



Photo credit: Intercoiffure Mondial MasterBarber / Vice President Intercoiffure Mondial - MasterBarber: Frank Gambuzza / MasterBarber Team 2023: Sebastian Pfister (Austria), Holger Maas (Germany) / Assistance: Jarrad Stapleton, Eric Mainor / Photographer: Paul Thatcher

Phoenix Intercoiffure MasterBarber Collection 2023

It's a man's world: after more than 20 years, Intercoiffure Mondial launches an all-male collection under the heading **Phoenix** by **Intercoiffure MasterBarber**. Artful fashion photography in black and white from the cool US megacity of Atlanta.

The firebird - powerful, brave, and immortal. Phoenix by Intercoiffure MasterBarber is the name of the current men's collection and takes up the spirit of this mythical bird. Phoenix stands for rebirth. Intercoiffure Mondial, the world's leading hairdressers and barbers the leading organisation of the best hairdressers and barbers worldwide, wants to start a qualitative revival of the barber industry with these men's-only looks and present a new generation of men's hairstyles.

The collection was photographed over two days in the vibrant, dynamic Southern metropolis of Atlanta, under the creative direction of Intercoiffure Vice-President Frank Gambuzza: «The Phoenix collection showcases the exceptional craftsmanship of the barber and highlights the skill and artistry of the MasterBarber team, including Sebastian Pfister from Austria and Holger Maas from Germany. These renowned men's stylists have brought the Phoenix concept to life through their expert cutting and styling techniques.»

The team's goal was to convey the idea of men as trendsetters for all generations, with a focus on timeless style and sophistication. The styles are aimed at businessmen, hipsters, rappers - for all ages, for every nationality and for every hair texture. The collection celebrates the enduring appeal of classic hairdressing with a modern twist. The very masculine looks feature graded cuts, short haircuts, long hair with waves, reshaping. Some styles play with different textures, such as waves on the top of the head with very narrow, straight sides. There are also organic styles with curls or very accurate cuts. Plus, the perfect beards - whether moustache, full beard, horseshoe, or Van Dyke. Photographed in black and white, the men's trends encompass a variety of styles and techniques, much like the feathers of the Phoenix, which symbolise a wide range of colours and cultures.

For Peter F. Pfister, President Intercoiffure Mondial, the focus on men's grooming is an important milestone: «When our community was founded in 1925, it was still called the «Association des Coiffeurs de Dames» (association of ladies' hairdressers). In cosmetics, the importance of the men's market has already become apparent. And we will integrate men's fashion more intensively in our organisation and define the qualitative antithesis to cheap men's salons. Frank, as one of the most well-known and successful barber entrepreneurs, is the Vice-President responsible for this area and with our Phoenix collection we are launching our MasterBarber activities.»

Frank Gambuzza stresses the importance of understanding the technique of a haircut and the architecture of the cut; this is especially important when working with short men's hair, which is not forgiving and gives little room for error. He says: «We are excited to share the Phoenix collection with the world and launch the MasterBarber education programme. With over 51 years of experience in the industry, managing six locations and leading a team of over 170 staff, I bring a wealth of knowledge and experience. Our master barbers have extensive training and are global in their approach, presenting techniques and styles from around the world, which are then adapted to local markets. We are glocal: thinking globally while paying attention to local needs. The collection represents the best of professional men's grooming and showcases the skills and artistry of our team. In addition to the collection, we offer a fantastic opportunity for stylists and barbers to learn from the best in the industry through our MasterBarber education programme.»



Credits: Intercoiffure Mondial MasterBarber

Vice President Intercoiffure Mondial - MasterBarber: Frank Gambuzza

MasterBarber Team 2023: Sebastian Pfister (Austria), Holger Maas (Germany) | Staff support: Eric Mainor & Jarrad Stapleton | Photographer: Paul Thatcher

Location: Van Michael Men-Barbershop Atlanta, Georgia, USA | Facilitator: Daniel Holzberger, Van Michael Men | Make-Up: Nikole Morrow-Pettus, Van Michael Salon | Photo Editor-Babak

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