

YOU VOTED, MEET THE WINNER



WINNING ENTRY:
Macy, styled by Robertson (below) Robertson.



Before he entered the **What's Next Awards**, hairstylist **Steven Robertson** had never been to New York City. Now, the Utah native is poised to make hair magic at Mercedes-Benz Fashion Week.

Salt Lake City is a long way from New York, and even further from Lincoln Center, but that's exactly where Utah-based hairstylist Steven Robertson will soon find himself. As part of his prize for winning Sebastian Professional's What's Next Award for volume, Robertson will style alongside the Sebastian Professional team at New York's Mercedes-Benz Fashion Week. He's excited about the new experience. "It's not every day I can do that type of styling here in Salt Lake City," he says.

"I tend to like different styles at different times," says Robertson, a stylist at Lunatic Fringe, a salon in Salt Lake City. "For a few years, I was more interested in avant-garde looks. I then switched to commercial looks, and maybe I'll even delve into classic beauty one day. There are so many choices!"

Sebastian Professional's What's Next Awards have given Robertson the opportunity to see his industry in a new light. The online challenge asked stylists from around the world to create looks based on the future

of volume. "I submitted some work when Sebastian Professional was sponsoring the What's Next Award for texture, and I became a finalist," he says. "I didn't win that challenge, but I thought I'd give it another go, and now I'm on my way to New York!"

Robertson's entry, a sweeping, gravity-defying mass of waves, showcased his forward-thinking take on volume, as well as his considerable talents as a stylist. But, he says, it wasn't a solo effort. "I have to hand it to Janae Johnson, artistic director of Lunatic Fringe Salons," Robertson says. "She really inspires me to grow and become a leader in this industry."

Even though he's more than qualified for the Fashion Week challenge that lies ahead, Robertson isn't without a few Big Apple concerns. "What if I get lost?" he asks, half-joking. "But seriously, I love fast-paced environments, and am eager to see how the process works. It's really important to me that I exceed the expectations of the Sebastian Professional styling team. I am there to work—and work I will."

TRENDING: VOLUME

Three ways to redefine volume.



FULL FIGURE

Sebastian Products: Volupt Shampoo, Mousse Forte, and Re-Shaper.
Stylist: **Steve Elias**



GRAVITY DEFYING

Sebastian Products: Volupt Spray, Shine Define, and Shaper Zero Gravity.
Stylist: **Irina Bilka**



BODY LANGUAGE

Sebastian Products: Volupt Spray, Shaper Fierce, Gel Forte, and Shine Define.
Stylist: **Loretta Jameson**