

Metamorphosis

Makeover yields fresh look

By LYNN ORR

If you ever wished you had the money to go to New York or some chic Arizona spa to get ready for spring, shag off your daydreams and open your eyes to the hometown advantage.

Reporter Louise Okrutsky wanted to put aside the winter doldrums as well as her collegiate hairstyle, makeup and clothes and decided to investigate the possibility of achieving the change on a minimum budget close to home.

The Crimpers Salon at 2898 Orchard Lake offered Louise an opportunity to shed her post-college look for a fresh career image.

Starting at the top, Max Rieger, a West Bloomfield resident and one of the salon's partners, cut about four inches off Louise's straight hair, following a graduated circumference cut, one of the new looks for spring.

"HER HAIR IS too severe as it is," Rieger began. "The look for spring is

softness, so we layer the hair slightly to get volume."

The cut also offers a variety of styling, which Rieger believes is important to achieve that extra touch of femininity.

"We went through a long period of very straight hair, but hair is going to be much more versatile this year. Now we're running into this Farrah Fawcett sort of cut, but there's very few people that can wear that cut," he says.

Rieger encourages his customers to get a look that's right for them and not their favorite movie star. He believes the future of hair salons rests in giving customers cuts and coloring that require a minimum of care.

A hairdresser for 13 years, Rieger claim he had to forget everything he knew about haircutting about seven years ago.

"We were cutting with a razor and teasing hair to death until Sassoon came in," he says. Rieger went to London and San Francisco to study

the new techniques and has been an avid fan of the blow dryer ever since.

"I don't want anyone to become dependent on me beyond the periodic cut and color. The every-week set won't be around in the future," he predicts. "People won't have the time or the money to be running in for their hair."

THE CUT he gave Louise allows her to blow dry her hair casually or set it on hot rollers for a curlier or more dramatic look.

"This style can be cut short or long and flatters almost every face," he says.

Rieger is a believer in natural-looking hair coloring, which means throwing out the heavy peroxide and all-over frosting.

"Louise has a good base color, medium-brown, so you can go into the gold tones." With hair-toning or painting, Rieger pulls out strands of hair.



AFTER: Soft, natural hair and glowy makeup give Louise a new look that's ready to sail into spring.



BEFORE: Severe, straight hair and little makeup carried Louise through college, but she wanted a new career image as well as a fresh look for spring.



Perle Stahl daubs just the right amount of color to achieve the soft, natural spring look in makeup.



Precision is the key word for Max Rieger as he carefully layers hair to achieve fullness in a graduated circumference cut.



Stylist Rieger tests the natural wave of Louise's hair while wet to make sure her hair doesn't fight the cut.



Crisp and classic is the look for spring, reporter Louise Okrutsky discovered. Hair stylist Max Rieger and Louise decide her budget transformation doesn't allow for a new Mercedes (above), although the haircut and culotte suit hold up well in the wind. In a classic white wool suit, Louise also admires the green flowered print camisole and jacket offered by Ray and Ida's boutique manager, Frances Berger (left).

Staff photos by Harry Mauthe

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