

long cuts



Alexander Kirilishin - Textured Length

Split Scream Dualism is the foundation of creation. Life and death, black and white are the two sides of a single medal woven together by an endless pattern of meaning and forms. There is a great power in their interaction: they can merge into an unbreakable union or push back like opposite poles of the magnet.

The Split Scream photo project is born out of a creative dialogue between stylist-hairdresser Alexander Kirilishin and photographer-artist Vladimir Beroev. Their combined gaze penetrates the essence of pairs, revealing new realities. The project's title is inspired by the Split Screen

technique - a screen-sharing art we know from cult films, online meetings and music videos. This visualization creates a special space where two images merge into something more than just the sum of their parts.

At the heart of the project are 20 unique images born by Alexander's imagination and skill in hairdressing, combined into pairs by a visual approach. Each pair balances on the edges of black and white, creating a tense field of meaning where a scream is born - the very first one that human life begins with. What life, what scream is between each pair of images? Maybe it's a silent soul song or a grotesque protest. Each viewer will find an echo of their own state in the project, they'll hear their split scream - their Split Scream.

"THIS VISUALIZATION CREATES A SPECIAL SPACE WHERE TWO IMAGES MERGE INTO SOMETHING MORE THAN JUST THE SUM OF THEIR PARTS."

Hair//
Alexander Kirilishin.
Models//
Anton Rodionov.
Photography//
Vladimir Beroev.



Hair//
Jim Shaw.
Photography//
Tony Le-Bitton.

"BLOW-DRYING IS WHERE YOUR QUIFF REALLY STARTS TO TAKE SHAPE. THE KEY IS DIRECTION AND TECHNIQUE."

Jim Shaw - The Quiff

When it comes to iconic styles, the quiff is a timeless classic. Bold yet refined, the quiff strikes that perfect balance between effortless cool and perfectly styled. The quiff relies on volume, shape, and control and that all starts with how you prep your hair. Clean, towel-dried hair is the ideal base, apply a lightweight pre-styling product like a volumising mousse or sea salt spray to add texture and hold, then use a blow dryer to lift the hair upwards and backwards with a vented brush. Blow-drying is where your quiff really starts to take shape. The key is direction and technique. Start by blow-drying your hair from the roots, lifting it upward and backward using a round brush to build height. Once your quiff is shaped and dry, it's time to lock it in with the right product. Pomades are a great option for holding your hair in place, warm a small amount between your palms, then work it evenly through the hair, starting from the back and moving forward to avoid clumping at the front. Use your fingers or a comb to define the shape and height of your quiff, and finish with a spray hairspray if you need extra hold.

"THIS LOOK I WANTED TO CREATE SOMETHING VERY FASHION FORWARD, YET NOSTALGIC WITH A LOW MAINTENANCE MODERN TOUCH."

Alyssa Lopez @cathartic_vanity - The Shag

"My inspiration has always come from my clients and their individuality. This look I wanted to create something very fashion forward, yet nostalgic with a low maintenance modern touch, an effortless spin on the classic shag. My Caliber Feathered Razor and Arc Texturizing Shears are my go-to's for adding some mullet-y texture. I used the STMNT Curl Cream to bring his natural texture to life and finished off with the STMNT Definition Spray to lock in that messy style. This is usually my formula for trending hairstyles that are high end yet so effortless with the proper technique."



Hair//
Alyssa Lopez.