

LMFF OFFICIAL BACKSTAGE HAIR REPORT BY L'ORÉAL PROFESSIONNEL

L'ORÉAL PARIS RUNWAY 7

PRESENTED BY HARPER'S BAZAAR | FRIDAY 19TH MARCH, 2010

Akira | Easton Pearson | Martin Grant | Michael Angel | Scanlan & Theodore | Timothy Godbold | Tina Kalivas

hair director: **caterina di biase**



“laque magnifique”

“Sculptural and plenty of hairspray! If you imagine a chic Parisienne, trotting down Rue Royale in platform heels, this is the hair to match.” Explains Caterina Di Biase, Hair Director for L'Oréal Professionnel. I wanted to channel high end couture but with hair, and so something striking and dramatic for these designers was the most appropriate. The technique for each girl was tailored to her hair and was meticulously constructed and sewn together, very couture like indeed.”

achieve the look

1. Prep the hair for maximum height and hold by spraying **tecni.art Volume Lift**, directly to the roots and drying in roughly.
2. Section out a circular section in the middle at the crown and backcomb for maximum fullness. Roll this section into a cone-shape and sew into place using linen thread.
3. Tong the remaining section and when cool, brush it out to create a wave.
4. Pin the tonged sections back towards the cone-shape and allow the ends to trail all the way to the tip. Spray liberally with **tecni.art Fix Anti-Frizz** to hold it in place.
5. Gel back the hair with **tecni.art Fix Max**, around the face and sides to enhance the wave texture, keeping the look clean and slicked back.

the products:

1. L'Oréal Professionnel **tecni.art Volume Lift** RRP \$25.00
2. L'Oréal Professionnel **tecni.art Fix Anti-frizz** RRP \$25.00
3. L'Oréal Professionnel **tecni.art Fix Max Gel** RRP \$25.00

