

For those who'd like to try stripes in their tresses



Shading Hair is Living Art

By Shirlee Rose Iden
staff writer

She had no attention span in school, but has focused clearly on helping people of every age and race look good.

Shila, a Southfield hair designer and colorist with just one, trademarked name and multiple talents, has spent 28 years in the beauty trade.

A Michigan native, she left school as a teen and was graduated from the Virginia Farrell School at age 15.

"I went to beauty school for 54 hours some weeks," she said, "because I thought my father would stop me, and I wanted to finish."

Her father, Sid Caplan, wanted her to be a lawyer while her mother, Dorothy, was supportive. "I always loved beauty and helping people keep beauty longer, and my mother understood," she said.

Today her clients are the people who are ready for "new wave" or innovation in color, who aren't afraid to mix shades or even sport striped tresses.

"After all, not everyone wants to look natural," she said. "Some want hair designs that will stop traffic."

SHILA sees herself an artist with hair as her canvas. "I believe in my talent," she said, adding that she may do hair designs and shading for a Hollywood movie soon.

She and her husband, Mike Morgenroth, live in Highland, Mich. which allows them each to keep a horse for recreation.

"Horses are my second love," Shila said.

Having learned all the basics in beauty school, she finds it's in her nature to be an innovator. "Shading hair is what I want, it's what I like."

"I try to educate people to do their own hair and maintain it, especially now when the dismal economy makes it necessary. Styles are born with haircuts," she added.

Her hair shading is done according to the bone and head structure of her clients, many of whom are blacks and Orientals.

"What you try to do is to create the oval face, by making the neck look thinner or thicker or by contouring the head. Hair coloring means the client is saying they're making a change because they don't like what they have."

THOUGH customers can go to the drugstore and purchase color mixes to shampoo in, Shila said: "I don't promote that — shading hair is a living art, and I'm totally stepping to the tone of my own drum."

No stranger to controversy, Shila found herself in the midst of a storm when, some years ago, she advocated color for children's hair. "I still do those same clients, and I still believe it's just a way to look better longer. I rescued those kids from the drugstore," she said.

Shila predicts the new generation will have hair in purple and green shades to name just two.

Clients of Shila enjoy wearing her Punk Rock and New Wave coloring. Showing off their new looks are (front row) Poopie Dunlap

and Nick Hamade; (middle row) Nina Wiggins, Fran Davis and GERALYN Borg; and (last row) Shila and Bambi Armstead.

Staff photos by DEBORAH BOOKER

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