



THE LOOK: Ready, Set, Roll

AT MARK FAST AUTUMN/WINTER 2019 SHOW

HAIR BY MARIA KOVACS, TIGI EUROPEAN SESSION DIRECTOR, USING TIGI COPYRIGHT



LONDON FASHION WEEK | Friday 15th February 2019

THE LOOK

Taking inspiration from the Golden age of Hollywood films such as 'What a Way to Go,' 'Gentlemen Prefer Blondes' and actresses such as Jane Russell, Marilyn Monroe, Doris Day, Rita Hayworth and Lucille Ball.

THE INSPIRATION

"I always love to hear Mark's inspiration for the look as it helps us create the perfect collaboration. This session he referenced gorgeous 50s pin up women, so I wanted to create a 50s glamorous look but with a modern twist. I loved creating the set look, this is something we haven't seen on the runway for a number of seasons. The 50s was a time when people needed hairdressers."

PRODUCTS USED

TIGI Copyright Volume Lift Styling Spray Hairspray

TIGI Copyright Volume Finishing Hairspray

TIGI Copyright Maximum Hold Hairspray



GET THE LOOK

Step 1

- Start by prepping hair with **TIGI Copyright Volume Lift Styling Spray Hairspray**, dampen hair down and blow-dry away from the face

Step 2

- Separate a small triangular section around the top of the head/fringe area, from the crown to middle of the eyes. Isolate this hair and clip to use later

Step 3

- Use a hot stick and set the hair using pivoting section from the crown to the hairline. Set the curls with **TIGI Copyright Volume Finishing Hairspray** and silver clips

Step 4

- Once the hair has cooled down and set, remove all clips and brush away from the face. Create the 50's moulded shape by back brushing and combing hair and with your hands work into the nape area. Tuck the hair into the nape to create the base and making sure that hair is brushed up inline with the cheekbones. Use **TIGI Copyright Volume Finishing Hairspray** and try to lock in some waves by adding more silver clips to create the shape

Step 5

- While the moulded shape is setting, work on the top section of the hair
- Use the small hot sick and **TIGI Copyright Volume Finishing Hairspray**, set the hair into 4-6 sections changing the direction of curl every other section, once set, brush out and start to coil the hair back towards the head shape and mould the shape to create the feature at the front
- Secure with grips, using **TIGI Copyright Volume Finishing Hairspray** leaving a few curls visible and a little bit of texture

Step 6

- From a distance spray TIGI Copyright Maximum Hold Hairspray to finish the look. Smoothing the back section of hair leaving the surface nice and clean