



# PASSIONE

## Press Kit

**\*WINNER: 2016 Hair Expo Colour Technician of the Year\***

**\*FINALIST: 2016 Hair Expo Photographic Collection of the Year\***

**\*FINALIST: 2016 Hair Expo Victorian Hairdresser of the Year\***

**ibiza.hair**  
www.ibizahair.com.au

**ADRIAN ROTOLO &  
MICHAEL PIASTRINO  
IBIZA HAIR**



# PASSIONE

## The Inspiration

### PASSIONE

Passione presents an eclectic and free spirit, highlighted by a stunning colour palette of pastel tones that elicits a feeling of freedom and beauty.

Drawing inspiration from the colour palette that was the cornerstone of the Giambattista Valli and MAC Cosmetics 2015 Summer campaign, Passione delivers a mildly surreal subtext, slightly futuristic in appearance with a hint of metallics and smoke yet also challenging the traditional idea of beauty.

The colours, in conjunction with the Giambattista Valli collaboration, were inspired by floral tones and beautiful hues taken from a Japanese garden scene. Think Kyoto in full spring bloom.

Pastels in pinks, muted blues and steel grey, and rose combine with punches of vibrant lilac and fuchsia to create a couture feeling to the collection with a futuristic edge.

### PHOTOGRAPHY

We wanted the models to be photographed cropped in to highlight the intricacies in the colour and the texture of the cuts, yet still engage with the viewer.

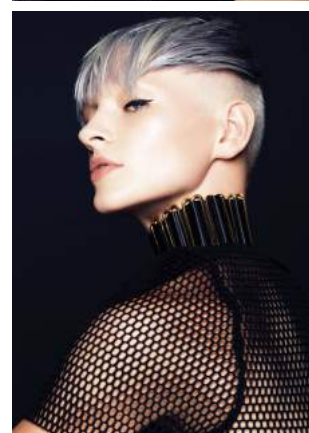
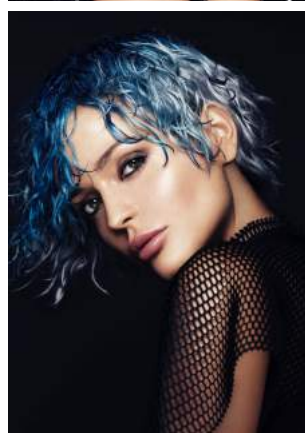
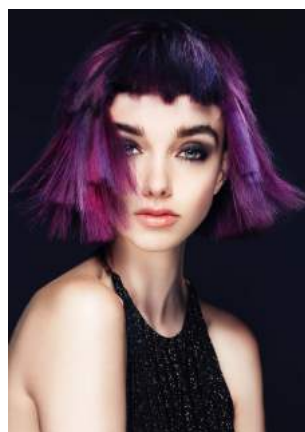
The backdrop is to be dark, in keeping with the overall feeling of a futuristic theme that was also quite sensual and sexy. The backdrop is not to detract from the beauty and hair of each model but moreso enhance it.

### STYLING

We wanted our styling to be luxe and beautiful. We wanted the chosen pieces to reflect a feminine vibe, yet still have an element of toughness and a mild flamboyance to them. We chose black for sophistication and a beautiful way to offset our work.

### MAKEUP

Makeup was to be kept very natural, with dewy skin. There was subtle smokiness and metallics for the eyes and just enough to really enhance the beauty of each individual model yet not detract from the hair colour, style and texture.



## CREDITS

Hair:

Colour:

Photographer:

Makeup Artist:

Stylist:

Salon:

Michael Piastrino

Adrian Rotolo

Andrew O'Toole

Kylie O'Toole

Vass Arvanitis

IBIZA HAIR

# BIOGRAPHY Adrian Rotolo

“To have the ability to create beautiful work that inspires others and cultivates curiosity is perhaps one of the greatest gifts my hairdressing career has given me.

My passion for colour and creative technique stems from my ability to create hair colour that has a commercial wearability, something that is touchable yet can elicit wonder.

This flows over into my educator/technical roles with Schwarzkopf where I share my capacity to influence colour direction, and encourage a new wave of hairdressers to be inspired by colour and experiment with it.

I am committed to my leadership role in the salon as Technical and Education Director, deriving enjoyment from watching my team learn and grow, challenging them to look beyond what is in front of them and imagining what could be.

A creative colourist I thrive on taking something from what we see or perceive to be ordinary and making it extraordinary.

An educator and technical director, I enjoy witnessing growth and advancement of technique in the new generation; to be able to evolve and influence Australian colour work and see it sit alongside the best in the world. That is my ultimate goal. “



## **TECHNICAL DIRECTOR/EDUCATOR @ IBIZA HAIR**

A sought after colourist with fine attention to detail, Adrian is a master of his craft. He has trained extensively with both Schwarzkopf and L'Oreal.

Beginning his career in Adelaide a decade ago, he has since brought his experience and expertise to Melbourne.

Working alongside Michael Piastrino, he has quickly developed a loyal following at Ibiza hair.

Adrian has also been apart of the Schwarzkopf Hair Expo team which saw him present "BLONDE ME" live on stage.

## **RECENT ACHIEVEMENTS**

- WINNER: 2016 Hair Expo Colour Technician of the Year
- WINNER: 2015 I.H.S. Colour Technician of the Year
- FINALIST: 2016 Hair Expo Photographic Collection of the Year
- FINALIST: 2015 Hair Expo Colour Technician of the Year

# BIOGRAPHY Michael Piastrino

“A salon owner and creative director I lead by example, encouraging the pursuit of creative excellence and skill betterment within my team, which is the cornerstone of who I am.

I give 200% to my team, the salon and my clients on a daily basis; comfortable in pushing myself to be better, whether in the salon, presenting or educating.

A leader, I have coached and mentored my team to be the best they can be, involving them in creative opportunities and immersing them in education.

I embrace the opportunities to inspire, to be inspired by others, and involve myself at a community level; one of the greatest parts of our industry.

Creating and setting hair fashion direction, maintaining a thriving business, and instigating the desire in others to learn and grow, are to date my greatest achievements, and keeps me motivated for the future. “

## **OWNER/ARTISTIC DIRECTOR @ IBIZA HAIR**

An award-winning hairdresser, Michael Piastrino has won over 120 National and International hairdressing awards, including 2015 I.H.S Hairdresser of the Year and Salon of the Year.

He has represented Australia in Cancun, Mexico for Farouk Systems, USA, and is part of the Schwarzkopf Creative Team and a L'Oréal guest artist.

His passion is hairdressing, a master craftsman in cutting, colouring and hair extensions, as well as ensuring all clients at Ibiza Hair receive the best service in the industry.



His celebrity clientele has included names such as Belinda Carlise, Anthony Callea, Tim Campbell, Jacque Blaze, Ricky Muscat, and Will Davidson to name just a few. He has also worked on the hit TV Show “The Block”.

## **RECENT ACHIEVEMENTS**

- WINNER: 2015 I.H.S. Hairdresser of the Year
- WINNER: 2015 I.H.S Salon of the Year
- FINALIST: 2016 Hair Expo Victorian Hairdresser of the Year
- FINALIST: 2016 Hair Expo Photographic Collection of the Year
- FINALIST: 2015 Hair Expo Emerging Hairdresser of the Year

# CONTACT & Credits

## CONTACT

**Claire Maher**  
Publicist

**M:** +61 402 830 366

**E:** [clairemaher@optusnet.com.au](mailto:clairemaher@optusnet.com.au)

**Instagram:** @clairembeautypr

### **IBIZA HAIR**

151 Victoria Avenue  
ALBERT PARK, VIC, 3206  
Ph: +61 3 9686 1834

**E:** [info@ibizahair.com.au](mailto:info@ibizahair.com.au)

**W:** [www.ibizahair.com.au](http://www.ibizahair.com.au)

**Instagram:** @ibizahair

## CREDITS

**Hair:** MICHAEL PIASTRANO

**Colour:** ADRIAN ROTOLO

**Make-up:** KYLIE O'TOOLE

**Photography:** ANDREW O'TOOLE

**Styling:** VASS ARVANITIS

**Salon:** IBIZA HAIR