

# Up close and personal with Bruno Mascolo

By HAROLD LEIGHTON

Walking along Davis Street in London's Mayfair, one of the smartest streets in central London in the mid 1970s, I saw a new beauty salon, called Toni&Guy, that had been featured in the trade magazine *Hairdressers Journal*.

Four Mascolo brothers—Toni, Bruno, Guy, and Anthony—had been achieving some editorial coverage for their hair photographs. Their original salon was in a South London suburb, Balham. Now they were aiming their sights high, making a name and reputation for themselves bang in the heart of London's Davis Street.

You have to dedicate heart and soul, mind and body to being a success in that environment; you have to give up so much at an early age. I introduced myself to the brothers, and from that time on, we have been friends. I have watched them grow in the world of fashion and become world statesmen, product magnates, and a photographer, as well as multimillionaires.

Open *Vogue*, *Women's Wear Daily*, or *Harper's Bazaar* magazine and you will see advertising of their product lines alongside L'Oréal, Paul Mitchell, and Redken. Their products range from Toni&Guy to BedHead, Catwalk, TIGI, S Factor as well as makeup, and are sold internationally.

It was Bruno's dream to carry on the family business internationally. He and Guy moved to the U.S. in the mid-1980s to introduce the States to TONI&GUY Hairdressing and the TIGI hair care product line. In the beginning, he held company meetings in his garage and had just one salon in Dallas.

Today, Bruno Mascolo, who was



DALLAS FRIENDS: Bruno Mascolo and friends outside his home. HAROLD LEIGHTON

born into humble beginnings in a family of hairdressers and began his career behind the chair in his family's salon in England, is CEO of a worldwide hair care enterprise. His

modernization of his once-rudimentary company, developing Toni&Guy in the U.S. and the TIGI line worldwide, has become a \$250 million business in the U.S. and approxi-

mately a one-half-billion-dollar business globally. Bruno believes that the most fulfilling part of building a business is to be in a position to help others accomplish their dreams.

Anthony, the youngest brother, is the company's image producer and trend setter with his hair styling and photography. With offices and homes in London, Dallas, and Los

Angeles, they travel the world teaching at hair shows almost weekly. Elder brother Toni went his own way with his family, continuing the Toni&Guy hair salon business in Europe.

In 2009 came tragic news that Guy, a talent in hairdressing and music writing—and a dear brother, mentor, and friend—died suddenly of a massive heart attack at the age of 63. Like the brothers' father, Guy had a huge passion for hair and music.

Growing up, the brothers all mixed with artists, musicians, and editors. Guy's talent and passion was about his music, art, and football, which he was still playing in his 60s. His art captured the very essence of subjects. He was also a talented guitarist.

When you lose a valued friend and family member, it causes you to stop and reflect on the meaning of life. I looked back on the visit I made in 2008 to see Bruno and Guy in Dallas and the amazing accomplishments they had made since the 1970s.

On visiting Bruno's home, I saw his other side. He is also an artist—in painting and sketching. He explains it this way: "Each one of us, as hairdressers, has an artistic flare. I used this to shape and form hairstyles to create my masterpieces. Since I left hairdressing, I have found that painting and sketching fulfill my artist side." Following are his thoughts on the meaning of art in his life.

Harold Leighton became active in the hair industry in London during the 1960s and '70s. He now lives in Boca Raton, Fla. and writes about the beauty industry and about people of interest. He can be reached at [hleighton@bellsouth.net](mailto:hleighton@bellsouth.net)

## My intangible truth

By BRUNO MASCOLO

Each one of us has our own perception of what life is all about. Simply, we question it. It is difficult to understand that we are mortals and will eventually pass.

It seems senseless. Time rushes by and then we have to leave. Because of these questions, I began to explore. What is life and what does it mean to me? Is the truth real truth, or just my perception of truth? Truth would make more sense if it was tangible, but that would be merely science. Life isn't just about science, but a blend of tangible and intangible emotions and feelings.

We travel on a journey that begins with life and ends with death. The before we cannot change, and the after we do not know. What we have is the present journey that lies between these two mysteries.

I equate it in this fashion:  
- We are affected by the past.  
- We live in the present.  
- We hope for the future.

What does art mean to me? Art is an embodiment of that emotion and feeling that is our life, put onto canvas with shapes and colours.

It is an expression of emotion and does not have to be perfectly executed or blended. It is about communication with its viewer. It is a form of expression through a medium which channels feelings and emotions.

I've always had a passion for art.

I began sketching about 12 years ago when I noticed a young girl on a flight from Dallas to New York City, peacefully drawing on a sketch pad. This gave me the idea of sketching while traveling. My first attempt was disheartening, but I have never been one to give up; I know the more you persevere, the sooner you will see results.

It became addictive and I got sucked into the canvas.

Winston Churchill had a "love affair with art" which, while he painted, allowed the artistic side of his brain to concentrate so powerfully that his intellectual side would cease to function.

In essence, this rested his intellectual side so that it would be composed and alert when called upon next. I have experienced art in this way myself, waking up early to focus on my paintings, allowing me to rest the side of my brain that works continually in business mode. This experience

endorses Churchill's philosophy, because my mind is energized when I return to work.

God may not give you a perfected talent, but rather the ability and the tenacity to work hard at perfecting it. We all have talents within us, but it is our job to surface them.

I use art as a format for giving an expression of feeling to the viewer. I approach my art the same way that I do my business:

- Visualize your goal and make sure it's aligned with your heart.
- Create the plan.
- Take action.
- Review.
- Polish.
- Finish.

I start with inspiration, emotion, and feelings, and I put them on canvas. The true art is how you relate personal experiences such as thankfulness, love, sorrow, caring, vision, understanding, desire, compassion, and hope.

What I find important is recognizing that all of us have our "ups and downs," and this is a normal function of life.

In a low valley, I evaluated myself, which gave me an understanding of what is truly important to me. I feel as though I have been successful in life. I have a beautiful family, a wonderful marriage, a thriving business, and extraordinary people who surround me and support me. But still there were feelings of emptiness, insecurity and fear.

Then I came to realize that we have only the moment. We can't change the past or predict the future. The only tangible truth is the present moment. I began to be truly thankful for the things I have accomplished and appreciate the things I have.

By creating a positive mindset (that is, being grateful for my health; enjoying friends who are positive, warm, and giving; recognizing the beauty and peace in my environment; respecting my strong, beautiful wife; and acknowledging my loving and talented children), I am able to attract the positivity that these things offer.

I believe that the secret to life is simple: Whatever you long for and believe with your heart, mind, and body, and own in your soul, will be the energy you attract in life.

We may look at others and compare, not comprehending that we are perfect just the way we are. There is no true comparison with anyone else.

Begin to find the happiness in who you are, where you are, and

what you have become.

God spent precious time making your mold, so take the time to step back and appreciate his masterpiece.

Remember, there are no certainties. Relish each moment. Once I realized this, I became extremely passionate about my art.

Understanding the importance of every moment heightens my passion for each piece of art as I continued to work, which makes me really live in that extended moment.

In conclusion, I feel privileged to share my painting and allow it to communicate some of these feelings and emotions. I have learned that happiness comes from within.

Finding peace inside, tranquility, positive energy, forgiveness, and the ability to love freely are the rewards.

I urge you to challenge yourself to discover your own intangible truths.

## Cardigans

By MIRIAM SILVERBERG  
*Speaking of Fashion*

Cardigans seem to be the big thing in fashion. I see all the stores advertising them. I always thought a cardigan was a knit sweater with buttons down the front. But it seems today that anything opening in the front of whatever fabric, or length, is labeled a cardigan. Who knew?

I've always liked cardigans, especially when worn belted and wrapped tightly. But I see perilous times ahead for anyone plunging heedlessly into this new trend.

Many "cardigans" have no buttons for closure but long tails that are meant to be tied. I saw one on a model that looked beautiful. But the model was well over 6 feet tall. On someone short, the tails would be dragging on the ground. No good.

Many so-called cardigans are so long that they're past knee-

length. Also no good. Have you ever tried to shorten a sweater? Neither have I. I'm not even sure that it can be done.

I've seen many oversize cardigans, too. Again, a problem for anyone small. Who knew cardigans would present such problems?

I saw one cardigan for which the ails were so long and wide that they were meant to be worn as a scarf or shawl. How many women have the style and poise, to say nothing of the height required, to pull something like this off? Are we supposed to have a stylist at the ready every morning to adjust our clothes?

As usual, fashion is in love with tall women. Few of us are tall enough or thin enough to carry it off. We have to fight back by following the current trend only if it looks good on us. Look in a full-length mirror and be ruthless. If you look like a little girl wearing



her mother's clothes, is that really the look you're aiming for?

A number of years ago, there was the "midi" style. This meant that coats and skirts should be ankle-length. I bought one midi-skirt. I'm a hair under 5 feet. I quickly came to my senses and gave it to charity.

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## CROSSWORD

Across

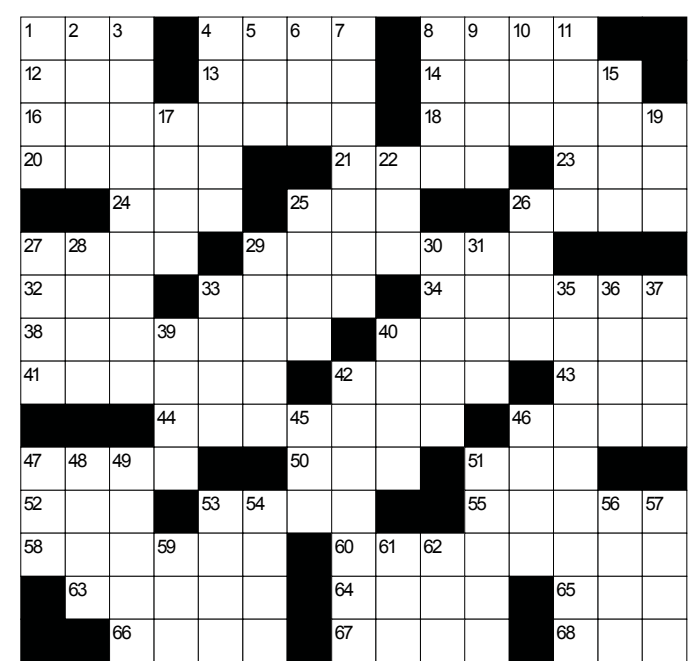
- 1 American College of Physicians (abbr.)
- 4 Oppose
- 8 Economics abbr.
- 12 Sticky black substance
- 13 Asian country
- 14 Not as wet
- 16 Wheat treat
- 18 Swallowed quickly
- 20 Gossiper
- 21 Charge card
- 23 Flurry
- 24 Calorie
- 25 Be
- 26 Jam
- 27 Gadfly
- 29 Revive (2 wds.)
- 32 Away
- 33 Reminder
- 34 Spring flowers
- 38 Exceptionally talented
- 40 Marketable manner
- 41 Member of an American Indian people
- 42 Otherwise

- 43 New Jersey's neighbor
- 44 Monkey companions
- 46 Audio-system
- 47 Advertisement (abbr.)
- 50 Stress
- 51 Pouch
- 52 \_\_\_ Lanka
- 53 Dunking cookies
- 55 Secure
- 58 Voodoo
- 60 Opera text
- 63 Mall
- 64 Italian currency
- 65 Furniture wood
- 66 Excuse me!
- 67 Asian country
- 68 Seed bread

Down

- 1 Lawyer (abbr.)
- 2 Sympathize
- 3 Ivy-league school
- 4 Voiced
- 5 Flightless bird
- 6 Thai

- 7 Canadian province
- 8 Brink
- 9 Point
- 10 Cooking fat
- 11 Asian nation
- 15 Do it again
- 17 Buck
- 19 Canine
- 22 Women's partners
- 25 Military unit
- 26 Fizz drink
- 27 Policemen
- 28 Decoy
- 29 Started
- 30 Window need
- 31 Roof covering
- 33 Mineral
- 35 One who renounces
- 36 Musical treble \_\_\_
- 37 Monetary unit
- 39 Financial obligation
- 40 Kill
- 42 Signs up
- 45 Dined
- 46 Fit
- 47 Fire remains
- 48 Let fall



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