

# **Hair Heroes**

Michael Gordon



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Hair Heroes, a new book by Michael Gordon, founder and owner of Bumble and bumble, celebrates true legends in hairdressing as heroic figures. "It's important to recognize those who have raised the bar and forced hairdressers who followed to reach higher and achieve more," says Gordon. "Ours is an artisan craft but for reasons I do not understand we don't pay homage to the artists who have preceded us."

Hair Heroes features interviews with twelve masters of modern hairdressing: Kenneth, who Jacqueline Kennedy trusted with her hairstyle and her secrets; Gene Shacove, the inspiration for the film Shampoo; Alexandre, the charming friend of Jean Cocteau and stylist to all of France's elite; Luis Llongueras, who put the curl in Salvador Dali's mustache; Aldo Coppola, the highly successful master of Italian hairdressing; Sam Lapin, the father of modern hair color who turned Norma Jean blonde; Christiaan, the session stylist who was known to lop off the hair of unsuspecting fashion editors when they weren't looking; Irma Kusely, who was responsible for Lucille Ball's signature red hair; Sydney Guilaroff, who was the first stylist to demand on screen credit raising the recognition of the profession and who has held more screen credits than any leading actor; Leonard Lewis, London's swinging seventies man of the hour; Annie Humphreys, a famed colorist who invented the first wash-and-wear perm; Vidal Sassoon, who started a revolution and changed the way we all cut hair today.



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