Deconstructing NAHA
Featuring Charlie Price
A 3-Part Series

From Storyboard to Photoshoot
November 2, 2015 1pm EST
Panelists:
Charlie Price, Melanie Watson & Shareena Hansen-Reardon

The Collection Comes to Life
December 7, 2015 EST
Panelists:
Charlie Price, Melanie Watson & Shareena Hansen-Reardon

Judging the Collection
January 11, 2016 1pm EST
Panelists:
Sam Brocato, Mia Liguori-McHugh & Sam Villa

Deconstructing NAHA | Part 2
The Collection Comes to Life

Deconstructing NAHA | Part 2

Shareena Hansen-Reardon
Stylist & Makeup Artist
modeonmain.com

Charlie Price
2-time NAHA
Hairstylist of the Year
charliepricehair.com

Melanie Watson
Beauty & Editorial Photographer
melaniewatsonphoto.com

Deconstructing NAHA | Part 2
Pre-Production

- Practice sessions
- Review inspiration
- Mannequins v. live models
- Photograph on cell or digital camera
- Practice back up looks!
What to Expect on Site

- Time to budget per shot
- Breaks - lunch, etc
- Organization of space
  - Minimize clutter
  - Designate areas
  - Have space for changing
  - Relaxation
Site Set up & Tools

Each team member has a station

**Hair lead**
- low chairs for hair
- table space
- Charlie’s top 5’s

**Makeup**
- high chairs
- table space
- Shareena’s top 5

**Photography**
- Unpack lights first
- Establish work station
- No clutter!
- Mel’s top 5’s
The Collection Comes to Life

**TOP FIVES**

**Hair**
1. **Combs**: styling, wide tooth, rat tail
2. **Blow dryers**: have two!
3. **Brushes**: round, styling, paddle & Mason Pearson
4. **Clips**: LOTS! Small, large, single, double and large duckbill
5. **Pins**: bobby pins and French pins in differing sizes

**Makeup**
1. **Brushes**! Never underestimate the power of a clean brush
2. **Makeup sponges**
3. **Makeup remover**: in case of mistakes or eyeshadow fall out
4. **Primer**: for foundation and eye shadow - you need the look to last
5. **Tape**: for stencils and winged eyeliner

**Photography**
1. **Water & snacks**: keep your energy level up!
2. **Laptop** to tether images as they are shot
3. **Lighting gear**: bring as much as you can
4. **iPhone**: in case there is no wifi
5. **Camera**

Deconstructing NAHA | Part 2
Wardrobe

- Have a back up plan
- Photograph a model in each option
- Carry a fashion styling kit

Inspiration
Etiquette

- Photographer and hair lead run the shoot
- Pre-shoot meeting to review concept is advisable—especially if you’re new to working together
- Limit those who instruct the models
- Role of the production coordinator
Building the Collection

Do lighting tests
   have alternate ideas for lighting

Finish the hair but don’t overspray
   style on set
   be flexible and available

Try alternate shots
   toy around with cropping
   remember you can “flip” images
   zoom in and out

The first shot takes the longest... and should

**NOTE:** Being detail-oriented on site will cut down on post production time and cost!
Building the Collection

... continued

- Take multiple versions
- Vary each look
- Discuss the collection as you go
- New collections may surface

- Construct as you go
- Select top three on site
- More options help if you’re indecisive
The Collection Comes to Life

LEXICON

CONTEMPORARY + CLASSIC

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Evolution of the Collection

What worked? Why?
Image selection
Cropping & flipping
Filters & lighting

Deconstructing NAHA | Part 2
Post Production

Raw

Retouched

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Post Production

probeauty.org/enternaha/

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Thanks for joining us

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https://probeauty.org/deconstructingnaha
https://probeauty.org/insidenaha