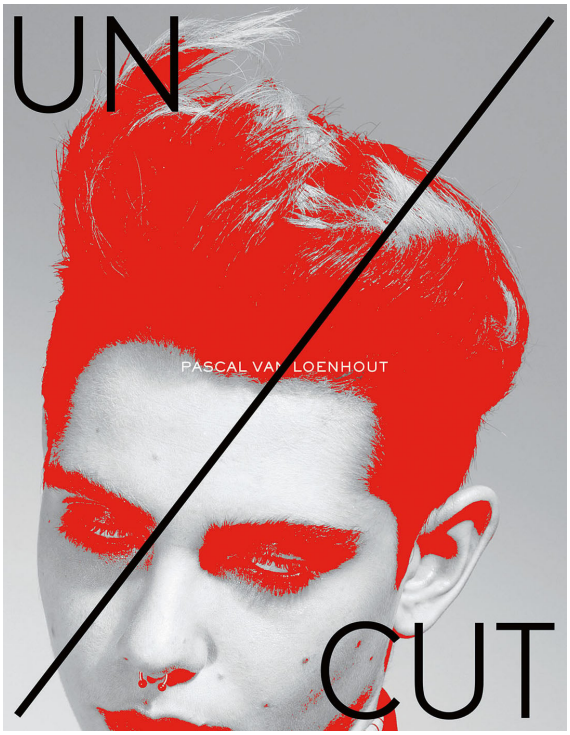
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UN/CUT: Pascal van Loenhout

Pascal van Loenhout

ISBN	9789077207390
Publisher	HOPPER&FUCHS
Binding	Hardback
Territory	World excluding France and Benelux
Size	300 mm x 286 mm
Pages	192 Pages
Illustrations	16 color, 96 b&w
Price	£45.00

- Haircuts spring to life in a studio photoshoot with edgy models sporting all kinds of hairdos chopped and styled by the globally successful hairdresser Pascal van Loenhout and photographed by Charlie De Keersmaecker

Antwerp-based and internationally lauded hairdresser Pascal van Loenhout is back with a second monograph: ***UN/CUT***. For this 185-plus-pager brimming with arresting images, Pascal van Loenhout created dozens of lobs, bobs, bangs and blunt cuts, leaving it all out there for everyone to see and draw inspiration from. Photographed by acclaimed fashion and music photographer Charlie De Keersmaecker, ***UN/CUT*** packs a punch as it seamlessly combines a distinctly recalcitrant mood with timeless but off-kilter beauty. Though capturing a specific moment in time, it's set to continue to enthrall both hair aficionados as well as anyone with a penchant for art, fashion, minimalism or beauty in general for a long time to come. The book design as done by internationally revered graphic designer Paul Boudens. ***UN/CUT*** begins with an uncensored version of Pascal's life story.

Growing up a hairdressing heir in his mother's prominent salon in the town of Eeklo, Belgium, but also being influenced by hardcore and punk, Pascal started creating his own idiosyncratic style as a teenager and pushed back against the prevalent 80s prim-and-permed style being instructed at Belgian hairdressing schools. As a budding professional, **Pascal van Loenhout** was introduced to the creed of British hair-cutting dominating the London scene and became instantly transfixed and determined to master these radical skills. He took a chance, dropped everything and moved to the UK capital to begin his meteoric ascent. After 10 years at the absolute forefront of British hairdressing and working alongside some of the biggest names in the business, Pascal decided to return to Belgium and open his own salon in 2007: Pascal van Loenhout Antwerp. His pace-setting trademark "unhairdressy" cuts, including the do's he designed at the request of famed milliner Stephen Jones, were first captured in a book published in 2011. Globally revered hair stylist Kevin Murphy – the inventor of 'beach wave' style and founder of the namesake brand – has worked closely with Pascal van Loenhout for years. He appointed Pascal to the position of 'KEVIN.MURPHY global design director' in 2014, a position Pascal continues to hold, and has this to say about Pascal's unique talent.







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