

Design of a Spectacular Hairstyle: From an Artistic Idea to a Tool of Influence.

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ABSTRACT

In today's world, creating a personal image is an important component of a person's self-realization. People strive to look stylish, attractive and confident. One of the main elements of appearance is a hairstyle. It plays an important role in shaping the overall impression of a person, helps to express individuality and emphasize style.

Hairstyle is not just a way of styling hair, but a form of visual expression. Through it, a person can convey his or her mood, creativity, and even social position. In different historical periods, hairstyles reflected not only fashion but also belonging to a certain class or culture. Today it is a part of a personal brand, a means of creating a unique image.

A special place among hairstyles is occupied by spectacular or creative hairstyles. These are bright, nonstandard, often extravagant styling styles that have a strong visual effect. They are used in art, at fashion shows, in theater and television images. A spectacular hairstyle can be a real work of art that carries a certain idea, concept, or emotional message.

There are several types of spectacular hairstyles. Historical hairstyles recreate images of the past, often used in costume events or movies.

Forward-thinking hairstyles are bold, innovative forms that show an idea of the fashion of the future. Art hairstyles are created to impress the viewer, and they are mostly used in art projects, photo shoots, or stylist competitions.

In addition to being spectacular, a hairstyle has important functions. It has an aesthetic role - it adorns a person, emphasizes facial features. The social function is manifested in the ability of a hairstyle to indicate age, profession, or membership in a particular group. The communicative function is the ability to convey a mood or message through appearance. Creative - allows you to realize ideas and creative vision.

In modern image building, hairstyle is an important detail. It can be a part of a habitual image - a holistic image of a person created on the basis of a certain idea. Such an image is thought out to the smallest detail: hairstyle, clothes, facial expressions, and manner of behavior. All of this helps a person express themselves, make the desired impression, and sometimes even influence the opinions of others.

Keywords: image, , image maker, hairstyle, promising hairstyle, art hairstyle, historical hairstyle, spectacular hairstyle

Statement of the problem. A positive image is an important component of modern companies and representative offices, because the image contributes to improving the quality of goods and services, improving the client network, management and organization of work [5]. Also, image is now seen as an important part of a person's modern professional and personal life, which contributes to career advancement and works for a positive perception of an individual. Understanding of the mechanisms of image creation and its wide involvement in life are becoming not only obvious, but also, in fact, necessary knowledge [17].

Since at the present stage the issue of building one's own image is becoming acute, the question of ways to improve it is becoming relevant. Hairstyle is one of the manifestations of the visual perception of the personality image, so in search of its new forms, people turn to spectacular hairstyles as an effective expression of modern fashion findings. The search for fashion trends that are appropriate for building the image of a particular personality encourages the identification of the content of the concepts of "hairstyle", "spectacular hairstyle" and the mechanisms of its creation as a reflection of fashion trends in everyday forms.

The study of this issue will provide an opportunity to consider the peculiarities of image design from a new angle and will become a kind of "instruction": what should be paid attention to before creating a "spectacular hairstyle", which, in turn, is directly important for modern hair designers and masters of the beauty industry in general, who base their work on modeling the image of a personality.

Analysis of recent research and publications.

In the modern scientific and methodological literature, the problem of the relationship between hairstyle and image is not given enough attention, although hairstyle trends and styles have been repeatedly considered in the context of the concept of "image". In particular, the "spectacular hairstyle" was studied by S. P. Lubyanskaya and O. N. Kuleshkova. Thus, in the work "Fundamentals of Hairstyle Design" (2002) [4] the main essence of spectacular hairstyles as a separate type is revealed. In the work "Hairstyle Design" (2010) [6], the types of spectacular hairstyles in the forms of perspective and art hairstyles are defined and specified.

The purpose of the article is to examine the peculiarities of modern image building, in particular the parameters of the so-called habitual image; to highlight the functions, constructive properties and types of "spectacular hairstyle"; to trace the relationship between hairstyle and fashion and image.

Summary of the main research material.

The concepts of "image" and "image building", which were previously used only in the political and artistic spheres, are now being established in everyday life, filled with new meaning and content. The expressions "image of a business person", "image of a public leader", "image of a show business representative" (institution, product, etc.) are now common and familiar [12].

At the same time, the concept of "image" is considered in a broad and narrow sense. In the broad sense, it is a widespread perception of the nature of an object. In the narrow sense, it is a well-formed image, a representation that, through associations, endows an object (phenomenon, person, product, service, etc.) with additional value content - social, political, socio-psychological, aesthetic, etc., which contributes to its more focused and emotional perception [16].

The scientific category of "image" appeared in America in the 1960s [10]. In the post-Soviet space, the profession of image maker gained popularity in the late twentieth and early twenty-first centuries [2]

Today, this word reflects phenomena that were previously described by other concepts: style, image, manner, individuality, reputation, good name, symbol, appearance, etc. Compared to them, image is a holistic image that is richer and more diverse in content, more accurately conveying the modern processes associated with the establishment of a market economy [12].

The image is indispensable in management: its presence in the arsenal of any manager belongs to the so-called methods of influence, and today it is a personality charm, pleasant intonations and timbre of voice, oratory skills, manner of behavior, reputation, and pronounced personality. After all, these qualities have a significant impact on people's behavior, "infect" them, captivate them, and help mobilize them to achieve goals [12].

The attitude to success is also carried out, among other things, thanks to the image of a successful person, which pushes a person to take active action, and the widespread formation of image building affects the change in the worldview and value orientations of the population. Image building calls for building yourself, your home, your "business" [12].

Today, education and professional experience are no longer enough to successfully find the desired job. In today's competitive environment, when job seekers for prestigious jobs offer equally qualified services to employers, the choice determines the difference in the image of applicants. Communication skills are considered to be the most important means of a positive image: the ability to give a good speech, write a business letter, and conduct telephone negotiations. In order of importance, neatness and good manners are next. So now there is no longer any need to prove that the way a person is dressed, shod, and combed is a good indication of his or her intellectual, business, and professional qualities [3].

That is why image is a new branch in public opinion management that studies the formation of image results, as well as the means of advertising, mass communication, etc., including those formed with the help of image-makers-consultants, psychologists, directors, etc. [16].

The task of an image maker, i.e. an image designer, is to create new fashion images, their artistic and technological justification, with further implementation in production. The work of an image designer combines the work of an artist, fashion designer, technologist, hairdresser and makeup artist [19].

T. Shutova's study of the image and its formation led her to discover the concept of "habitual image", which she explains as an assessment of a person's image "in the first seconds of perception", when physical physique, clothes, hairstyle, perfume, etc. are perceived with lightning speed [19]. Thus, the habitual image requires the formation of the necessary image in accordance with the author's deliberately invented and logically constructed concept [19].

The parameters of the habitual image, according to scholars, include a business suit, the use of a certain tone, color, makeup, hairstyle, accessories, such as a badge with the institution's emblem, scarves, bracelets [7].

Today, design experts distinguish several areas of habitual image that allow optimizing a person's appearance: hairdressing and hairstyle design, makeup art, design of clothing, hats, shoes, and accessories. It is these components of the image that form the so-called first impression, which is very important in terms of obtaining further information [19].

A habitual image is the external characteristics of an object's image that can be assessed visually. One of the elements of the habitual image, namely the hairstyle, is created by hairdressers.

The hairstyle, along with the costume, has always reflected the aesthetic ideals of society, acting as an attribute of class and social status [19].

Professional publications use the following definitions of the concept of "hairstyle"

- aesthetic design of hair, giving it a certain shape and appearance [6];
- a certain way of styling, cutting or curling the hair on the head [14];
- the shape given to hair during cutting, styling, curling [11];
- the order of hair arrangement on the head, which is achieved by combing, cutting, curling; hair arranged in this order [13];
- curly styling, curling or cutting of hair, often in combination with jewelry made of ribbons, lace, flowers, feathers, jewelry; artificial removal of hair on the head and face, if dictated by fashion [18].

The main property of the hairstyle is a closed three-dimensional shape, designed to be perceived from different perspectives [6].

A modern hairstyle has many functions. The most important of them are the following.

Utilitarian and practical function. The hairstyle protects the scalp from the effects of thermal, climatic, and biological factors. A very important feature for everyday hairstyles is convenience and usefulness, which

should be interpreted in a broad sense: not only as physical convenience, but also as the ability to create psychological comfort, to influence mood [6].

Aesthetic function. Hairstyle expresses both individual aesthetic taste and choice of a person, as well as general tastes inherent in a given era as a standard, as generally accepted ideas about beauty. A hairstyle (like a costume) reflects the aesthetic ideal of a particular time and people. The need for beauty is a natural quality of a person, and hairstyle provides an opportunity to satisfy this need to some extent [6].

Social and psychological function. Hairstyle helps a person to adapt to a certain social group. It is one of the means of increasing external and internal prestige. In addition, hairstyle affects the emotional state of a person. That's why psychologists advise women who want to change something in their lives to change their hairstyle first. A beautiful hairstyle cheers you up, because it is one of the parameters of self-awareness, self-respect, self-perception, self-affection, and self-worth [6].

Sign and communicative function. Hairstyles have a certain silhouette, shape, proportions, lines, and elements. They are characterized by rhythm, weight, and volume. There are "accent" and "nuance" in a hairstyle; modern fashion brings a variety of colors and their combinations to the hairstyle. Thus, the hairstyle has its own "language" and can convey certain information about the hairstyle owner [6].

In modern conditions, a number of types of hairstyles are considered:

Popular hairstyles. Popular (household) hairstyles intended for the mass consumer have a wide variety of models; they are divided into everyday and festive [6].

Promising hairstyles. In this case, the name reflects the fact that the creation of such a hairstyle involves a plan, a view of the future. The audience of a promising hairstyle is young people, business people, such a hairstyle can have a special purpose - cocktail hairstyle, wedding hairstyle, etc. The author creates a new model, foreseeing its possible use in the future as a popular hairstyle, in a competition, in a show program. Perspective is a special characteristic of a hairstyle [6].

A forward-thinking hairstyle requires special clarity, expressiveness of lines, design, texture, and a bright, unique look. Such a hairstyle is performed in a more progressive spirit than a popular hairstyle. Working on creating a promising hairstyle, the designer strives to embody the idea that a promising hairstyle is a potentially popular hairstyle, that is, a hairstyle that can become massive after a while. However, the ideas behind a promising hairstyle can be significantly simplified and redesigned in the future, taking into account mass consumer interests [6].

Art hairstyles. Art hairstyles should reveal an artistic image and have a pronounced character. Such hairstyles should captivate the viewer and cause vivid impressions, creating the feelings that a person experiences when contemplating works of art, admire both the beauty and imagery, as well as the technique of execution.

An art hairstyle is a kind of flight of imagination of a fashion designer or an artist. Such hairstyles are also called fantasy hairstyles [6].

Among the types of design, art design occupies a separate place. Its peculiarity lies in the fact that the designer's efforts are aimed at organizing artistic impressions that viewers receive from the image of the object. Such works, in fact, lose their utilitarian value and become exclusively decorative, exhibition [6].

Thus, the division of hairstyles as a design object into three groups - popular, promising and art hairstyles - has led to three areas of activity for hair designers. Working on the development of a popular hairstyle, a designer works with a specific person, and his or her main task is to create an individual image. When designing a promising model, the designer creates an image version. The purpose of developing an art hairstyle is to create an artistic image [6].

The proposed classification, as experts note, leaves out such a type of hairstyle as a historical hairstyle, because it does not act as an object of hairstyle design, the purpose of which is to artfully design new qualities, in accordance with changes in lifestyle and needs of people [6].

Historical hairstyles are of great interest to designers. When recreating them, copying samples, masters often have to take personal creative initiative, since only a part of the hairstyle is visible in the original (drawing, photo). To develop the part that is not visible in the picture, a modern hair designer must choose elements that allow to maintain the individual character of the shape of the entire hairstyle in accordance with the artistic style of the era [4].

Instead, many details and silhouettes of hairstyles of past eras are used today in everyday, perspective and partially in art hairstyles [4].

Spectacular hairstyles make up a separate group. Depending on the type and genre of entertainment art, there are hairstyles designed for performances in the theater, on the stage, in the circus, as well as for carnivals and masquerades. Such hairstyles are classified as “spectacular” based on a pronounced target orientation and emphasized character, attraction to an artistic image, in particular, a historical one [4].

The name “spectacular” suggests that such hairstyles make a particularly vivid impression on the viewer, evoking feelings close to those experienced by a person when contemplating works of art, admiring both the beauty and imagery and the technique of execution [4].

The classification of such hairstyles is arbitrary, as one model can be seen in different situations. For example, a historical hairstyle can be used in movies, theater, carnival costumes, and demonstration competitions. The bottom line is that all these hairstyles are created for various kinds of shows, demonstrations, performances and are based on copying, imitating, modifying certain models [4].

However, with all the conventionality of classification, the following groups of spectacular hairstyles are distinguished: historical, perspective, art hairstyles [4].

Spectacular hairstyles are created by designers working exclusively in this field, who are able to independently design and execute their model without the help of other specialists, because they have all the necessary skills [6].

The creative process of hairstyle design is similar to the creative process of design in any other field of human activity. Before designing a hairstyle, the designer first of all finds out the functional purpose, and then finds a form that allows you to figuratively reveal the content of the hairstyle, which is the artistic task of the hairstyle designer [6].

When designing spectacular hairstyles, a specialist has the opportunity to express themselves and unleash their creativity, to recreate their attitude to the world, their worldview and artistic taste. When working on such hairstyles, the designer is constantly looking for new and original things, experimenting with shape, texture, colors, and may not take into account such requirements for hairstyles as practicality and convenience [6].

They work in the field of visual communication, so an effective presentation of their work is very important [6].

The designer realizes projects of spectacular hairstyles by participating in shows, show programs, filming of advertising and music videos. Photos of spectacular hairstyles are used in magazines, calendars, and advertising brochures [6].

However, the main means of demonstrating a designer's creative work in the field of fashion, including hairstyles, is a runway show, which is an integral part of the fashion industry. A catwalk show is a means of presenting a designer's work and, at the same time, a specific type of advertising that draws attention to the author's personality and professional activities in general.

Modern hair shows are characterized by theatricalization [6]. The theatricalization of the show turns it into a show, a spectacle, sometimes an impressive performance, because theatricalization helps to convey a certain idea to the mass audience in an artistic form. In relation to runway shows, the term “theatricalization” means an organic combination of non-theatrical material directly related to everyday practice and artistic, figurative material. This combination is necessary to achieve the appropriate aesthetic effect. In other words, the

theatricalization of a catwalk show is a way of creating artistic imagery for mass perception, creating by combining and merging artistic and figurative and utilitarian principles in a theatricalized spectacle. Different types of theatrical performances are created on the basis of theatricalization and involvement of the creative specifics of amateur and professional groups [6].

Accordingly, in preparation for the hairstyle show, musical accompaniment is selected, staged, and rehearsals are held, in which the plot, composition logic, and unity of the artistic idea are carefully worked out [6].

Promising and artistic hairstyles that reflect fashion trends accelerate the popularization of new models [4].

When presenting a hairstyle, the master takes into account the requirements of tomorrow, not today: he exaggerates and hyperbolizes new details and elements, capturing them very clearly, and fits well-known, stable details into a new form or combines them in a new way [4].

The purpose of perspective and art models is to show the future direction of fashion development. Usually, it takes at least a year to put a spectacular hairstyle into practice [4]. Design in the field of fashion helps a person to create a modern external image [6]. In the modern world, fashion is determined by two main directions: the development of hairstyles for everyday use, which are then performed in a hairdressing salon ("high volume fashion", "street fashion"), and the direction of experimental fashion development, when the search for something new is reduced to specific experimentation with the shape of the hairstyle [4]. When developing models of a new shape, such requirements for hairstyles as practicality, durability, convenience, and simplicity are not taken into account at all [4].

The starting point of any designer's creativity is human needs, where object forms and images arise as a response to the needs of society. The basis of design is a comprehensive consideration of social needs. In fact, the study of human and social needs is the main content of pre-design analysis when creating new models, a new trend in fashion, in particular, hairstyles. The design methodology is based on the consistent application of analysis and synthesis methods [6].

In addition to pre-project analysis, when designing a new hairstyle model, socio-economic analysis, functional analysis (study of ways to use the model), technological analysis (study of materials and possible technological methods of model execution), shape analysis (study of the structure of the model and its analogues, search for options for compositional, constructive and plastic solutions) are carried out [6]. In the constructive solution of a spectacular hairstyle, its solution often coincides with the features of hats, which can be divided into household, industrial, sports, uniform, and spectacular according to their purpose. Moreover, spectacular hats, depending on the types and genres of entertainment art, in turn, are divided into theatrical, pop, circus [9].

The headdress in a set of clothes corresponds to the purpose and nature of the general system of forms, is consistent with the clothes, the texture of materials [8].

Indeed, first of all, the leading function of the headdress - utilitarian, aesthetic, symbolic and others - is determined in its specific purpose. This determines the nature of the volume (large-scale and plastic), the fit on the head, the nature of the materials and the main type of headgear formation [8].

But sometimes the visual characteristics of a spectacular hairstyle, which can be of any shape and configuration, and a spectacular headdress are completely identical, and in this case it is very difficult to distinguish them from each other. This effect is achieved by imitating the texture of hair with decorative elements, such as paper, threads, feathers, namely, when they play the role of not an accessory, but fill the entire shape and resemble a wig. In scientific and encyclopedic editions, the word "imitation" is defined as imitation of someone or something, reproduction; fake [15].

In the case of direct style similarity, the following are decisive: the semantic load provided by the designer, a clear accentuation of the image or its complement and the place of demonstration of the hairstyle. Fashion, as one of the main image-forming components, has a great influence on the development of hairdressing, contributing to the modeling of new hairstyles, improving the appearance of people, making it brighter and more attractive [4].

CONCLUSION

Creating a positive image is directly important for both a public leader and an ordinary person. The image is formed thanks to image designers who combine the work of masters of various specialties, including a hairstylist, who is responsible for helping to create a habitual image. Hairstyle is an attribute of class and status. It has a wide range of functionality. There are different types of hairstyles, such as everyday, promising, artistic, and historical. The latter three are spectacular hairstyles, i.e. those that make an emotional impression on the viewer, like contemplation of works of art, but only perspective and art hairstyles contribute to the fullest reflection of fashion trends and its wider popularization, as they can be demonstrated at shows, show programs, filming of advertising and music videos, festivals, in glossy publications, calendars, and advertising brochures.

For the sake of designer's self-expression, exaggerated shapes and elements are used, which are clearly fixed to improve the visual perception of viewers at great distances. The purpose of spectacular hairstyles, namely promising and art models, is to demonstrate fashion trends as one of the key image-making components in order to modernize them into everyday forms after the demonstration stage and bring them to society in this form. Prospects for further research are seen in highlighting the problem of practical presentation of spectacular hairstyles through the prism of the festival process.

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