barneys New York– competitive research, interior design & planning for Barneys Spa

LANGAUGES

- Fluent in French; proficient in Italian

REFERENCES

- Available upon request

GLOBAL FASHION

Fashion Magazines

- Vogue
- Glamour
- Town & Country
- Allure
- Harpers Bazaar
- Elle
- GQ
- Esquire
- Vanity Fair
- Cosmopolitan
- More

Fashion Photographers

- Irving Penn
- Steven Meisel
- Richard Avedon
- Francesco Scavullo
- Michel Comte
- Herb Ritts
- Patrick Demarchelier
- Wayne Maser
- Walter Chin
- Steven Klein

Designer Fashion Shows

- Ralph Lauren
- Calvin Klein
- Donna Karen
- Chanel
- Christian Dior
- Kenzo
- Yohji Yamamoto
- Azzedine Alaia
- Versace

ADVERTISING & MEDIA

Fashion Advertising Campaigns

- Calvin Klein
- Ralph Lauren
- Gap
- Missoni
- Chanel
- Versace
- Valentino
- Kenzo

Beauty Advertising Campaigns

- Clairol
- L'Oreal
- Cover Girl
- Revlon
- Estee Lauder
- Prescriptives

Television Appearances

- Good Morning America
- Today Show
- E! Entertainment
- Oxygen
- Womens Entertainment
- The Learning Channel
- Style Network
- Regis & Kelly

CLIENTELE

Celebrity Clients

- Ashley Judd
- Cindy Crawford
- Christy Turlington
- Naomi Campbell
- Jaclyn Smith
- Julia Stiles
- Brooke Shields
- Glenn Close
- Heather Locklear
- Claudio Schiffer
- Melanie Griffith
- Barbra Streisand
- Rene Russo

Private Clients

- Paula Zahn- CNN Anchor
- Vera Wang- CEO Vera Wang Inc.
- Andrea Robinson- President Estee Lauder
- Anna Wintour- Vogue Editor in Chief
- Linda Wells- Allure Editor-in-Chief
- Amy Astley- Teen Vogue- Editor-in-Chief
- Felicia Milewicz- Glamour Beauty Editor
- Tatiana Rosak- Vice President Ralph Lauren
- Susan Read- Golf Editor in Chief
- Lisa Sepulveda- CEO Euro RSCG
- Bonnie Pressman- President Tahari
- Gina O'Brien- President Company Agenda

TESTIMONIALS

"The Gad Effect – When I get my hair done by Gad, I know it's going to look not just great but gorgeous. People literally stop me on the street, in the elevator and at work and tell me how amazing I look. That is priceless."

Mary McLean, Executive Beauty Editor, Glamour

"Going to see Gad was like going for my own personal magazine makeover. I arrived with a haircut I'd had – and liked – for a long time. But Gad saw another, more sophisticated possibility. And while my color set, he did my makeup. By the time we were finished, I felt pampered and pretty. And I do every time I leave his studio.

Gad is unbelievably generous with his time, his enthusiasm and his creativity. He works so hard when I'm in his chair that there's almost no work at all for me when I do my own hair. I love my new look and it's changed my whole attitude about my appearance."

Patricia McCormick, Best Selling Author

"Whether it's for an editor's letter, regular cuts or parties, Gad is my go to stylist. He's brilliant, talented, experienced, and I'm privileged to call him my friend."

Susan K. Reed, Director of Strategy & Innovation, Auburn Media

"I have worked with Gad Cohen since I was Beauty Editor of Vogue magazine. Gad's ability to understand hair and makeup for the modern woman of all ages is unparalleled."

Andrea Q. Robinson, past President Tom Ford Beauty & Prescriptives Brands, Beauty Editor Vogue

"Don't be discouraged by Cohen's insultingly robust head of hair. He is a master of fine hair, gives an intelligent, sleek cut that actually seems to build VOLUME. This man can clearly work magic."

Linda Wells, Editor in Chief, Allure

"Gad is a genius. He is the God of transformation! Gad looks at a woman and knows exactly what is right for her. He is quick and has tremendous confidence– every woman should be touched by Gad!"

Felicia Milewicz, Beauty and Health Director, Glamour

"Gad never fails to make me look gorgeous! He's such a pleasure to work with on shoots. On what's hot–he's always in the know. And to top it off, he's a doll!"

Emme Aronson, founder of EmmeNation.com and Author of True Beauty & Life's Little Emergencies



GLAMOUR

108

HOLIDAY LUXURIES WE CAN ALL AFFORD

Great Sex for Every Woman

Read Page 155—
Thank Us Tonight!

Yes!
25 WAYS TO NEVER, EVER LOOK TIRED

PAGE 102

Nicole
Her Life Secrets—
and More Inspiration
From Hillary, Tyra &
All Our Superstar
WOMEN OF THE YEAR

Eat What You Like!

Holiday Food Without Holiday Hips: the Hungry Woman's Plan

Beauty • glamover



BEFORE:
"I didn't know how to style my hair without straightening it first."

"Now I Love My Hair!"

This reader's new look will convince you to skip the styling torture and get back to your natural hair texture.

The hair Nina Wales, 25, a marketing pro, had fried her ends from daily flat-ironing. NYC stylist Gad Cohen snipped them off and shaped a full Afro. Says Wales, "I can do my hair in just 10 minutes!"

The makeup NYC makeup artist Ana Marie went with neutral colors and lots of lash—glam but wearable.



AFTER: "I feel like a chic New Yorker!"

ERIK ASLA, STYLIST; MARIA DUENAS, HAIR; GAD COHEN FOR WARREN-TRICOMI SALON AT THE PLAZA; MAKEUP: ANA MARIE AT THE WALL GROUP; AFTER PHOTO: CARLOS MIELE; SWEATER: JENNIFER BEHR; HEADBAND: STILL'S; WORLD PICTURE SERVICE



CHOP, CHOP

After cutting six inches, Cohen added a clear glaze for shine. Then he shampooed and used a protein-based conditioner—it's damaged-hair salvation.



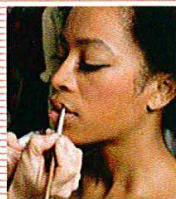
HEY, THIS IS EASY

Cohen ran a leave-in conditioner through Wales' hair and let it air-dry. He separated her curls with his fingers and finished with a wide-toothed comb.



EYE FLATTERY

Ana Marie traced a cat eye on Wales' top lid with black pencil, applied charcoal shadow over that for staying power and glued on a strip of false lashes.



LESS IS BEST

Wales' skin is plenty gorgeous; a dusting of bronzer all over, a little berry cream blush on her cheeks and some neutral lip gloss played it up even more.

WHAT TO USE

1. For subtle cheek color: Avon Be Blushed in Crushed Berry (\$9, avon.com). 2. For hair repair: L'Oréal Professionnel Série Expert Liss Ultime Smoothing Treatment (\$23, lorealprofessionnel.com for salons). 3. For fluffing: Swissco European Collection Comb (\$4, drugstore.com).



beauty quickie

Slip on a shower cap after applying a deep conditioner; the heat created helps it sink in.



6'0"

5'0"

4'0"

The Height Report

Things are looking up in the world of fashion. Meet five women 5'10" and taller who love every inch of themselves and dress with incredible confidence. Plus: Their top-to-toe tips and shopping strategies.



PLAYING UP THE WAIST
MARY ALICE STEPHENSON, 41, 6'0"

High-waisted styles, like these wide-leg pants (Charles Nolan, \$450), make a long torso look **more in proportion**, delivering an "instant hourglass look," says Stephenson, a stylist and fashion commentator. The top (BR Monogram, \$125) is asymmetrical, so it doesn't exaggerate her shoulders. "So many people tell tall women what *not* to wear. Let yourself play," says Stephenson, who started experimenting with stilettos, short skirts, and ruffles in her late 30s (before, her uniform was all dark clothes and flats). She loves these heels (Elic Tahari), though she also has a fondness for jeweled sandals. Earrings, H. Stern. Ring, Frangos Nicolas.

LABELS THAT MEASURE UP

LONGER LENGTH PANTS: Akris, Neiman Marcus, 800-365-7989; Alice + Olivia, Neiman Marcus, 800-365-7989; Alvin Valley, alvinvalley.com; Anthropologie, anthropologie.com; Express, express.com; Gap, gap.com; Garnet Hill, garnethill.com; The Limited, thelimited.com; Michael Kors, michaelkors.com; Tory Burch, toryburch.com. **JEANS WITH TIGHT SEAMS 33" AND UP:** 7 For All Mankind, 7forallmankind.com; Calvin Klein Jeans, calvinklein.com; Dockers, dockers.com; Earl Jean, Macy's, 800-622-9748; Earnest Sewn, earnestsewn.com; Levi's, us.levi.com; Lucky Brand, luckybrand.com; L'Wren Scott, Barneys New York, 888-822-7639; Paige Premium Denim, paigedusa.com.



ALTERNATIVES TO A SUIT
LAUREN GREEN,
50, 5'10¼"

Give **separate pieces** a chance at the office—they're fresher than a suit, and different colors on top and bottom break up your height. "In school I fantasized about being 5'1," recalls Green, a Fox News correspondent (being measured by tailor Russ Giliberto). Despite fit challenges, Green is an expert at making the most of her stature. "A **slim upper body** is my most attractive asset," she says, showing it off with a structured jacket (Max Mara, \$1,150) over a fuller-cut skirt (Lafayette 148 New York, \$598). Sweater, Donna Karan New York, \$1,095. Hoops and ring, Marcia Moran. Shoes, Vaneli. ➤

JACKETS & SUITS THAT WON'T FALL SHORT: Ann Taylor, anntaylor.com; Banana Republic, bananarepublic.com; Diane von Furstenberg, dvf.com; Eddie Bauer, eddiebauer.com; J.Crew, jcrew.com; JCPenney, jcp.com; Lands' End, landsend.com; New York & Company, nyandcompany.com; Old Navy, oldnavy.com; Rick Owens, 212-627-7222; Shape FX, shapefx.com; Talbots, talbots.com; Urban Zen, 212-206-3999. **OUTERWEAR:** Banana Republic, bananarepublic.com; Ellen Tracy, ellentracny.com for stores; Gap, gap.com; JCPenney, jcp.com; Old Navy, oldnavy.com. **ATHLETIC CLOTHES:** J.Crew, jcrew.com; lululemon Athletica, lululemon.com for stores; Old Navy, oldnavy.com.

6'0"

5'0"

4'0"

"I love this mix of patterns and solids, shorter and longer sleeves. I'd call it urban chic."

THE SLEEVE SOLUTION
ZULEMA GRIFFIN, 31, 5'11"

Griffin, a filmmaker and *Project Runway* designer (season two), solves the lanky-arms issue by **layering**: Find a tee with sleeves that hit the wrist (Lutz & Patmos, \$175), then add a cardigan (Tory Burch, \$275) and a jacket with pushed-up sleeves (Zulema, \$650). "Don't fear your height—own it. People love that you make a statement when you enter a room," says Griffin. Teased as a kid ("I was called Giraffe"), she does find that shopping can be a pain, especially for jeans (here she's wearing James Jeans in extralong, \$176). Necklace, Sevan. Shoes, Valentino.

[CONTINUED ON PAGE 76]

LABELS THAT MEASURE UP

TEES & SWEATERS WITH LENGTH TO SPARE: Banana Republic, bananarepublic.com; C&C California, candccalifornia.com; Eddie Bauer, eddiebauer.com; Gap, gap.com; Inhabit, inhabitny.com; J.Crew, jcrew.com; JCPenney, jcp.com; Lands' End, landsend.com; Lily McNeal, lilymcneal.com; Michael Stars, michaelstars.com; Old Navy, oldnavy.com; Saint Grace, saintgracestore.com; **SWIMWEAR**: Just My Size, jms.com; Lands' End, landsend.com; Miraclesuit, cyberswim.com; Newport News, newportnews.com; Shape FX, shapefx.com; Speedo, speedousa.com; Victoria's Secret, victoriasecret.com.

style | 0

6'0"

5'0"

4'0"

"Because I'm tall,
I like to wear short.
I love the
juxtaposition."

A LEGGY SILHOUETTE
ANNELISE PETERSON, 29, 5'11"

Peterson, a fashion publicist, takes the edge off **all black** with different textures, mixing a beaded shift (Philosophy di Alberta Ferretti) with shiny hose (Wolford). The dress's A-line shape adds a bit of width to her thin frame. "When I was young, tall wasn't cute," says Peterson. Then, at 16, she visited her sister in New York City: "I got treated like a model! It's chic to be tall here." Short skirts and single-color ensembles can be tricky for women of stature, but Peterson is young and irreverent enough to get away with rule-breaking choices. Earrings, H. Stern. Ring, Jill Jacobson. Clutch, Burberry. Shoes, Sergio Rossi.

[CONTINUED ON PAGE 78]

**LABELS
THAT
MEASURE
UP**

SHOES UP TO SIZE 14: Barefootless.com; designershoes.com; Gwyneth, gwynethshoes.com; Kathryn Kerrigan, kathrynkerrigan.com; Samanta, samantashoes.com; shoes.com; zappos.com. **EXTRALONG HOSIERY:** Donna Karan, donnakaran.com for stores; Falke, mytights.com; Le Bourget, mytights.com; Levante, levanteusa.com; Spanx, spanx.com. **MATERNITY:** Gap, gap.com; JCPenney, jcp.com; RG Maternity, rgmaternity.com.

style | 0

6'0"

5'0"

4'0"

TALL TALES
Five fashion myths to smash:

- 1. High heels** add not only inches but poise: "You stand straighter and hold yourself more confidently," says 6' footwear designer Kathryn Kerrigan, 28, who produces cute shoes in the hard-to-find larger sizes many tall women wear.
- 2. Vertical lines** have a slimming effect if you're both big and tall. Just pick your spots for stripes: on top for a leaner-looking torso; on the bottom to minimize wide hips.
- 3. Cropped pants** are most flattering at the ankle bone, so what to do if they come only to your midcalf or knee? Buy regular-length pants instead of long to get the effect, or cover up with knee-high boots.
- 4. Bright colors and big prints** do work when you're statuesque. On the pear shaped, an eye-catching shirt balances hips by broadening the appearance of the upper body; for inverted-triangle types, bold skirts or pants can offset a more voluptuous top half.
- 5. Pencil skirts** make you look like a beanpole only if you wear monochromatic outfits that emphasize the vertical axis. Try a contrast instead, such as the classic white shirt and slim black skirt.

THE SVELTE BELTED DRESS
ANDREA GRANT, 31, 6'1"

Grant, a writer for the Web site thefashionspot.com, is crazy about dresses that **emphasize her curves**— "anything baggy just makes you look bigger," she says. Feminine clothes, like this vintage-inspired sheath with a sweetheart neckline and kick pleats (Stop Staring!, \$145), keep her height from being intimidating. Belts are a cinch for most six-footers we spoke to; see how this one (LAI) bisects Grant's body. "Instead of hiding my height, I flaunt it," she says. A size 10, Grant proves that it's as cool to be tall and voluptuous as it is to be tall and lean. Bangles, Roberto Coin. Shoes, Chanel. Reported by Lambeth Hochwald. For details see Shop Guide.

LABELS THAT MEASURE UP

SKIRTS AND DRESSES THAT FLATTER A TALL FRAME: Banana Republic, bananarepublic.com; Eddie Bauer, eddiebauer.com; Gap, gap.com; JCPenney, jcp.com; J.Jill, jill.com; Lands' End, landsend.com; Old Navy, oldnavy.com. **WEB SITES WITH EXTENSIVE TALL COLLECTIONS:** Ann Taylor Loft, annataylorloft.com; Banana Republic, bananarepublic.com; Eddie Bauer, eddiebauer.com; Gap, gap.com; J.Crew, jcrew.com; JCPenney, jcp.com; Old Navy, oldnavy.com. **CATALOGS AND ONLINE BOUTIQUES:** kateclothing.com; mol-memo.com; searchbyinseam.com; softsurroundings.com; tallcouture.com; tallgirlshop.com; tallwomensclothing.com.

SPECIAL WOMEN OF THE YEAR ISSUE!

GLAMOUR

THE PRIVATE
SEX ADVICE
NO ONE
ELSE WILL
TELL YOU
Good stuff! p. 296

**SANDRA
BULLOCK**
& the 10
winners who
inspired you
most this
year

**Yes!
Sexy
dresses
for your
shape**

Not a
size 4?
So what!
Miracle
clothes
for all
bodies,
p. 120

HOW TO
LOOK
LIKE A
PRO DID
YOUR
HAIR
every single
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**The lazy
woman's
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body**

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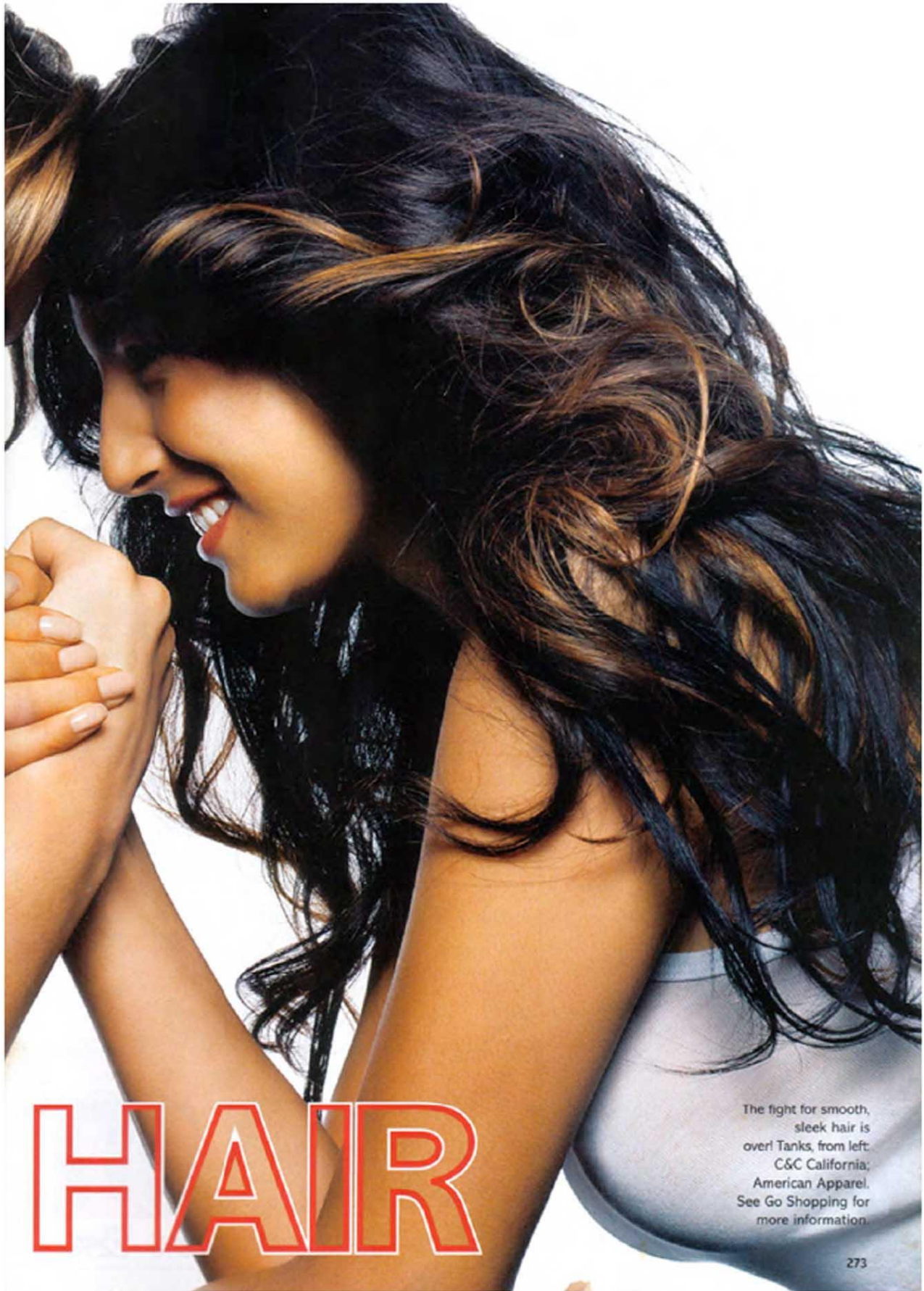


HAVE YOU EVER ARM-WRESTLED
YOUR DRYER FOR AN HOUR IN
PURSUIT OF GORGEOUS-LOOKING
HAIR AND WOUND UP WITH *NOTHING*
RESEMBLING A PRO JOB? TAKE
OUR CRASH COURSE AND NEXT TIME,
YOU'LL NAIL IT! BY STEPHANIE
HUSZAR AND TRAM KIM NGUYEN
PHOTOGRAPHS BY WALTER CHIN



**A GREAT BLOWOUT...
(WITHOUT A STYLIST!)**

PERFECT



The fight for smooth,
sleek hair is
over! Tanks, from left:
C&C California;
American Apparel.
See Go Shopping for
more information.

273

A ROUND BRUSH It'll give you good bounce; today's blowouts have plenty of volume (that glommed-to-your-head look works only on models). Pick one with boar bristles. "The metal kind get too hot and fry your hair," says stylist Roman Kusayev, who teaches blowout classes (yes, they exist) at Butterfly Studio in NYC. Above: Fekkai Large Round Brush (\$55, sephora.com).



A PADDLE BRUSH Ideal for skimming over hair after you've blown it out; the smoother the surface, the better the shine. Left: Mason Pearson Sensitive Boar Bristle Brush (\$124, whatshebuys.com).



MEDIUM-SIZE VELCRO ROLLERS To add wave to straight hair—the red-carpet look du jour. Post-blowout, wrap big sections of hair on top of your head while it's still hot, then mist with hairspray. When hair is cool, take them out; you'll have gorgeous oomph, like our models do. **Left: Velcro Brand Rollers** (\$3 per pack, Sally Beauty Supply, 800-275-7255).

BIG CLIPS Sectioning and clipping back hair as you blow-dry, a pro tactic, lets you clearly see what you're doing and helps prevent tangles. Left: Ricky's Kupfernickel Section Clips (\$4 for four, rickys-nyc.com for locations).



A SKINNY FLAT IRON Key for extra-coarse hair. After hair is blown out, use one with slim plates to smooth the little pieces by your temples and neck, says Kenneth Diego of New York City's Blow Styling Salon (he averages 40 blowouts a week!). Don't iron all your hair—that'll leave it lifeless. Left: Elchim P24 Quartz Flat Iron (\$145, 800-875-7511).

A DIY blowout is to a salon blowout what a grandma-knit sweater is to the Missoni kind: Unless you're a whiz, the pro version will always look better. So we got NYC blowout genius Gad Cohen to tell you how to polish up your technique and get stylist-quality results in about 15 minutes.



STEP 1 Pre-dry. For straight hair, dry upside down until it's just damp. Curly? Smooth strands as shown. **MISTAKE TO AVOID** Don't do this for any longer than two minutes; overdrying wet hair saps shine.

STEP 2 Clip up the top of your hair. Place brush under a three-inch section on one side, by the roots. Hold dryer nozzle at a 45-degree angle above the brush. Roll down, moving the dryer along with the brush. Got bangs? Do those first. **MISTAKE TO AVOID** Leaving off that nozzle thingy that came with the dryer. "It's not useless! It targets airflow and smooths hair," says Kusayev.



STEP 3 Do the back and crown. Divide hair down the middle, then ear-to-ear. Clip up pieces you've already blown out. Then blow out the back, section by section, using the same brush technique as above. Do the top last. For waves, reach for Velcro rollers (see lesson no. 1). **MISTAKE TO AVOID** Don't rollers too much about the back. As Cohen says, "Hair by your face is what people notice."

Go to glamour.com/beauty to watch a step-by-step video demonstration of how to do a blowout.

What to do if...

Your bangs end up poufy. Spritz with a little water, then skip the brush and use just your fingers to pull hair down flat and taut as you blast it with the dryer.

Your head got wet. Now you have frizzy bits all over (\$@%! rain!). Pin hair back into a neat bun until you get home. Then let it down and quickly run a flat iron over your top layers.

200 people weighed in. Girls with curls, be proud! Not everyone has to befriend a flat iron.

SARAH JESSICA PARKER



Straight	Curly
18%	82%

Straight	Curly
48%	52%



Straight	Curly
78%	22%



LESSON NO. 3
FIND THE BEST
PRODUCT FOR YOU
If your hair is...

STRAIGHT Use volumizing spray or mousse. Mist (or rub) onto roots to add body. Herbal Essences Body Envy Volumizing Mousse (\$3, at drugstores) won't leave hair sticky.

WAVY You can usually skip products since you have body and your hair isn't tough to straighten. When it's really humid, mist shine spray in hands and smooth over hair before and after you blow-dry to make it pouf-proof. Try Garnier Fructis Brilliantine Shine Glossing Spray (\$4, at drugstores).

SUPER CURLY To tame frizz, use a styling cream or leave-in conditioner before you dry. We like Pantene Pro-V Restoratives Frizz Control Balm (\$5, at drugstores). On her lips: Mary Kay MK Signature Lip Gloss in Pink Allure (\$13, marykay.com).

LESSON NO. 4 GET CREATIVE! BLOWOUTS THREE WAYS

Once you've mastered the basics (congrats!), you can move on to some more advanced styles. Three inspirations:



1. A SEXY-MESSY PART

Repeat blow-dried hair so it's like Jennifer Aniston's, tuck a section behind one ear and swoop hair over that.

2. CURVED UNDER

Grab a section, twirl ends around a round brush, then blast with a dryer to get wave like Kerry Washington has.

3. FLIPPED OUT

To get Jessica Alba's chic style, wrap ends away from your face around a brush, hit with a dryer, let cool, then unroll.

LESSON NO. 5

GIVE YOUR SLEEK 'DO STAYING POWER

Tricks from pros and women who've been straightening their hair for years

"Don't pile on styling products—keep them to a minimum or your hair will look oily faster and you'll just need to wash it that much sooner."

—NEW YORK CITY HAIRSTYLIST GAD COHEN

"I rely on a sprinkle of dry shampoo whenever my hair starts to feel greasy."

—JESSICA BROADY, 33, LIBRARIAN, BOSTON

"Sleep on a satin pillowcase. It really protects your hair from the dryness, frizz and static that cotton pillowcases can cause."

—BRENDA BERRY, OWNER OF BRILLIANT SALON IN CHICAGO

"It's so humid where I live; the only thing that works is a quick run-through with a flat iron in the morning."

—JENNIFER ABIKOFF, 33, SALES ASSOCIATE, MIAMI

OUR FAVORITE NEW DRYERS

FOR SERIOUS VOLUME

BABYLISSPRO RADIANT HEAT DRYER (\$120, 800-253-0993).

"The diffuser gave my hair amazing body—it's never looked so bouncy."

—FELICIA MILEWICZ, BEAUTY DIRECTOR

FOR TRAVEL

T3 TOURMALINE OVERNIGHT DRYER (\$145, 877-737-4672).

"While most tiny dryers aren't worth packing, this powerhouse worked as fast as the full-size version."

—TRAM KIM NGUYEN, BEAUTY WRITER/EDITOR

FOR IMPATIENT TYPES

INFINITI HAIR DESIGNER BY CONAIR (\$70, CONAIR.COM).

"The comb attachment and high heat let me do my blowout in seven minutes; it usually takes 20."

—ALIX LIGHT, ASSISTANT BEAUTY EDITOR

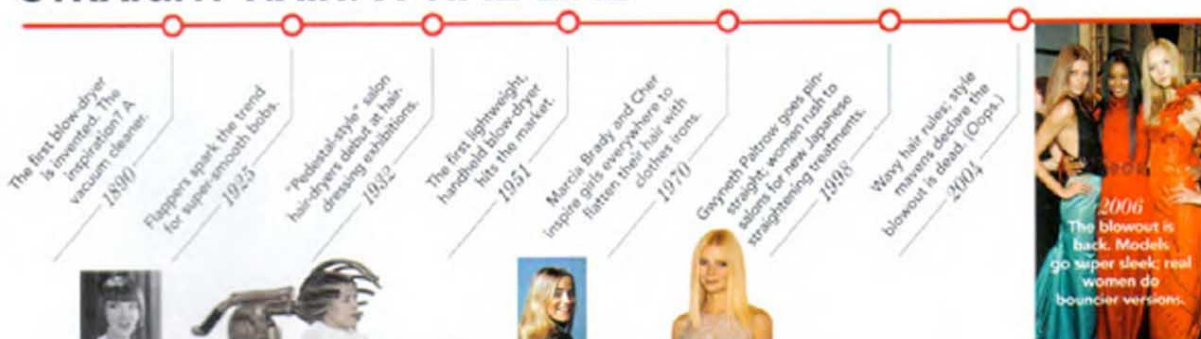
ALL-AROUND GREAT (AND A BARGAIN!)

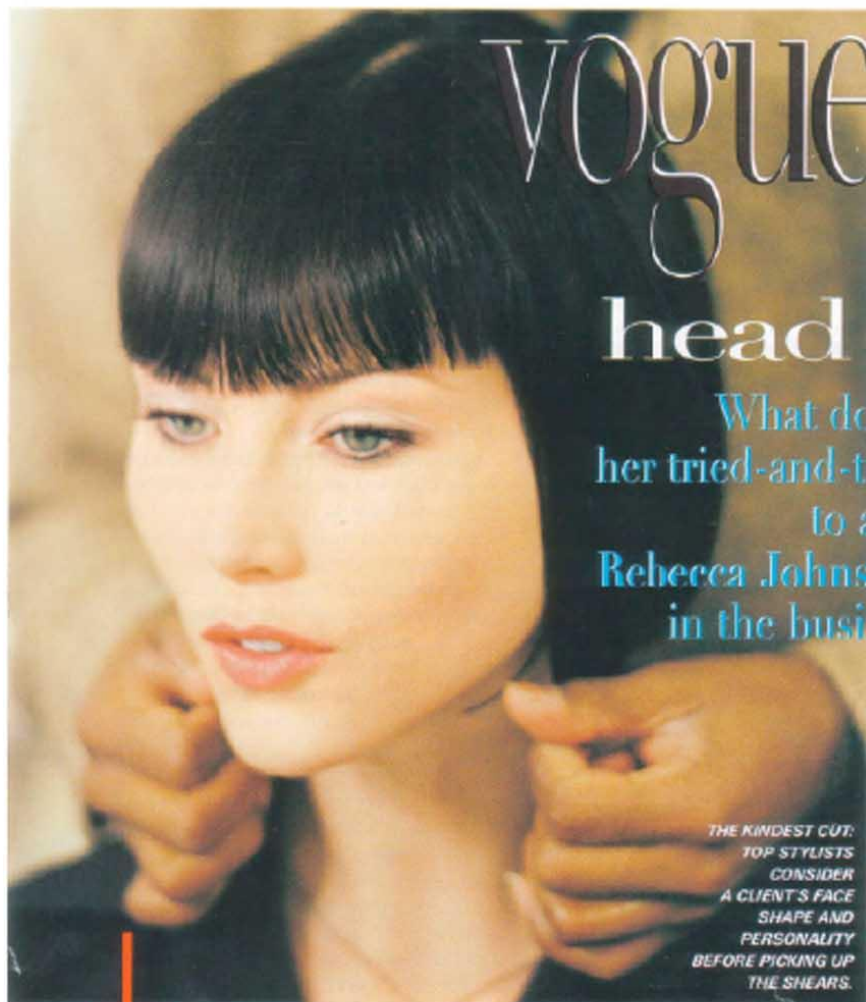
REVLON 1875 ION SELECT TOURMALINE CERAMIC DRYER (\$40, AT DRUGSTORES).

"The turbo button gives an extra blast of heat to really smooth."

—MARY MACLEAN, EXECUTIVE BEAUTY EDITOR

STRAIGHT HAIR: A TIME LINE





vogue beauty

editor: Amy Astley

head hunting

What does a girl do when her tried-and-true hairdresser migrates to another city?

Rebecca Johnson lets three of the best in the business go to her head.

THE KINDEST CUT: TOP STYLISTS CONSIDER A CLIENT'S FACE SHAPE AND PERSONALITY BEFORE PICKING UP THE SHEARS.

he professionally beautiful are different from you and me. They are prettier, yes, but they also have a lot more help, and their help is better. Or is it? A few weeks ago, I called my usual salon for a hair appointment only to be told my hairdresser had gone, moved on to who knows where and who knows what? Once again, I was in search of a hairdresser, a process almost as dread-making as finding a new shrink. Instead of my usual approach—canvassing friends, taking my chances with whoever was available at a good salon—I decided to satisfy an old curiosity: Are famous hairdressers, the ones who cater to the rich, the famous, and the professionally pretty, that much better than the people who cut the hair of mere mortals? To find out, I booked appointments with three of the country's top hairdressers—Garren, Gad Cohen, and Art Luna—each of whom is famous in his own way. What, I asked each, would you do with my head?

Gad Cohen: Real Life Chic

Hair is in Gad Cohen's blood. The son of a hairdresser, and one of nine children, five of whom are now stylists, Cohen began helping out at his dad's salon when he was fifteen. By the mid-eighties, Cohen was running with that pack of handsome, high-living hairdressers who capitalized on their talent by opening their own salons on Fifty-seventh Street in Manhattan, what was then a sort of corridor of coifs. It tanked. And small wonder. The qualities that make a good stylist—artistry and sensitivity—are not what make a good businessman.

Cohen regrouped by keeping his A-list clients—models, actresses he calls "sconic," like Glenn Close, Peggy Lipton, and Isabella Rosselli-

ni; and TV anchors like Paula Zahn—and working out of his home, the ground floor of a brownstone in the Chelsea area of Manhattan. The decor is eclectic—a Warhol over a mission leather sofa and a big white dog that licks your hand in greeting—but it all fits with Cohen's warm personality and utter sympathy to our widespread obsession with hair. When I hinted that maybe women are too neurotic about it, he vehemently disagreed: "They have reason to be! I'm very neurotic about my hair. I cut my own because I don't want to make anyone else feel bad."

There isn't a hairdresser alive who doesn't give lip service to the idea that hair should first of all make the woman look pretty. It's a line I rarely fall for—these guys have big egos and they want you to notice the hair—but I believe Cohen when he says it. "Whenever there's a big event, women always think they have to have this major hairdo," he says. "I remember once Glenn Close flew me out to L.A. for the Academy Awards. She had this fabulous dress and she wanted a hairdo to match, but I just gave her something very simple. It's the same with women who are getting married; they always want this big hairdo, but when your hair competes with you, that's bad."

But enough about Glenn—what about me, me, me? I shook my hair out of its ponytail and Cohen began fussing. A small furrow appeared on his brow.

"Did they cut your hair with a razor?" he asked, examining my ends. This is something I have noticed before. Every hairdresser, from the loftiest stylist down to the mall clipper at a SuperCuts (\$8 a head! Any head!), feels compelled to malign whoever was there before. It's all part of the seduction: Stick with me, they promise, I'm the only one who really understands your hair.

"I like your length," Cohen pronounced when he was done assessing, "but there's too much volume at the bottom. A lot of people get this, I call it the cocker-spaniel effect. The color is OK, but it's kind of salon-y."

"Salon-y?" As opposed to what? Brownstone-y?

"When you go to a salon for highlights," he explained, "they always give you a whole head of it because that's what's beauty ▶ 178

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popular right now and they want to give you your money's worth, but you may only need a little. A lot of colorists are just technicians.

They don't think about where the light falls on the head."

Basically, Cohen wanted to take me back to my natural brown, add his own highlights, and work with the layers in some complex way that would not be interesting to anyone but me. I was sold, but it didn't seem all that different from what I already had. "True," he agreed, "but when I do hair, it's made especially for the woman. It's going to have the right proportions, with the right details. If you go to a place like Jean Louis David, they are going to give you the same haircut they were taught to give everyone else. I think of it as the difference between couture and off-the-rack." It certainly had the couture price tag: \$250 for the cut, \$250 for color. I went on with my search.

Garren: The Models' Choice

Garren is like the snooty maître d' at the best restaurant in town. You know you shouldn't care what he thinks about you, but you do. And if one day you called for a table and a friendly girl took your reservation, a part of you would be disappointed.

In person, the man who rules the third-floor salon at Bendel's in Manhattan and does the hair for designers like Anna Sui and Marc Jacobs and models like Linda Evangelista and Amber Valletta is compact and well muscled, with intense eyes that glitter with intelligent mischief, a little like Ben Kingsley when he was doing all that Harold Pinter. Garren's specialty is the laser-like assessment that leaves you wriggling with self-consciousness but also perversely gratified to be noticed by such a persona.

"You're a long-haired person," he said as soon as I sat in his chair. It's true that I have always had long hair, except for a moment when I was six and my mother forced an Italian barber named Luigi to whack my hair off so she wouldn't have to comb it anymore. But how did Garren know?

"Most women," he explained, "know what they are, and once they find out, they stick with it. When you walked in with that big red lip, I knew right away. Hair is a sensuous thing for you. You're the kind of woman who takes her hair down and puts it back up 20 times a day. If you had short hair and you weren't having a good day, you might not leave the house." The wriggle commenced.

"Does your hair always get this pyramid shape?" he asked, commenting on what Gad Cohen had called the cocker-spaniel effect.

"Um."

"Is it wavy or straight when it dries?"

"Uh."

"You don't really know your hair, do you?"

Just then, Garren's previous client poked her head in. She was a plain-looking woman with a gorgeous curtain of red hair that shimmered like an evening dress in the afternoon light. She asked a question about shampooing, and I stared at her hair, trying to get a fix on why it bothered me. Then it hit me: Her hair was too good. It was, as Cohen had said, competing with her. And winning.

After she left, Garren moved my hair around architecturally and threw out adjectives like *dramatic* and *sexy*, and said my bangs were all wrong. He even talked about dyeing my eyebrows to match. That did it. Garren is a master with hair, but I decided then and there not to let him at mine. I knew I'd end up like the redhead, with a cut and color too fabulous for me to sustain in my ordinary existence. Life,

I decided, is competitive enough without going toe-to-toe with your own head. The price tag? Haircut, \$300; highlights, \$350.

Art Luna: L.A. Naturalist

When Art Luna opened his West Hollywood salon two years ago, he wanted to make the phone number unlisted. "I thought," he says, "if you were meant to come, you would." See what I mean about great haircutters' not being good businessmen? Today he is listed, but an aura of discretion prevails at the salon, where 70 percent of the clientele is in the entertainment business. There is, for example, no sign on the outside of the salon. "Is this a business?" my cabdriver asked. It is. And it's thriving. Competition for Luna's attention on the night of the Academy Awards begins six months in advance. A week before the big night, things get ugly.

Luna's reputation is mostly based on his talent for color, so I was prepared for a strong push toward blonde. After all, it is a blonde world, we were in Southern California, and the two previous hairdressers had both said they'd give me some blonde highlights. Surprise. Luna took one look at me and said my blonde highlights were all wrong.

"They don't go with your skin," he said. "Your skin is white, your eyes are light, and your hair is dark. To me, that's a great combination, like Elizabeth Taylor or Sherilyn Fenn. These blonde highlights bring out the red in your skin and make you look uneven and washed-out. I'd take you back to your original color but make it one or two shades deeper."

He must have noticed the shocked expression on my face because he offered to give me a few minutes to think about it.

Alone in his private cutting room, a bare room with a vaguely tropical vibe, I contemplated Luna's suggestions. I had liked the blonde highlights when I got them, and I had gotten some compliments on them, but maybe he was right. Maybe people were just telling me what I wanted to hear. Maybe I had been focusing on how the hair looked, not how the hair looked on me. On the other hand, who gets excited about a mousy brown? Just then, I noticed Luna's daily appointment book, which someone had left open. I took a peek. (It's not like I opened it. I mean, it would have been hard not to look.) His 11:30 appointment was for "Priscilla P." Priscilla P! It had to be Priscilla Presley. I tried to remember what her hair looked like, but all I could come up with was Rene Russo in *Tin Cup*. What the hell, if Luna was good enough for the woman once married to the King, I guess he was good enough for me.

"OK," I said when he returned, "let's do it."

That night, when I returned home, my boyfriend greeted me at the door. "I thought," he said, "you were getting your hair done." Another woman from another generation might have taken offense. I could easily imagine Lucy's ire when, after she's spent the afternoon in the salon, Ricky says, "What's different?" And in my case, the cut had cost \$175, plus another \$125 for the highlights. But I didn't mind. This is the nineties; hair should look natural. Anyway, my hair did look the same. To him. But not to me. I could tell it was a deeper, shinier brown. Art Luna had been smart enough to figure out that I was the kind of woman who was more comfortable with a style that looked like, well, me. Only better. I did not, however, look like Cindy Crawford. This was good and bad. Bad because I did not look like Cindy Crawford but good because it meant that those superstar haircutters are just that—good haircutters but not miracle workers. I feel rich just thinking about the money I'll save. □ *vogue beauty* 180

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