

## LMFF OFFICIAL BACKSTAGE HAIR REPORT BY L'ORÉAL PROFESSIONNEL

### L'ORÉAL PARIS RUNWAY 4

PRESENTED BY INSTYLE | WEDNESDAY 17<sup>TH</sup> MARCH, 2010

Arabella Ramsay | Gorman | Karen Walker | Lucette | Manning Cartell | Mimco | Obus | Yeojin Bae

hair director: brad ngata



### *bon chic, bon genre*

"This girl has the right style and the right attitude." Explains Hair Director for L'Oréal Professionnel Brad Ngata. "The hair is a fun and fresh take on the Preppy Sloane Ranger persona – the upper-middle-class youngsters hanging out in London's Sloane Square, or thereabouts! The hair look is a classic down style, injected with plenty of body and movement through the mid lengths and ends. The accent of the look rests on the gorgeous sweeping fringe that is loosely pinned above the ear. This look is a great way to add a fringe if you're not brave enough to cut one!"

### achieve the look

1. Prep the hair once with **tecni.art Full Volume Extra** and then again with **tecni.art Volume Lift**.
2. Blast hair dry to about 80% so there is enough moisture left to then be blow dried with a medium round brush.
3. Section the hair from ear to ear. Starting at the back section, begin with a section of hair at the nape that is the same thickness and width in size.
4. Using a medium round brush, roll the hair up and apply heat with the dryer. Next, switch to the cold button on your hair dryer. This will set the movement in the hair. Unravel your brush to see that a big bouncy curl has been formed. Spray with **Elnett** to set the hair in place.
5. Repeat the process until all the hair has been dried.
6. At the front, direct the hair back by combing with your fingers. Next create a side part and then take a horse-shoe section of hair and gently backcomb the front lengths. Sweep the hair across the face and pin back loosely, on the opposite side of the parting, twist the section back slightly before you pin.

### the products:

1. **L'Oréal Professionnel tecni.art Volume Lift** RRP \$24.00
2. **L'Oréal Professionnel tecni.art Full Volume Extra** RRP \$24.00
3. **L'Oréal Professionnel Elnett** RRP \$19.95

