

## USA : Federico Calce to sparkle at New York Couture Fashion Week

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This September, the glamour and sophistication of New York's Couture Fashion Week will be enhanced by the exquisite work of one of top fashion and celebrity hair stylists. Federico Calce is an expert in beauty with a passion for style and technique.

Highly acclaimed for his unique and insightful approach to hair styling, Federico has elevated the definition of a mega-modern and contemporary hair dresser.

With a staff of international stylists, Federico prides himself on offering a relaxing and inviting atmosphere with a European edge at his chic salon on Manhattan's tony Upper East Side.

A treasured resource among the world's style setters, Federico pampers society women, actors, models and executives at his luxurious salon with an extensive array of hair services and treatments. "Federico Salon Direct," a 24-hour hair and beauty service was developed to send beauticians any hour of the day or night to a visitor's room in any hotel in the city. Bowing to popular demand, this has been enlarged to include private homes, too.

Federico moved to New York City from his native Milan, Italy in the early eighties, where he worked as master stylist at his family's salon chain.

His talents were immediately recognized and he was appointed Artistic Director of the salon at Bergdorf Goodman. Five years later he launched his first namesake salon, Federico.

"We are excited to be working with Federico during Couture Fashion Week," says event producer Andres Aquino. "His talent and creativity as well as his numerous accomplishments in his field distinguish him as one of the best hair stylists around, and we are really looking forward to seeing some stunning looks to accompany the beautiful fashions on parade."

Federico has created some of the most glamorous and memorable looks to grace top fashion magazines and beauty publications including Vogue, Harper's Bazaar, Glamour and Marie Claire. He has coiffed the heads of countless models for Fendi, Valentino, and Armani fashion shows as well as for Oscar de La Renta.

As celebrity stylist at New York's Fashion Week shows, Federico has worked with photographer Timothy Greenfield-Sanders on many celebrities including Eva Longoria, Nicole Richie, Jessie Metcalfe, Catherine Zeta-Jones, Michael Douglas, Rosario Dawson, Sarah Ferguson, Katie Couric, Betsey Johnson, and Rachel Hunter.

For years Federico has traveled between New York and Hollywood, working on film sets and becoming the stylist of choice for such actors as Nicole Kidman, Meg Ryan, Michelle Pfeiffer, Sigourney Weaver, Alec Baldwin and Mel Gibson.

He developed "Hollywood Backstage," a line of hair care products to style Michelle Pfeiffer's hair on the set of Batman. Recently Federico was selected to be the Official Hairdresser at the Drama Desk Awards, and was appointed Elite Master Designer by Conair's Professional Salon Division.

Federico can often be found working with performers at music festivals, or on location photo shoots including Revlon corporate photo sessions.

He was the stylist chosen by Japanese developers to collaborate with them on a revolutionary heat treatment to straighten hair for up to ten months, and was chosen by Swiss engineers to work with them on Jessor, a 21st century invention to perm, set and straighten hair using pure oxygen.

When Breck Shampoo recreated their famous "Breck Girls" national advertising campaign, this "stylists' stylist" was chosen to do the hair of the Breck Girls in their introduction to the press. Federico has been seen on numerous network and cable television programs such as The View and Good Day New York.

Couture Fashion Week and Bridal Fashion Week are multi-day events showcasing luxury couture and fine fashion including eveningwear, elegant fashion, couture bridal as well as accessories.

Attendees include upscale consumers, invited VIPs, the press and selected high-end store buyers. The events also include exhibits of luxury brands as well as entertainment and networking cocktail and after-parties, and are held in top venues in New York City, Palm Beach, Naples, Florida and other selected cities.

Couture Fashion Week and Bridal Fashion Week events are promoted around the world in media partnership with some of the most prestigious fashion publications such as Book Moda, Book Moda Sposa, Palm Beach, Black Tie Magazine, and a network of the company's 32 websites as well as via a fashion and luxury lifestyle supplement entitled Couture & Luxury.

USA International Fashion Shows

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