

JOURNAL

SUMMER ISSUE 2017

SUMMER STYLE

FOCUS

MEN'S HAIR TRENDS 17-18

Whether ultra-long, slicked back or austerely shaved, from New York to Milan, check out the hair trends that kept coming back to the runway at Menswear Week 2017/2018



QUIFFED BACK HAIR

With not a hair out of place, Mad Men-esque slicked back hair models showed their gentlemanly sides. We love how this is worn with a looser texture, a more natural finish for a slightly softer look.

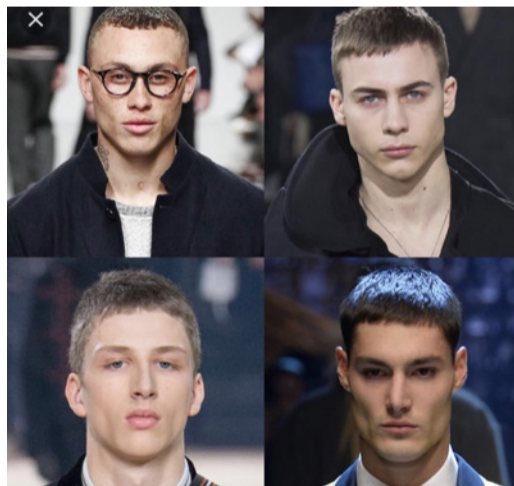
Seen at: Gucci, Prada, Emporio Armani and Versace.



MIDDLE PARTING

Whether on short hair or long hair the middle parting is back. We prefer just off-center with a softer finish, seen here at **Raf Simons AW17**. Stylists also used high shine products when executing the parting to achieve a more edgier look.

This look brings us right back to the nineties, bring on the youth!



CHOPPY CROP

Short and severe military-inspired hairstyles such as the buzz cut are typical fashion week stalwarts. This season designers that focused on urban wear rather than tailoring – including **Lanvin, Oliver Spencer** and **Topman Design** – also opted for slightly more length through the top.

A great change from long tops and whilst the weather is still warm it's great for summer. This sharp look will accentuate your bone structure and create a more angular silhouette.



MID-LENGTH HAIR

Spotted at some of the biggest shows, 1970s-style mid-length hair was unquestionably the hair trend to watch at Menswear Week. The likes of **Gucci, Cavalli, Hermès** and **Etautz** showcased their individual takes on the look.

Embrace your curl. If your lucky enough to have such beautiful hair why not grow more of it! Play away.



TREAT

SUMMER
SMOOTH

No more straw! Dry, discoloured hair shouldn't
be part of your holiday look...

One of the unfortunate downsides of being out in the sunshine is the effect it has on your hair. It can leave it dry and frizzy, and send coloured hair some pretty unsightly shades (brassy is never a good look!). Fortunately there are products out there that can help protect colour and condition, plus reviving post-sun treatments that can pull hair back from the brink. Let's be honest: good hair colour isn't cheap ... don't ruin it having fun in the sun!

BENJAMIN RYAN'S TOP TIPS ...

We love the the **Soleil Masque UV Défense Active Anti-Damage Concentrate** by **Kérastase**. On beach holidays it's an absolute must: smooth it on in the morning and plait your hair or tie a bun before you hit the beach. The clever formula helps to filter harmful rays from the sun while deeply nourishing the strands. Wash it out in the evening and we assure you your hair will look in better condition than it did before your holiday. It's also light enough for fine hair which is an added bonus.

Always wet hair before and after swimming ...

Don't stick a toe into the pool without wetting hair first. **Ellis** (our master colourist) says it's essential to hop in the shower pre and post-swim. A pre-swim shower will help prevent locks

from absorbing chlorine, while a post-swim one will help remove chlorine build-up.

Poolside plaits ...

The ends of hair are the most vulnerable, simply because they're the oldest, so keep them tucked well away. We advise wearing hair in chignons rather than ponytails so the ends can be hidden better.

The seasons trend for plaits is good news for holiday hair. Plaits are perfect for sitting on the beach or relaxing by the pool. Easy to do (ask one our team to show you how) and great for keeping your hair under control.

Take cover ...

For maximum protection it's best to wear a hat during the day. This can also help to style hair for night time by dampening hair, twisting sections around your finger and then gripping each swirl against the hair, leaving it to dry naturally under your hat. Alternatively, tie hair into a few loose plaits and leave during the day. In the evening, ungrasp the sections and shake through with fingers to create tousled waves. Spritz lightly with a hair spray to hold and protect.



EVENTS

CATWALK STYLE

Our team were chosen to style
the catwalk at the first ITV
This Morning Live Show

The ITV daytime programme *This Morning* left its central London studios to come to the Genting Arena for a four-day event.

The BR hair team created the hair for the main catwalk event hosted by **Phillip Schofield, Holly Willoughby, Eamonn Holmes, Ruth Langsford, Rylan, John Torode, Gina D'Acampo, Lisa Faulkner** and Birmingham's own **Alison Hammond**.

We had 4 glamorous days. TV celebs, 10 great models (all true professionals), amazing backstage staff and best of all we got the opportunity to work with the winner of **2017 Britain's Next Top Model - Olivia ...** her first job since winning the show!

The whole team stepped up and made the event a huge success whilst still ensuring our lovely clients back at the salon were well cared for. The style of the hair was in keeping with the clothes and the aesthetic of the show was commercial with an edge.

The ITV production team were thrilled with BRH's creative styling for the models and the overall success of the show. So much so, we will be back next year in the green room brushing shoulders with **Trinny and Gino!**



HAIR EXTENSIONS
BY RACOON

No heat! No glue! No damage!

RACOON, our new hair providers offer a new way for getting perfect, trouble-free extensions.

Book in with one of our BRH hair extension specialists to discuss how these could work for you.