



# Innovative Approaches To Modeling Modern Hairstyles Using Alternative Hair

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**Abstract:** In all historical eras and among different peoples, a person's desire for self-expression and aesthetic decoration of their own appearance can be traced. In the absence of the necessary natural resources, people tried to create the desired forms by artificial means. In many cases, they used not their own hair, but alternative hair, which led to the development of the art of postiche (hair pieces made of natural or synthetic hair).

At the present stage, a stylist-hairdresser cannot do without postiche products in the process of modeling and performing current hairstyles. Thanks to the use of alternative hair, it becomes possible to increase the volume of the hairstyle, lengthen the hair, complement the image with decorative elements made of hair, complex braids, avant-garde strands, chignons with extravagant coloring. In addition, postiche is actively used in combination with eyelash extensions, which contributes to the creation of a holistic, individual and artistically expressive image.

**Keywords:** alternative hair, hairdressing, fashion, style, modeling hairstyles, postiche products.

## INTRODUCTION

Today, the range of alternative hair has an extremely wide range of applications. These include technologies for increasing hair thickness or length, fixing individual elements of the hairstyle, using hair jewelry, natural-colored underlays, as well as multi-colored decorative strands, etc. The main materials used today are natural and artificial hair.

The use of alternative hair is determined not only by fashion trends or physiological necessity, but also by the individual desire of a person to express himself and create a unique image.

Modern technologies for the production of alternative hair are constantly being improved, which allows achieving maximum similarity of artificial fibers with natural hair. Due to this, postiche products are distinguished by high aesthetic properties, wear resistance and safety in use, which significantly expands the possibilities of their practical application in hairdressing.

## STATEMENT OF THE TASK

Alternative hair, used at the current stage of hairdressing development, is distinguished by a variety of manufacturing materials and a wide range of products that are actively used in the process of modeling modern hairstyles for various purposes.

The purpose of the study is to analyze the use of alternative hair and determine its role in the formation of modern hairstyles using the example of the most common types of hair products, without which it is difficult to imagine the creativity of modern stylists and hair designers.

To achieve the goal, the work provides for considering the main types of alternative hair, characterizing their physical and technological properties, as well as determining the advantages and disadvantages of natural and synthetic materials used in the creation of hair products.

## RESEARCH RESULTS AND DISCUSSION

Research into the history of the development of world art indicates that in ancient Egypt, extensions were widely used to create hairstyles. The first known images of wigs date back to the end of the 3rd dynasty (about 2600 BC), although, according to archaeologists, they appeared much earlier.

By the middle of the 1st millennium BC, the fashion for artificial hair from Egypt spread to the countries of the Middle East and the Mediterranean, and from Persia it penetrated into Ancient Greece, where it was mainly used as theatrical props [1]. In ancient Rome, wigs were imported from different regions of the world: black wigs from India and blond German hair, which were valued at their weight in gold, were especially valued.

In addition to the aesthetic function, alternative hair in different historical periods also performed a social role. The presence of a wig or a complex overlay often indicated the high social status of its owner, belonging to a certain class or profession, which emphasized the symbolic meaning of postiche products in the culture of the past.

From the first years of its existence, the Christian church had a negative attitude towards wearing wigs. Thus, Clement of Alexandria noted that a person wearing a wig cannot accept a sacred order, since divine blessing does not pass through artificial hair.

In the medieval period, wigs were practically not used. The return of wigs to fashion was facilitated by monarchs. It is known that in the 16th century, the English Queen Elizabeth I masked hair loss with the help of wigs; according to contemporaries, there were about 80 products of different colors in her wardrobe.

In the 17th century, about 500 hairdressers worked at the court of Louis XIV, who created the so-called "alonge" wig. It was she who became a symbol of the era of absolutism and theatricality [5].

After a long break, a new stage in the development of the technique began in the 20th century with the invention of synthetic fibers, in particular nylon. The fibers that replaced natural hair were divided into acrylic, vinyl, and polyamide [4].

The real boom in artificial hair occurred in the 1960s with the advent of the fashion for voluminous hairstyles. In the 1970s, Kanekalon was created - one of the highest-quality substitutes for natural hair, which is still widely used today.

Modern synthetic fibers have a number of advantages over natural hair: they are easier to care for, hold their shape better, are resistant to moisture and temperature, and are also more affordable. This contributes to their widespread use in both everyday and competitive and stage hairstyles.

The innovation of modern approaches to hair modeling lies in the use of high-tech alternative hair materials with improved physical properties. The latest synthetic fibers are able to imitate the structure of natural hair, have heat resistance, antistatic properties and increased flexibility, which allows the use of modern styling methods, in particular thermomodeling and texturizing without losing the aesthetic appearance of the product.

An important component of the innovative process is the combination of alternative hair with modern technologies of attachment and integration into natural hair. New fixation methods, such as microcapsule, tress or glueless systems, provide minimal load on the client's own hair and allow you to create the most natural look of the hairstyle. This significantly expands the functional capabilities of alternative hair and increases the comfort of its use.

Innovative approaches are also manifested in the creative rethinking of the role of alternative hair as an independent means of artistic expression. Modern stylists use it to create conceptual, avant-garde and stage images, combining different textures, colors and shapes. Thus, alternative hair ceases to be just an auxiliary material and is transformed into a key element of the design idea of the hairstyle.

The concept of "alternative hair" can be interpreted in two meanings: as a material (artificial fiber, an alternative to natural hair) and as a finished hair product - a wig, a chignon, a toupee or a decorative element of a hairstyle.

In modern hairdressing, alternative hair is widely used not only for decorative purposes, but also to correct individual features of the client's appearance. It allows you to hide the shortcomings of the natural hair, in particular, reduced density, uneven length or damaged hair structure. Due to this, hair products have become an important tool in creating a harmonious and complete image, combining aesthetic and practical functions.

Alternative hair is particularly relevant in the professional activities of stylists, hair designers and in the fashion industry in general. With its help, it is possible to quickly model complex shapes, voluminous structures and non-standard hairstyle silhouettes, which is difficult or impossible to implement exclusively with natural hair. This opens up wide opportunities for creative experimentation and the development of the master's own style.

In addition to the ethical and technological aspects, alternative hair plays an important role in solving medical and cosmetic issues. Its use is advisable in case of temporary or permanent hair loss caused by diseases, stress factors or medical treatment. In such cases, hair products contribute not only to the restoration of a person's appearance, but also to the improvement of their psychological state and social adaptation.

## CONCLUSIONS

Analysis of modern trends in hairdressing shows that alternative hair is an important means of implementing stylists' creative ideas. It allows you to quickly adapt a hairstyle to fashion trends, individual client characteristics and the requirements of a specific image.

The results of the study indicate that the use of alternative hair in modeling modern hairstyles has not only retained its relevance, but also acquired functional and practical significance. Alternative hair allows you to increase the volume of a hairstyle, change the color and length of hair without harming your own, as well as effectively solve aesthetic and medical and cosmetological problems.

Thus, hair products occupy an important place in modern hairdressing, and alternative hair is an integral tool in the stylist's creative activity.

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