

2015

Australian Hair Fashion Awards

# Press Pack

of

## Maria Vaughan



**Jarahs Hair**

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**The past echoes and the future beckons in a South Australian hairdresser's latest inspired collection of styles.**

Marc Jacobs, Alexander McQueen and Martin Magellia are just a few of the notable designers championing the '*dandy*' style of fashion, the inspiration behind Maria Vaughan's latest collection.

The term '*dandy*' has its roots in the late 18th and early 19th century Europe - a phrase used to describe a man who often strove to imitate an aristocratic lifestyle despite coming from a middle-class background.

"I was inspired by the recent catwalk fashions of Marc Jacobs and Alexander McQueen, because fashion is the forefront of our hair," Vaughan said.

"These designers create shapes using textures and colours, so in turn we develop our collections to compliment their visions."



She said the inspiration for her collection is a reflection of the fabrics and fashion of the modern designers harking back to the days of the gentlemen and aristocratic elegance.

Her *dandy* collection is an expression of a dark mood and composition echoing a distinct subculture which is prevalent in fashion at the moment.

"The *dandy* is groomed, stylish, pretty, and all-round debonair," she said.

"He is the male to admire himself and take pride in his grooming, he is a refined gentleman."

Ms Vaughan said that if you look at the movement in trends, you can see a chain of events reaching back into the past and manifestations of those trends in the future.

"Men dress to live or men live to dress, it is unique because I have put together the collection on men of tomorrow knowing that the story goes back to the 18<sup>th</sup> century and Dandyism is more alive today than ever."

Ms Vaughan said it is important to continue learning and keeping pace with emerging trends.

"It sets you apart as a hairdresser to be able to evolve and inspire our male guests to change their hair and give them a new individual style."



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**Hairdresser Maria Vaughan is looking to the past in order to style fashion directions for future seasons.**

She believes the men's '*dandy*' style of the 18th and 19th century will become the style trend of tomorrow.

Ms Vaughan explained her *dandy* collection is about individualism, and to impress and gain a position of importance through self confidence, female/male attention and the expression of one's inner self.

"It is all about a more individual styling and creating an illusion of high society, sometimes underlining a dark, secretive mood."

Vaughan's version of the *dandy* inspires thoughts of Oscar Wilde's novel, *A Picture of Dorian Grey* - A tale of a young man seduced by aristocratic hedonism and seeks immortality so his youth and beauty will never fade.

"It's looking back to the *dandy* and representing where fashion of today is heading," she said.

"Men are becoming more aware of themselves in their grooming and fashion, so when I was reading all about the *dandy* it felt like I was reading about men today."

Karl Bartl, designer of men's fashion label Jack London claimed "English youth and European dandies" as inspiration for their spring/summer 2014/15 collection and Maria believes men's hairstyling will follow suit with softer, more out grown looks which are powerful and sexy.

"Wearing hair long has always been a sign of rebellion and individualism for men, a Jim Morrison look for example," Ms Vaughan said.

"It is slicked and effortless cool looks with polished and clean cut appearances as well as strong parting to define the hairstyle by creating wavy textures with barbering techniques in conjunction with creative cutting "Tightly cropped hair makes quite a hard, aggressive statement which is sophisticated and masculine."

"Skin fades and undercuts, leaving length through the top and dressing the hair forward, creating strong outlines and interesting shapes - It is hair that can be worn with more flair to the shapes, hair colours and more texture."

"Strong centre parting combining cornrows with a sleek finish which is tight and smooth."

Ms Vaughan said *dandy* fashion is about embracing texture and complexity, such as combining denims, leathers, coats, ties, jackets, and tailored suits with a twist.

"It's styling the hair to revolve around the clothes, but also matching the clothes to the personality behind the hair," she said.

"Men dress to live or men live to dress, it is unique because I have put together the collection on men of tomorrow knowing that the story goes back to the 18<sup>th</sup> century and the *dandy* is more alive today than ever," Vaughan said.

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## Biography of Maria Vaughan

### **Co-Owner/Director of Education**

#### **Jarahs Hair**

Maria was always going to be a shooting star, opening her first salon at the tender age of 23. Now 53, Maria is co-owner and highly respected founder of Jarahs Hair in South Australia's Riverland. She has been a consistent and innovative performer in the industry for three decades.

She believes her ability to predict and implement changes based on industry trends as well as investing significantly in the education of her stylists is core to the ongoing success of her business. As an entrepreneur in the industry she also has a sharp vision for the future of hairdressing, not just her own salons but across regional South Australia and Australia.

Maria has harnessed her passion and innovation to grow the Jarahs brand to incorporate the Loxton salon as well as Jarahs Hair Salon and Training Facility for Hairdressing Apprentices in Berri - one of the first salons of its type in South Australia. The training facility offers VET Certificates to school based students and apprentices and opens unique pathways to students previously unavailable in the region.

After years of working in the industry, Maria embarked on further study to gain her Certificate IV TAE (Teaching, Assessment and Evaluation) to become an RTO (Registered Training Organisation) lecturer. Due to the specific requirements of Australia's regional salons, Maria is also involved in roles associated with the Australian Hairdressing Council, and was recently invited to join the SA Hair and Beauty Association. She regularly advises on education and training matters across the state.

Maria claims to have only missed a single Hair Expo in nearly 30 years. She regularly travels to Sydney, Melbourne and Adelaide in order to constantly re-energise her passion for the industry. Her inspiration comes from the passionate people within the industry and the friends she has made as well as those at the forefront, such as Toni Mascolo, Robert Lobetta, Carl Keeley, Lorna Evans, Sharon Blain, Kris Sorbie, Chris Baron, and Dennis Langford.

As part of her ongoing personal development, she continues to compete in hairdressing competitions. Maria has won a variety of awards, including the prestigious Zonta Riverland Business Woman of the Year Award (2012) and the CHI Up and Coming award for 2013, which she finds quite amusing.

Community-mindedness is an essential part of Maria's mind set, being regularly involved in hosting fund-raising events and participating in regular community activities.

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