

Looking forward to A/W 2012-13 with

McCarthy's

McCarthy's

Fashion fever is about to hit as we look forward to a new season of beautiful trends and gorgeous styles. McCarthy's are thinking forward our clients to make sure that you get another inspirational season ahead. At McCarthy's we work hard on NOT resting on our fashion Laurels. We just love to share our new colour secrets with you.

We've drawn on insight from The Resort Collections for A/W 2012-13 which have also confirmed a few points on colour that we are already showcasing at McCarthy's. So what trends are crashing the colour scene for A/W 2012-13? Read on...

Burberry Prorsum's Pre-Fall collection is a great illustration of how the dip-dyeing technique is all set to take on a new season. It's out with the fashion colours much loved by reality TV stars and pop princesses and in with achingly chic natural shades. This is a technique that isn't going away just yet, so if you haven't already indulged, now is the time. Burberry has used the technique in slices through the lengths adding yet more variety to a very cool look, which keeps this unstoppable trend evolving.

Well you have to LOVE a little Lagerfeld and no-one could ignore Chanel's presentation at Versaille in June. While I would adore creating a duck egg blue or lilac bob, I know that would be a look that shouts not whispers. Right now the future is ALL about the frosting. Drawing on inspiration from fabric and texture in material, we've created a tool box of techniques that delivers gorgeous dusky and frosted results. The great thing about this is that it works across any colour and tone group which means it works for everyone.

Shhh...don't tell but the most gorgeous look will be a fabulous brunette that catches the light to show shades of gold just beneath the surface... almost as if it is waiting to break through, it's real hairdressing magic.

McCarthy's is all about intrinsically beautiful hair, whatever the shade palette. So this is a shout out for Belstaff who do a sterling job of keeping it real every season. Belstaff push boundaries with cut and fabric choices but ultimately create a functional wardrobe for modern women. I've chosen this stunningly detailed but simple dress because it's further endorsement of our dusky, frosted, iridescent trend. There is an oh-so-subtle slip from dark to light in the hair which keeps it just the right side of fascinating.

So in summary A/W 2012-13 is about more natural shade choices in the continuously popular dip dyeing technique and adding frosting to dusky shades for an up-to-date look. Wearable and beautiful are the watchwords of our next fashion year – bring it on!



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The Cut

Issue one: Autumn/Winter 2012/13

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Gwent
NP12 1 AL
Tel: 01495 222494

McCarthy's Crickhowell
High Street
Latham Court
Crickhowell
Powys
NP8 1BE
Tel: 01873 811382

Ebbw Vale get their bake on...

The team at McCarthy's Ebbw Vale declared Summer 2012 'cupcake season'. Each member of the team took it in turns to create a batch of cupcakes to offer to clients and raise money for a charity that is very dear to our hearts - Isabella's Wish to Walk. Not only were they treated to a yummy treat but also take comfort that they were helping to make a little girl's dream come true.



Fundraising is still on-going for this so please give our donations to our team on reception. We would love to be able to help to make a difference in this special little girl's life.

Get straight sleek hair at home!

Want to achieve the perfect blowdry at home? Now you can with Clynol's new 'blow dry in a bottle' miracle range Keratin Sleek. All the power of a Keratin Sleek in-salon treatment in four take-home products. A shampoo, treatment, smoothing balm and an oil to deliver silky sleek locks every time!

Right now at McCarthy's we're offering you the chance to book in for a blow-dry to test drive the new Clynol Keratin Sleek line and if you like it enough to buy all four products then we'll give you a Clynol Keratin Sleek in-house treatment absolutely free!

Ask in salon for more details.



GHD Cherry Blossom lands at McCarthy's!

We are pleased to announce the arrival of the new GHD Pink Cherry Blossom Limited Edition styler and Air at all three McCarthy's salons.

Get your tresses in shape and feel good in the knowledge that £10 from every sale of these beautiful stylers and hairdryers goes straight to Breakthrough Breast Cancer UK and Action Breast Cancer.

You'll just love the shimmering pink plates and heat resistant storage bag while getting the fantastic results of the Gold Classic Styler. The GHD Pink Cherry Blossom Air has all of the qualities of the original and comes in a gorgeous pink shade.

Get yours while stocks last.



Reap the rewards with McCarthy's!

McCarthy's are pleased to announce the launch of our brand new Loyalty card. Being a member of our loyalty scheme will entitle you to all sorts of fantastic offers, freebies and services.

Ask in salon now and start reaping the rewards with every single appointment!

It's the perfect gift from us to you.



**EXCLUSIVE OFFER TO
MCCARTHY'S EBBW
VALE & BLACKWOOD...**

Walk in and book an appointment at McCarthy's Ebbw Vale or Blackwood and you'll receive 40% off with this voucher!

40%

OFF ANY WALK IN CUT & COLOUR APPOINTMENT*

*Terms and conditions: Valid Monday-Friday with selected members of the McCarthy's team. Offer is exclusive to the Ebbw Vale and Blackwood salons. Please present this voucher to our reception when booking your appointment. Cannot be used in conjunction with any other offer.

The Queen comes to McCarthy's Ebbw Vale

As everyone enjoyed the festivities for Queen Elizabeth's Diamond Jubilee, McCarthy's Ebbw Vale held some celebrations of their own for the 'Best of British'.

All members of the team were dressed in patriotic Union Jack red, white and blue, wearing masks of various members of the royal family. Clients enjoyed having their hair cut, coloured and styled by Kate Middleton, Prince Harry, Prince Phillip and even Prince William made an appearance!

The salon was decorated for the Jubilee with bunting and a regal themed window display. Queen Elizabeth II herself also made an appearance on the day in cardboard cut-out form to meet and greet the people of Ebbw Vale and have their photograph taken with. The team handed out red, white and blue balloons outside the salon to children to create a buzz and excitement for the days to come.

Michelle England, salon manager of our Ebbw Vale salon really enjoyed the weekend:

"There's such a buzz for the Jubilee," she said. "We really wanted to get them into the spirit of things and bring a bit of fun to the community! The team were really excited, clients had their photo taken with the Queen and just celebrated being British. It's a really exciting time for Great Britain and we are so proud to be a part of it!"



McCarthy's become TV stars!

Our very own Philip McCarthy and Michelle England became television stars in their own right as they filmed the salon group's first ever advert with local internet channel 3VTV.

The project came about as owner Philip and manager of McCarthy's Ebbw Vale salon Michelle were approached by the new Welsh internet based channel to get their hairdressing work out to the community. The pair snapped up the idea and so Gwent's hairdressing television stars were born.

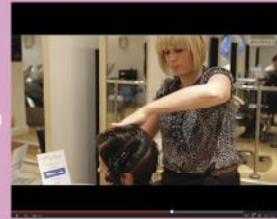
3VTV is a local internet based channel for Blaenau Gwent which has been partly funded by the Welsh government and also by National Lottery grant to support local businesses in the area and offer a platform for them to reach the people who will use their services. The project is targeted at independent businesses.

McCarthy's promo features Philip and Michelle talking about their own careers, how the industry has developed through the years and the growth of the business from Philip's Hair Studio to the three salon empire that is known as McCarthy's today.

This ad has already had a massive response on YouTube alone and has seen many new clients flooding into the Ebbw Vale salon.

Michelle is absolutely thrilled with the outcome:

"When we were approached by 3VTV we were over the moon," she said. "This is an amazing opportunity and we wanted to grasp it with both hands. The project is really exciting as it focuses on the local community and the channel has a real feel for the area which is why we were so keen to get involved. We have had so much positive feedback from the promo and it was really fun to do. The team have gained so many clients - it has been absolutely brilliant! 3VTV is so refreshing as it focuses on the smaller, independent businesses as opposed to all of the corporate chains that usually fill our screens. It was great to be able to get our story out there and be a part of something so special!"



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Find us at www.facebook.com/mccarthyshair