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## Master of the Tonsorial Arts: Yves Durif

*By J.Z. Holden*

His exclusive salon is nestled in a landmark townhouse on the Upper East Side of Manhattan, where Hamptonites Nina Griscom, Nancy Friday, Nancy Novograd, Erica Jong, as well as artists Amy Zerner and her psychic husband Monte Farber, are habitués. Part-time Hampton's resident Yves Durif, has garnered the attention, trust and loyalty of a discerning and sophisticated clientele ranging from CEO's to celebrities, artists to media hoi polloi. He is the embodiment of the American Dream - he has carved out a lucrative career based on talent, charm, equanimity and respect.

Born in Voiron, France, in 1954, Mr. Durif's father was a grocer, and his mother was a stay-at-home mom. Although he was expected to follow in his father's footsteps, his agile hands and keen eye set him apart. A constant companion on his mother's trips to the hairdresser, Mr. Durif had an innate sense of style and strong opinions which he was more than ready to share.

He attended hairdressing school from the age of 15 and by 17 had been hired by the Jacques Dessanges salon in Grenoble, where he received France's Premier Apprentis de France award, twice. A short four years later, he moved to Montreal where he continued to expand his talent and his reach, by branching out into the media as stylist for advertising campaigns, editorial layouts and film. At the same time, he began making guest

appearances in Canada and Europe for L'Oreal, Schwarzkopf and Wella products.



In 1983, while on vacation in New York, Mr. Durif met Bruno Pittini, Dessange's partner. Suddenly starlets like Brigitte Bardot, Catherine Deneuve and Raquel Welch were accessible. After eight years under Mr. Pittini's tutelage, Mr. Durif went on determined to make his own beauty philosophy of "strong, oval-shaped cuts with soft lines" an everyday reality for everyday women. When Jacques Dessanges opened his flagship Park Avenue location in 1991, Mr. Durif followed as Style Director and became one of the most sought after stylists in New York.

By November 1997, the Yves Durif Salon opened its doors and has been going gangbusters ever since. His success is based on the highly personalized attention he gives his clientele and his insistence on seeing and consulting with his clients in their street clothes prior to the actual styling. He really wants to get a sense of the woman prior to cutting her hair.

Today, although 60% of his income is generated by his salon, he teaches and lectures extensively as a consultant for a line of hair products known as "Profound Beauty." The line is available through his salon. He generously shares his knowledge and expertise through advanced workshops with stylists and educators in a series of classes entitled, "Straight to the Point."

As if all this activity is not dizzying enough, he makes regular guest appearances at national and international styling shows such as the Montreal ABA, Aveda Congress, IBS New York, Prestige Paris and Intercoiffure New York. A regular featured artist, Mr. Durif's work has appeared in The New York Times, Elle Magazine, Marie Claire France, Travel & Leisure, Harper's Bazaar, In Style, Vanity Fair, W Magazine, Cosmopolitan Magazine, American Salon, as well as on MTV, CNN, and A&E.

When he is not flying around the world transforming other stylists' skills to match his own, or making women beautiful, he enjoys spending time at the beach with his talented 16-year-old-daughter, who plays the guitar, composes her own music and is in the process of recording her first CD.

"If not now, when?" says the tonsorial artist. "She is beautiful and talented. I encourage her to follow her heart now, when she is young." Good advice from someone who did very much the same some thirty odd years ago. If the hair does not fall far from the head, then we should be hearing a great deal about the mysterious Ms. Durif sometime soon. Certainly if her father has anything to do with it, probably sooner.

Yves Durif plans to makeover three everyday Hamptons women this coming September. If you would like to be considered, please email your photo and contact info to [jz.holden@gmail.com](mailto:jz.holden@gmail.com). For all other information regarding the Yves Durif Salon, please contact 212 452-0954 and ask for Mr. Durif's adorable and efficient assistant, Jennifer.

[www.yvesdurif.com](http://www.yvesdurif.com)