

PRESS RELEASE

Hairdressing and styling: Steinmetz-Bundy Privatsalon is focussing on artistic techniques for long hair with its hairstyling collection “Colors”, and is celebrating beauty in a feast of delightful Colors and variety

After a long period full of limitations and collective restraint, the time has finally come for festivities and special occasions. The ball season, too, is expected to invite us onto the dance floor for glamorous evenings, leaving the restrictions of the past year behind. This enthusiasm and zest for life can be expressed very well in hairstyling terms by pinning up long hair in a variety of spectacular ways. For Hannes Steinmetz and his team at Steinmetz-Bundy Privatsalon, pinned-up hair is currently an absolute “must” so as to display the beauty of women in all its facets. For this reason, he is presenting the 2021/22 season with the hairstyling collection “Colors” to showcase artistic techniques for long hair and colouration effects based on washable colour masks as a feast of delightful Colors and variety. The visual expression is amplified by the intensity of the colour palette of Piet Mondrian, whose 150th birthday will be celebrated in 2022: With outfits inspired by typical Mondrian compositions in blue, red, yellow, and black, every look becomes a statement that draws gazes of admiration. For beauty lies in colour and variety.

For Hannes Steinmetz, the passion for long-hair techniques – the master class of the art of hairdressing – takes centre stage as an expression of trend competence, technical expertise, and the greatest skills of the trade. With the styling collection “Colors”, he achieves inspirational styles – from creative and artistic to elegant and fashionable to extravagant and spectacular. The focus here lies quite intentionally on pinning-up techniques that are suitable for everyday life but can also be used for big occasions thanks to an avant-garde touch. Yet all of the styles from the “Colors” trend have a common message: The pinned-up hairstyles attract attention and definitely lend celebrity status to the wearer!

“In the current season, pinned-up hair with a trendy combination of different structures is all the rage – particularly in view of the upcoming ball season. As the basis for the carefully developed look, the hair in its most individual, natural form serves the hairdresser as can be compared to an artist’s work in meticulously preparing the surface when creating a work of art,” explains Hannes Steinmetz, managing director of Steinmetz-Bundy Privatsalon.

An ensemble of structure, form, and colour: The stage is set for pinned-up hair as a fashion statement

The central theme for the new long-hair look is the conscious choice of structure. Here, the combination of different compositions is what makes the styles so attractive. So this year’s hairstyles are simultaneously smooth and wavy, crimped and curly, as well as elegantly curved or pinned up in an unusual shape like a sculpture. And crimped hair has made a comeback.

“Thanks to the crimping technique, the hair is given a totally new structure and an extra portion of volume in a very short time by using state-of-the-art crimping stylers. This is especially suitable for pinned-up versions as particularly resilient ball hairstyles which even survive the stresses of the dance floor without a problem,” recalls professional Hannes Steinmetz from experience.

“When choosing the spectacular shapes of the hairstyles, we first look at the individual requirements. We pay special attention to aspects such as facial features, body proportions, and of course the choice of evening dress,” explains Hannes Steinmetz.

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With regard to styling and colouring effects for the upcoming ball season, Hannes Steinmetz and his team at Steinmetz-Bundy Privatsalon are playfully implementing washable colour masks. As if by magic, the masks lend an entirely fresh colourful accent to the hair for a single occasion without changing the actual hair colour permanently. Special bonus: These masks are highly moisturising and give the hair a sparking and breath-taking glossiness.

“Colour has always played a dominant role in the art of hairdressing: Colour is life, and is an incredibly strong form of expression. The Colors we recommend range from tones of shiny black to matt brown and richly nuanced blonde which complement the choice of outfit in a very special way and give it additional energy. We are demonstrating this with our styling collection “Colors” which, in combination with fashion, is orientated towards the typical Colors found in the compositions of Piet Mondrian. For me, red symbolises love and passion, while yellow embodies optimism and cheerfulness, and blue radiates clarity and harmony. These colour attributes reinforce what is expressed by the styling,” says Vanessa Steinmetz-Bundy, managing director of Steinmetz-Bundy Privatsalon.

A sense for trends combined with virtuosity and the power of visionary inspirations

Fashion designer FJ Baur, who lives in Berlin and Marbella, joined the party for the photo production of “Colors” as a partner for the outfits. Among other things, FJ Baur is well known for his Piet Mondrian inspired clothing designs that are works of art featuring compositions of blue, red, yellow, and black, and he has forged a unique fashion style in this way. By clothing the models with selected designs, the perfect framework has been created to showcase the pinned-up hairstyles of Steinmetz-Bundy Privatsalon in all their beauty.

“In this way, the “Colors” styling collection automatically also becomes a homage to Piet Mondrian, who has had a lasting impact on the world of art as the founder of neoplasticism, influencing generations of artists and fashion designers with his works till this present day – one only needs to think of the legendary Mondrian dresses by Yves Saint Laurent in the 1960s. In the 2022 season, we will celebrate the 150th anniversary of the birth of Piet Mondrian, and one can look forward to the creativity with which his artistic legacy will be paid tribute to in the world of fashion. With “Colors”, the Steinmetz-Bundy Privatsalon is making a styling statement in honour of Piet Mondrian,” says Vanessa Steinmetz-Bundy in delight.

The looks have once again been captured photographically by up-and-coming Austrian fashion photographer Hilde Van Mas, who is often responsible for photo productions in Vogue, among other publications. The result is a creative combination of photographic mastery and fashion with an inspirational sense for trends and know-how when it comes to cuts, colouring, pinning-up, and styling.

The looks of the “Colors” styling collection for the 2021/22 season:

Model Yvonne:

Insights regarding styling, pinning-up technique, and colour:

In the case of Asian hair, which usually has its own particular weight, the crimping technique helps to create sufficient hold. Implemented partially here at the back of the head, it gives the chignon an opulent shape and ensures good hold. The colour mask supplies a glossy black tint.

Alternative styling: Hair worn down – but with a difference! The hair scarf: definitely an eye-catcher at any party!



Model Lisa:

Insights regarding styling, pinning-up technique, and colour:

African hair is ideally suitable for extraordinary shapes and structures once it has been blow-dried. This allows the hair to be pinned-up very high. Thanks to a colour mask, the hair radiates in a rich brown.

Alternative styling: A special variation is to combine different structures in one hairstyle.

As is shown here: Natural Afro frizz on top of the head with blow-dried, straight hair in the neck area.



Model Maja:

Insights regarding styling, pinning-up technique, and colour:

Hairstyles become exciting when they contain certain extras.

The break between artistic, precise shaping and wild frizz makes this styling something special. The colour mask supplies a nuanced blonde look.

Alternative styling: Good preparation is everything! Turning straight hair over curling tongs provides an ideal basis for seemingly relaxed yet sensuous structures.



Credits of the Styling-Collection „Colors“ by Steinmetz-Bundy Privatsalon for the Hairstyling-Season 2021/22:

Copyrights of the photos: Steinmetz-Bundy Privatsalon / Hilde Van Mas

Hair: Hannes Steinmetz und Marie-Luise Cario, Steinmetz-Bundy Privatsalon

Photography: Hilde Van Mas

Styling: Marlena Gubo

Fashion: FJ Baur

Models: Lisa C (Tempo Models), Maja H. (Wiener Models) und Yvonne (Das Deck)

Make Up: Veronika Janezic, Steinmetz-Bundy Privatsalon

Location: F6

Colors: WELLA Color Fresh Mask

Products: Sebastian Professional

Hairstyling-Equipment: ghd – good hair day

The Steinmetz-Bundy Privatsalon in Vienna – home to professional styling and hair design expertise

In the spacious 155 m² Steinmetz-Bundy Privatsalon, Hannes Steinmetz and Vanessa Steinmetz-Bundy present their own independent salon concept, exclusively situated in the city centre on Opernring 9, across from the Vienna State Opera.

The entrepreneurial husband and wife duo, both of whom grew up in Austrian hairdressing dynasties, have been active in the industry for 30 years and work together with their team to place the focus on private, individual, quality time in every aspect of their service. Customers are guests, and each visit is devoted entirely to the client's individual beauty and personal well-being: private time. The Steinmetz-Bundy Privatsalon stands for top quality on an international level, serving women, men, and younger clientèle who appreciate superior hairdressing expertise, proficiency in up-to-the-moment styles, and personalised individual service. Hannes Steinmetz's own hairstyle and trend collections round out the comprehensive range. In addition to styling, haircutting, colouring, and hair design, the salon also offers innovative high-performance hair care, make-up services, manicures, and nail design. Off-site services and off-time services as well as private salon events complete the full-spectrum service offering.

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Hannes Steinmetz is also brand ambassador for ghd – good hair day, the whole range of the ghd styling tools is available in the salon. For the international high-class hairdresser's network Intercoiffure Hannes Steinmetz is creative director in Austria, covering all technical matters as well as hair fashion and hairstyle trends.

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