



For Hair that Rocks!

Check out Contesta Rock Hair Salon

Words by Vanessa Pascale

When it comes to your hair, you want someone who knows what they're doing—a hair stylist/colorist who knows the latest hair techniques and trends and the best treatments to utilize when it comes to your hair type. That's what Contesta Rock Hair Salon brings to the table—technically, the salon chair.

Founded by Alessandro Santopaola and Massimo Bianco in 1996, the successful Italian brand spans the globe with

locations in Roma, Shanghai, NYC, Firenze, and Miami. Their vision: to build a space with no boundaries, whether geographic or around any form of artistic expression. It's very clear that the avant-garde brand embraces art—just look at the haircuts, styles, and colors they create for their clients (the pre-teen in the chair next to me was the recipient of cerulean-blue highlights) and their salon walls.



To experience the salon firsthand, I made an appointment at their New York City location. The West Village salon is cozy --housing only a handful of work/shampoo stations. Dark brick and exposed electrical cables and wiring create an industrial vibe, while fun cartoon paintings add vibrant pops of color to the space. I am paired with Gaby. We go over what I want to achieve (a richer hue – bye-bye brassy blonde), and she gets to work. Using a technique that's new to me, she paints sections of my hair, then covers each with a paper-like sheet. Once the color has processed, it's off to the shampoo bowl for a rinse, shampoo, and an invigorating head massage. We return to her chair, where she gives me a blowout. I give my hair a few flips, and appraise it in the full-length mirror. My hair is beautiful, bouncy, and the color is perfect.

What's great about this salon is that they have their own line of products, including Shampoos and Conditioners (Hydrating, Curling and Volumizing), Saltiness Styling Spray, Molding Paste, Powder Volume, Shine Spray, Styling Wax, and Curling Milk. Their products smell good and do exactly as expected -- create shine, volume, and texture. Their prices are also reasonable: Single Process \$75+, Partial Highlights \$150+, and Women's Cut \$80. For more information, visit <http://contestarockhair.com/en/> or call 305-672-5434. [ML](#)

Rock Hair is located at 417 Espanola Way,
Miami Beach, FL 33139.

