



TOMO HIRO

INDUSTRIAL ELEGANCE

AS A CHILD, TOMO HIRO DREAMED OF BEING A CAR DESIGNER BUT WHEN THE ACADEMIC SIDE OF THINGS PROVED UNAPPEALING HE TOOK HIS LOVE OF INDUSTRIAL DESIGN ELSEWHERE. TO BEAUTY SCHOOL, NATURALLY.

“ ALWAYS LIKED making things and appreciated industrial design, especially surprising and shocking pieces. When I went to beauty school and started learning about hair I wasn't sure about it at the beginning but as it was a way of still creating things, I became really interested.”

／ Having trained at the luxurious Ginza salon in Tokyo, Tomo Hiro sought to broaden his horizons and moved to New York where his career as a salon stylist took off. His diverse and high profile client roster at the Pierre Michel salon gradually introduced him to the fashion industry where he is now firmly established.

／ Tomo Hiro however was not satisfied. His quest to constantly evolve and learn, and his commitment to his development both as a professional and as a human being subsequently lead him to Paris. “I wanted to learn European styles so I travelled around Europe and I got a really good feeling from being in Paris. The people, the style, made me want to be here. There were so many interesting things going on it felt like the fashion centre...where creation was born. People from all over present really interesting work here so I wanted to be where it was all happening. Being a hair stylist in Japan meant technical ability was paramount, and in New York it is also a top priority but the French style means that

feeling is the most important thing and that's something I hadn't had before.”

／ His work reflects his love of combining strong design with surprising inspiration. “I always try to look at things in two different ways; technically and emotionally, engaging the conscious and subconscious. The inspiration comes first but before you actually work with hair you are conscious of your technique, construction etc, but when I start working on it I don't think of things anymore, I feel it and work from my intuition. I have two brains one for construction and one for design and think about hair as a whole, the colouring, structure, and texture.”

／ The middle ground between extremes is where Tomo Hiro finds his creative spark. With a love of modern art, he also respects the classics and finds the space between the two intriguing. “I think we're influenced by everything and I like to mix influences from the art world with bold, extreme pieces of industrial design.”

／ The often found clichéd theme of ‘classic with a modern twist’ is turned on its head with Tomo Hiro's self-confessed style of “modern elegance with a classic twist.” His creations are as charming, interesting and thoughtful as the man himself and with such devastating talent the biggest surprise is seeing where his inspirations lead him next. ♦ KAVITA KAUL