



“ There was no specific brief for this show, instead I responded to the collection and formed an idea of how I would like this girl to look. The clothes are light, airy and voluminous the colours are girly and pretty, so I felt that the look needed a smaller, severe and compact head of hair with an explosion of texture at the back. “We first experimented with crimping last season, which forced me to rethink an old technique, shaking off the 80’s connotations and finding new ways to make the effect look beautiful and tasteful. ”

Eugene Souleiman,
Wella Professionals Global Creative Director Care and Styling

GET THE LOOK:

1. On freshly blow-dried hair, create a V-shaped, Victorian parting and clip this section out of way. is evenly distributed around the head.
2. To prepare the sides, spray **EIMI Dynamic Fix** on a bristle brush and brush through the hair to smooth the surface.
3. Backcomb the underside of the hair to add a little volume and create a slightly rounded shape as you pull the hair back to secure in a ponytail at the nape of the neck. Follow the line of the hair so that just the ear lobes are exposed. This ponytail creates a cushion for the top layers to sit on and creates lift as the girl walks.



4. Lightly coat the ponytail with **EIMI Dynamic Fix** and crimp in sections, until you have layers of hair that resemble Issey Miyake’s ‘Pleats Please’ fabric.
5. Return to the top section and starting at the apex of the V, lightly spray **EIMI Dynamic Fix** into the roots, smoothing the hair back to create a small head, aerodynamic feel. Blow dry to set and then crimp the lengths in layers, using the ponytail underneath as a guide for the first crimping line.
6. To finish, spray **EIMI Dry Me** into the ends, to create a super dry texture and brush through the crimped lengths to let loose an explosion of hair.

ISSEY MIYAKE A/W'15 WITH EIMI

Backstage at Milan Fashion Week with Eugene Souleiman, Global Creative Director, Wella Professionals