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According to Rodney Cutler, owner of two eponymous salons in Manhattan, all shags have their own twist. "Keith and Mick had a very strong fringe into the late 1960s before they started letting their hair grow out," he says. "In the '90s Oasis had that English pop band shag going. *American Idol*'s David Archuleta's look is kind of J.Crew meets punk." Cutler thinks that musicians take more chances with their image than actors do, which is why they've been the ones to set the trends over the years. Who doesn't remember Elvis with his sexy sideburns and slicked-back hair? Women wept when he went into the Army and the barber shaved his head. One hairstyle that became popular with the punk subculture in the '70s was reinvented a few years ago by soccer star David Beckham. "Mohawks are near and dear to clipper cutters, but you don't do many of them in the real world," says Ivan Zoot, director of education and training for Andis Corporation. When Beckham began sporting a modified version of the Mohawk, the press dubbed it a faux hawk. "It was, to all extents and purposes, a Mohawk for a guy with a job," says Zoot, who points out that the style would have been impossible to achieve with styling gel. Fortunately a new category of stickier, tackier resins emerged at the same time. "We were doing a regular haircut but using these new molding pastes to force in the ridge line," he says. Now a shorter version of the faux hawk is becoming popular. Zoot calls it a low hawk. "What's significant is that the shape has to be cut into the hair," he says. "There is no radical disconnect between the top and sides, and it's not faked like the faux hawk. This version actually requires a higher degree of technical skill on the part of the cosmetologist."

—MARIANNE DOUGHERTY



NO MORE CLIPPER CUTS!
Did you know?

Beatlemania nearly put Andis Corporation out of business in the 1960s. "Those haircuts did not bode well for clipper cutting," Ivan Zoot says.

Shagadelic

Rolling Stones Mick Jagger and Keith Richards wore two different versions of the same haircut in 1967. "It's a shag all right," says Rodney Cutler. "Keith's is just a little shorter than Mick's."



Mop-Tops

Known as the mop-top because of its resemblance to a dust mop, The Beatle haircut was revolutionary because boys were sporting crew cuts at the time. Paul McCartney admitted that he and John Lennon first saw the style in Hamburg, Germany. In *A Hard Day's Night* when George Harrison is asked what he called the hairstyle he was wearing, he deadpanned, "Arthur."



Martinizing

"Ricky Martin was a big influence because he had a short haircut with the front edge popped up and highlighted," Zoot says. "All of a sudden we were foiling guys!"

WIG OUT

Did you know?

Between 1964 and 1966, toy manufacturers began making Beatle wigs, but it was Lowell Toy Manufacturing Corporation of New York that was licensed to make "the only authentic Beatle Wig." Still have one in its original packaging? It's worth a mint on eBay.

Quick Change Artist

While not technically a rock star, David Beckham is married to a Spice Girl, and he's always tweaking his image. Recently Becks began sporting a buzz cut, and once again men are following in his footsteps. "A lot of young hairdressers who work for me are asking about barbering techniques, about fading hair, and a lot of it is Beckham's influence," says Kaz Amor, co-owner Warren-Tricomi L.A.



Surfer Boy Shag

Teen heartthrob Zac Efron—*Rolling Stone* called him the "poster boy for tweenyboppers" right before *High School Musical 2* was released—put the surfer boy shag on the map. The look features side-swept bangs and a dryer, more natural texture. "It's light on product," Sean James says.



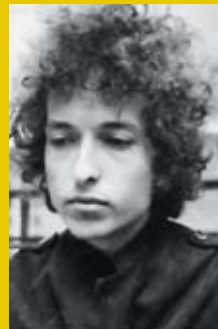
Tonsorial Hipster

David Stanko, Redken haircolor consultant, gets a lot of requests for what he calls the "Emo-inspired look" favored by Fall Out Boy bassist Pete Wentz. Emo was a style of hard-core punk that originated in Washington, D.C. "It's the new 'it' look for guys. I have bankers and photographers who are growing their hair out into this hot new style," Stanko says.

Modern Icons Trendsetting hairstyles that span four decades of pop culture history



AFROCENTRIC
Jimi Hendrix rocked an Afro in the 1960s. "It was the first time that African-Americans were free to celebrate their natural texture," Kaz Amor says.



CURLY CUES
Rodney Cutler finds that a lot of musicians in indie bands are wearing their hair like Bob Dylan did in the early '60s. "They've got these really curly shags," he says.



TOO COOL FOR SCHOOL
Cutler loves the fact that U2's Bono will shave his head but grow a goatee. "He just looks cool," he says.



BEND IT LIKE BECKHAM
The press coined the term metrosexual to describe soccer star David Beckham, whose faux hawk was widely copied.



SHAG MEETS SURF
Cutler calls Keith Urban's shag a surfem. "It's like a girly shag with a surfer influence," Cutler says.



SHORT STORY
Amor gets more requests for Ryan Seacrest's haircut from the male clients who frequent his Los Angeles salon than any other hairstyle.



IDOL WORSHIP
According to Cutler, *American Idol* runner-up David Archuleta's haircut is like "J.Crew meets punk."