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IRIS VAN HERPEN

#BEHINDTHECATWALK

FUTURISTIC ELEGANCE AT IRIS VAN HERPEN AUTUMN/WINTER 2015 SHOW

HAIR BY CATWALK® BY TIGI® LED BY TIGI EUROPEAN SESSION DIRECTOR MARIA KOVACS



PARIS FASHION WEEK, 10TH MARCH 2015

THE INSPIRATION

"I am always inspired by Iris van Herpen – she takes her cues from other disciplines such as science and architecture in her avant-garde creations, and I have reflected this in the final hair look with layers of hairspray and a slick, lacquered finish to catch the light on the catwalk. The hair twists we created represent the seams of the dresses, as well as mimicking the angles in the designs. It's a super-elegant look with a twist of futuristic beauty."

TIGI European Session Director, Maria Kovacs

GET THE LOOK

1. Prep the hair by spritzing CATWALK® by TIGI® Session Series Work It Hairspray all over – this fine mist provides a moveable and workable hold, and its carefully designed formula adds body and definition to the hair.
2. Spritz water throughout the hair to give a wet look.
3. Use a paddle brush to brush the hair straight back, and tie into a tight centrally-aligned ponytail with no parting.
4. Next, split the ponytail in half, and twist each repeatedly and tie an elastic to the end.
5. Pin the twists into a 'V' shape at the lower nape of the neck, taking care to hide the pins.
6. Next, spray the hair with CATWALK® by TIGI® Camera Ready, a lightweight spray for creating a glossy shine.
7. Finish the look with a final spray of CATWALK® by TIGI® Your Highness Firm Hold Hairspray – this long-lasting, strong hold finish will keep your style in place.



PRODUCTS USED

CATWALK® by TIGI® Session Series™ Work It Hairspray 300ml, RRP \$21.99/£13.50

CATWALK® by TIGI® Camera Ready 150ml, RRP \$20.99/£16.50

CATWALK® by TIGI® Your Highness Firm Hold Hairspray 300ml, RRP \$21.99/£14.50

MARIA KOVACS

TIGI EUROPEAN SESSION DIRECTOR



Born and raised in Sydney, Maria Kovacs began her career as part of Anthony's Australian Art Team. During this time she worked as a session stylist with many of the top Australian fashion and beauty photographers, as well as participating in educational shows and seminars in Australasia. Ten years ago she moved to London and quickly became a popular and crucial part of the TIGI Creative Team, leading fashion shows in London, Paris and Milan as well as supporting the US Session Team at New York Fashion Week.

Maria is highly respected for her exquisite work, often referring to hair as 'fabric'. As TIGI European Session Director, she heads the TIGI Session Team; interpreting the designer's vision. Her patience, creative understanding and ability to translate ideas, has endeared her to many designers. After each Fashion Week, Maria identifies the key trends of the season seen

through the eyes of TIGI and the Catwalk by TIGI brand to be shared with press and salons around the world.

As a senior TIGI educator Maria is responsible for the creation of the popular TIGI Session Course. This inspirational course is updated following each fashion week and shared with TIGI educators in London, New York and Milan. For forward-thinking creative hairdressers, interpreting backstage concepts into information on shapes, textures and styles is paramount to progress their work and has motivated and inspired a new generation of session stylists.

A TIGI Creative Director in the TIGI International Creative Team, Maria works closely with TIGI founder and International Artistic Director, Anthony Mascolo, creating TIGI advertising campaigns and photographic collections as well as participating in TIGI global hair shows.

www.CatwalkbyTIGI.com

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