

In Business

Styles on Video offers choice before the cut

KATE GILDERDALE
Correspondent

Most of us have been through it.

You spot a fantastic hairstyle in a magazine; you clip out the picture and take it to your hair-

dresser who faithfully reproduces it on your head. You spend the next six months wearing hats and avoiding everyone you know.

With the help of state-of-the-art technology, however, such

potential disasters can now be avoided. Stouffville realtor Susan Wilson-Davies offers a service called Styles on Video by Creations, which allows clients to 'try out' up to 24 hairstyles painlessly.

"This is a computer imaging system that started in Los Angeles and is really big in the States, but there are only six people in Ontario that have it," Wilson-Davies explained.

"I superimpose different hairstyles on people's faces and that gives them a very realistic idea of how their hair will look. I can change the color, or give you a perm or cut risk-free."

Apart from the purely practical aspect of avoiding long-term bad hair days, having your hair 'done' in 12 or 24 different styles



Our own Kate Gilderdale tries out some rather unusual looks as part of her assignment to cover the latest in hair-wear technology.

can be an illuminating and sometimes hilarious experience, as I discovered when I tried it for myself.

The first step was to go through the catalogues, selecting the styles that appealed to me. That was a challenge in itself, with literally hundreds of styles and a variety of colors to choose from.

Since I was going for 24, I was able to have fun with some of the more outlandish coiffures and to see how I looked in every color from platinum blond to black.

I filled out my choices on a sheet and scraped back my hair, then I sat down in front of the camera so that Wilson-Davies could take the photograph which was to become the basic 'model' for the different hairstyles.

If the photograph on the screen was not to my liking, she said, she would happily take another until I was satisfied. Once that was done, she used a 'pencil' around the hairline on the screen to ensure the correct placement of each style.

Within minutes I was seeing myself with long, straight hair; a mane of dark curls; a short punk cut and ringlets. Each style was shown separately; then the screen was split to give an overview of four different looks simultaneously.

As well, Wilson-Davies gave me computer-generated photographs of four styles of my choice.

The reaction from family and friends has ranged from amazement ("This one doesn't look anything like you") to amusement. And while it's fun to have the video done for the entertainment value alone, it's also an immensely practical device which can save you a considerable amount of money and a ton of grief. The whole process, depending on your decision-making capabilities, can take less than 15 minutes. You can set up an appointment with Wilson-Davies at her, Ashburn home, or you can host a home party for eight or more guests.

The regular prices for the videos are \$36.95 for 24 styles and \$29.95 for 12, with introductory offers of \$29.95 and \$24.95 respectively. Styles for men are included in the catalogues. For more information, call (905) 655-8213.

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