

Contact: Marlo Fogelman
marlo marketing/communications
617.375.9700

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**WITH AUTUMN, COMES CONTRAST
Runway Fashions Call for Hair's "Disconnect"**

Boston, MA; 2004 – Summer has barely just arrived on the East Coast, but Leon de Magistris, the internationally acclaimed owner of Leon & Co. in Belmont, Massachusetts, is forecasting his fall/winter hair trends. Hair and fashion combine well this season, with a series of disconnecting, yet complementary, looks.

Following a summer of tailored, yet feminine, styles reminiscent of the 1950's and 1960's, cuts will continue with the mod look of yesteryear, but the wear will show contemporary updates. "Texture and balance remain the key to a great cut, but a 'disconnect' will now be used to add depth to a look" says de Magistris. "Different lengths, different colors, different textures—all on the same head—will combine to play off of the contrasting fabric colors and styles that will show up for fall."

Runways from Milan to New York showed suede, velour, long sweaters, high-collared coats and high boots—promising that not a lot of skin will be showing this fall, drawing even more attention to what is on top. "In step with the earth tones that will prevail, blond will be worn dark, with shade of caramel, and brown will have tone and depth, with rich browns on brown," notes de Magistris. For either color, California Highlighting, a new form of highlighting that does not utilize foils or caps and produces a more natural highlighted look with longer-lasting results, is de Magistris' method of choice. Leon & Co. was the first salon in New England to introduce this distinctive technique with two colorists on staff who specialize in the procedure.

A 30-year industry veteran and native of Candida, Italy, de Magistris is one of the region's most prolific hair stylists. He was recently awarded the prestigious *Chevalerie Knight Award* from Intercoiffure Mondial, one of only a handful of stylists worldwide. Leon & Co. 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. de Magistris and the salon have also been recognized by national publications such as *Allure*, *Glamour* and *Marie Claire*.

Located at 84 Leonard Street in Belmont Center, Leon & Co. has been a leader in Boston's beauty/fashion community for more than 25 years. 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 available at the salon or online.

To learn out more about Leon and the salon or to view previous hair collections, visit us online at <http://www.leonandco.com>.

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(Photos available upon request)