

Contact: Lisa O'Neill
Newton O'Neill Communications
617-734-1317
lisa@newtononeill.com

For Immediate Release
September 3, 2003

**MYSTERIOUS, FLIRTY DESIGNS LEAD FALL HAIR TRENDS AT LEON & CO.
Layering in Color and Cut With Nod to Looks of the 60's and 80's**

Boston, Mass... In fashion, everything old is new again – a valid statement when it comes to the latest hair styles for fall and winter from Leon & Co., the award-winning salon in Belmont. Along with a good dose of urban attitude, the latest styles introduced by salon owner Leon de Magistris, draw inspiration from some of the popular looks of the 1960's and 1980's.

“There is a much greater sense of fantasy in this collection,” said de Magistris. “Some of the stronger looks of the 60's and 80's, such as bangs and a sultry play with hair around the face, are a strong force this season. We sweep the hair forward in some sections and back in others, right around the face, to create a sexy look,” he continued.

Leon's fall/winter collection also emphasizes the power of color, especially color over color in complimentary shades such as honey blonde with caramel or dark red with warm chestnut, finished with a gloss to give plenty of shine. “This blending effect creates vibrancy and depth, making the new textured cuts much more interesting,” according to de Magistris.

Always taking tips from international trends in the fashion industry, de Magistris has created a fall/winter collection that is modern yet easy and accessible for today's woman, whether she lives in Newton or New York.

Located at 84 Leonard Street in Belmont Center, Leon & Co. has been a leader in Boston's beauty/fashion community for more than 30 years. The salon is a four-time

recipient of “Best of Boston” awards from *Boston Magazine*, most recently receiving a 2003

Best of the West / Hair Color award. Owner Leon de Magistris has long been at the forefront of hair trends, often contributing his talents to fashion runway in New York, Miami, Milan, Paris and more.

– more –

2 – 2 – 2

de Magistris has also developed “E,” a complete line of hair care products including a Citrus Purifying Shampoo with Lemon, a Citrus Hydrating Serum and a Citrus Shampoo and Body Wash with Grapefruit. Products range from \$12.50 to \$18 and are only available at the salon.

For more information, please call Lisa O’Neill at 617-734-1317.

Photos available upon request.

#