

# Hot New Trends In The Entertainment World

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Online

IBS Show: Hair & Beauty Trends Revealed RUSK Celebrity Hair Stylist, Naz Kupelian Reveals the Latest Hair Trends at International Beauty Show in New York City

## IBS Show: Hair and Beauty Trends Revealed

*RUSK Celebrity Hair Stylist, Naz Kupelian Reveals the Latest Hair Trends at International Beauty Show in New York City*

**(New York, NY)** – Get caught up on the latest looks and trends while stocking up on the best beauty products at the **International Beauty Show (IBS)** in **New York City**. From **Sunday April 22nd to Tuesday April 24th, 2012**, the International Beauty Show will invade the **Jacob K. Javits Convention Center** and provide an exclusive sneak peek into the newest hair and beauty trends, tools and technology emerging in the industry. The International Beauty Show brings together thousands of beauty professionals and enthusiasts in New York to see world-renowned platform artists such as **Celebrity Hair Stylist Naz Kupelian** of the greater Boston area, take the stage to educate on the **latest trends and techniques in the industry**.

On behalf of the elitedesign team for Rusk®, **Naz Kupelian** will educate on RUSK's latest trends on hair coloring, cutting and styling techniques. Naz will inspire other hair stylists through live demonstrations using models off the streets of New York City. The models will be transformed into hair styles from the new **RUSK Rebel Chic Collection** inspired by strong woman throughout the decades including **Joan of Arc, Cleopatra and Lady Gaga**.

"The IBS show is very popular show and important in introducing a fresh start to designers for the spring... new hair styles and techniques will be introduced at this event to inspire hair artists from all over the world" – *Naz Kupelian, Celebrity Hair Stylist*

**According to Kupelian, new trends for this season include strong geometric perimeters such as short blunt bangs, solid bold and vibrant colors using coloring techniques such as "Eye Candy" and "Ombre" and the short yet chic bob.**

The RUSK presentation at the IBS show will include runaway shows, new beauty products, tools and tutorials by some of the most talented artists in the hair and beauty industry. Show attendees and participants will be the first to see Naz Kupelian's newest visions of hair trends for the season!

**Where:** Jacob K. Javits Convention Center | 655 West 34th Street | New York, NY 10001

**When:** Sunday April 22nd to Tuesday April 24th 2012.

**Cost:** For show schedule, pricing and registration please visit [www.ibsnewyork.com](http://www.ibsnewyork.com).