

LMFF OFFICIAL BACKSTAGE HAIR REPORT BY L'ORÉAL PROFESSIONNEL

L'ORÉAL PARIS RUNWAY 3

PRESENTED BY MADISON | TUESDAY 16TH MARCH, 2010

Anna Thomas | Aurelio Costarella | Gwendolynne | Jayson Brunson | Lisa Ho | Megan Park | Nevenka | Thurley

hair director: brad ngata



boudoir clasique

"The hair gives a nod to the starlets of the 1940's - ultra feminine, soft full bodied curls, maximum shine. Think Hollywood glamour meets classic French boudoir," says Brad Ngata, Hair Director for L'Oréal Professionnel. The new part for hair is a low and deep side part, so we let the hair fall gently and seductively over the eye. The key too is minimal volume at the roots. The middle lengths and ends flowed down into even, cloud-like curls, creating a beautiful softness around the face.

achieve the look

1. Start by *double-moussing* the hair with **tecni.art Volume Lift**. To *double-mousse* the hair, apply one layer of mousse, dry it in a little, then apply some more!
2. Next, create a low side part from the arch of the eyebrow, pulling the hair back to the crown. Then, completely dry off the hair, keeping the top lengths smooth.
3. Section the hair into three parts, left side, middle and right side. Beginning on one side, take a small section of hair; lightly spray with **tecni.art pli** and use medium curling tongs to create the curl. Make sure the hair is flat when you wrap it around the curling tong, this ensures you get the right curl formation.
4. Continue the process through the remaining middle lengths and ends in a brick layering fashion, wrapping the curl in the same direction every time. Pin each curl to the scalp and allow them to set and cool.
5. Once completely cooled, remove pins and gently brush hair downwards with a soft bristle brush, and shape lengths around the face. Finish with **Elnett** to hold style in place and spray a quick mist of **tecni.art Crystal Gloss** for true Hollywood shine.

the products:

1. L'Oréal Professionnel **tecni.art Volume Lift** RRP \$24.00
2. L'Oréal Professionnel **tecni.art Pli** RRP \$24.00
3. L'Oréal Professionnel **tecni.art Crystal Gloss** RRP \$24.00
4. L'Oréal Professionnel **Elnett** RRP \$19.95

