

# Z!nk

## TAKING A DIP : Trying out the latest dip-dye hair trends at NYC salon, Shampoo Avenue B.



*Looking to dress up your locks? Check out Shampoo Avenue B owned by Karuna Devi and Joel St. Yves.*

From the Punk scene of the 70s, to the grunge girls of the 90s, New York is no stranger to spotting alternative heads of hair. However, for several seasons, dip-dye and ombre hair trends have been filtering into the mainstream, making its way into several designers' collections. Both RTW and Haute Couture houses have dabbled with variations of the look, sending models down the runway with heads of rainbow colored hues. With celebrities sporting neon locks to the countless images of DIY dip-dye hair seen on street style blogs, it's no wonder the trend is resurgent.

With a nod to their Manic Panic predecessors, the East Village hair salon, Shampoo Avenue B, has become a fixture for those craving eclectic colored hair. Walking in, you're greeted by rocker-chic stylists and art-influenced interiors (reminiscent of the graffiti-filled subways of the 70s). With the help of Shampoo stylist, Sylyse, who has over fifteen years experience in the hair biz, brown locks became blue in just over three hours. Not being a stranger to experimenting with color, the bright blue streaks came off as more chic than shocking.

Unlike the DIY Manic Panic dyes, the process at Shampoo is created using high quality products like Bumble and Bumble, Kevin Murphy, and Wella for color. Considering the toll that the bleaching process takes on the hair, it's recommended to sit down in a stylist's chair to take this look to the next level. And what better way to pass the processing time than by sitting back and feasting your eyes on the abundance of artwork by local artists, Erni Vales ([evlworld.com](http://evlworld.com)), Tim Barnard ([Timbarnard.com](http://Timbarnard.com)) and Shai Dahan ([abztract.com](http://abztract.com)). The stylist team themselves exude a creative, cool vibe and have an incredible list of clientele to match (Helena Christensen, Jack White, Chloé Sevigny, and Gerard Butler, to name a few). Whether you're ready to take the plunge into the dip-dye trend, or just want a regular cut and blowout, Shampoo Avenue B is your one-stop spot for fabulous tresses. — Jessica Olm

