

# AMERICAN SALON

MAY 2016

**Women  
in Beauty**  
ISSUE

YOUR  
**STORY**  
TOLD  
HERE

## ROAD *to* HAVANA

We go to Cuba with Intercoiffure  
for a historic photo shoot





PHOTOGRAPHY **Nicolas Troncin**

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MAKEUP **Sherri Jessee**

HAIR **Intercoiffure**

# Cuba

# Libré

**A** **FASHIONABLE CITY IN THE 1930S**, Havana became known as the “Paris of the Caribbean.” The Malecón, a curving highway bordering the sea, resembled the boulevards along the French Riviera. Luxury hotels, casinos and nightclubs attracted tourists from all over the world, including Ernest Hemingway, who indulged in the legendary frozen daiquiris at El Floridita, a historic fish restaurant and cocktail bar in Old Havana. After the Revolution in 1959, life in Cuba became, shall we say, more austere, but by 1991 and the dissolution of the Soviet Union, the situation became dire. Food was scarce, resources were limited and hundreds of colonial era buildings fell into disrepair. The Cubans called it the Special Period. While a team of craftsmen and restoration experts began working on a project to restore a section of Old Havana to its former splendor in 1984, in much of the city, crumbling buildings and vacant lots still line the narrow streets, which are filled with potholes. Now that the United States has taken the first steps to re-establish diplomatic relations with Cuba, it isn’t difficult to imagine a new Havana, flush with foreign investment, emerging from the rubble. The idea for a trip to Cuba—before there’s a Starbucks on every corner—was hatched on a cocktail napkin by longtime Intercoiffure member Al Stephens and newly elected president, Frank Gambuzza, who let Cultural Explorations Cuba in Delray Beach, FL, organize the details of a photo shoot—the first ever on Cuban soil with a group of American hairdressers. Impeccably dressed, with flawless hair and makeup, our beautiful Cuban models strolled through the ruins of Old Havana, a metaphor for Cuba’s glorious past waiting to be rediscovered. That I was allowed to take part in this historic event was both an honor and a privilege.

CLOTHING DESIGNER Jose Luis Gonzalez JEWELRY Rosana Vargas for ROX



Danielle Keasling of Salon Karma in Bluffton, SC, created a topknot and wrapped it in "mini dreads" fashioned from pre-colored extensions.