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**LA BARBERÍA DE DIEGO**

**DIEGO GUERRERO**

**ART.116 Collection**

The days of confinement were experienced by the youngest as captivity, a deprivation of freedom that the clients of the salon tried to bypass by working their hair freely. A symbolic exercise in which imperfection reflects the expressive power of the emotions of those days and that has led them to be the protagonists of this collection, in which they tell their story in the first person. That brings them even closer to the collective feeling hair with cuts that form triangles, a sacred geometry from which they take the impulse to be reborn and to head towards the future. Not being professional models has allowed them to show the authenticity and truth that is behind their faces, connecting with the general public.

The days of confinement left us alone with ourselves and to the strangeness of what was happening outside, what we lived inside was added. It was also a state of personal alarm. After the salons were reopened, many clients confessed that during the period that the barbershop was closed they cut their own hair. They felt a need to improve their image as if taking control of their life in that time, that was more like not-time. That contact with their creativity connected them with their emotions and in those irregular and imperfect forms, a balance emerged. I have given them the leading role in this collection as a tribute. I wanted to reflect it in haircuts that were not intended for perfection, but respecting the silhouettes with sacred geometry that they unknowingly designed. That is why triangular shapes and textures that protrude are redundant. Hence the title that gives its name, the article of the Constitution that took us out of normality forever.

*"Alfonso, Hugo, Cristian and Petros did not know each other, though they had many things in common. The first is that they are clients of my barbershop, the second was the way they lived the experience of confinement, being young and deprived of freedom. Being confined at home, they felt the need to look good and not abandon themselves to pessimism. And that was why, for the first time, they took the scissors to fix their hair themselves. This spirit to move forward, despite the general alarm of the state of things, has inspired this collection whose title refers to the article that deprived us of normality. My clients are now models not only for me, but also for others.*

*The simplicity of honest and true things are the main values ​​of this work, that pursues that imperfection that exists in haircuts that are balanced thanks to contours of sacred geometry. The triangular shapes, the very marked textures and the protruding details transfer a domestic finish to a professional one. The subtle step that crosses the boundary between the human and the divine.*

**Hair:** La barbería De Diego | @labarberiadediego

**Photography:** Ernesto Gonca | @ernestogonca

**MUA:** Inma | @creearte\_inmavidal

**Styling:** La barbería De Diego | @labarberiadediego

**Products**: SkullMen @skullmen\_k89

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