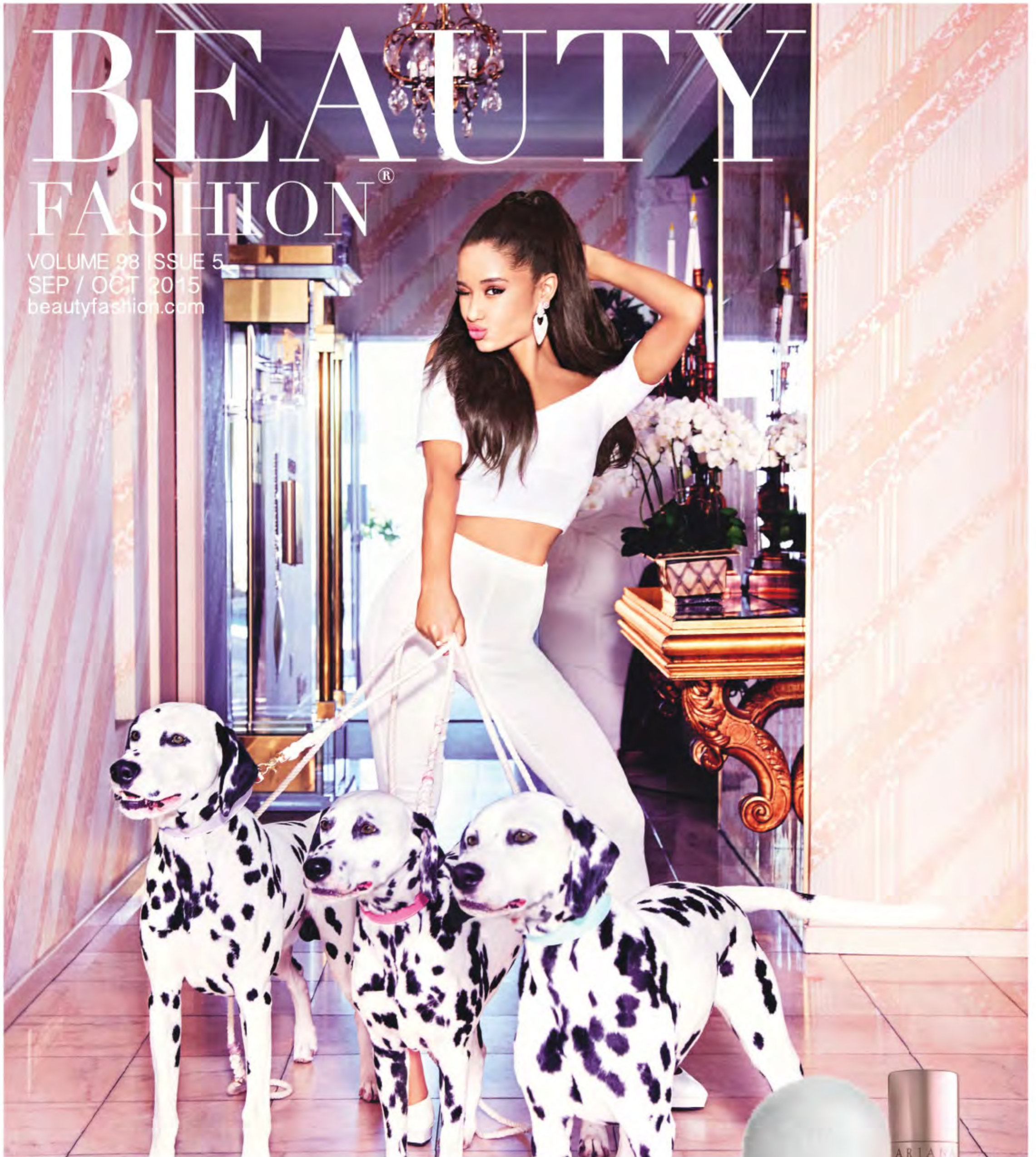


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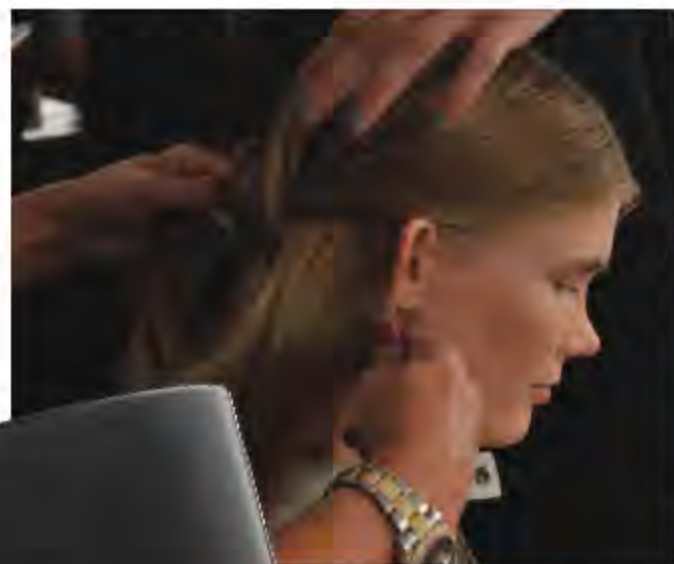
THE DEBUT FRAGRANCE



THE BEAUTY OF #NYFW BACKSTAGE BEAUTY



New York Fashion Week may have given us a glimpse into next season's closet, but what excited us even more were the bold beauty looks that we're ready to start trying out now. From Mara Hoffman's Willie Nelson inspired braids to Yigal Azrouel's Victorian cheeks, New York Fashion Week makeup artists have proven that skin is in and natural looks are finally triumphing over theatrical contouring.



Above: Model having her hair braided and prepped with label.m Wax Stick .



Backstage at Mara Hoffman Show with David Razanno is a Sephora Pro Artist

Backstage at MARA HOFFMAN SHOW

Mara Hoffman has made waves with her bold color palettes and playful patterns. At the S/S 16 show, Hoffman took a bit of a departure from electrical tribal toward free-wielding Americana, a look that the designer attributes to music legend Willie Nelson. The collection featured photo prints of blue skies and plenty of loose silhouettes. The true spirit of Americana was above the neck. Each model sported 30-inch braids and perfectly folded paisley headbands. The hair design was the collaborative effort of Session Stylist Nick Irwin and label.m (The official hair line for London Fashion Week) International Artistic Director, Richard Mamah. The team re-created the iconic

double braid style with a clean, natural twist.

The products used to create the look were the label m Volume Mousse to prep the hair. The product was applied in sections and layered from root to tip. Once smooth-dried, a clean part was down the middle and real hair pieces (courtesy of Janet Collection, NY) were stitched in. The label.m Wax Stick was then used to create a natural but clean look. As for makeup, nature-loving tomboys inspired Sephora Pro artist David Razanno. The skin was matted and bronzed. Special emphasis was given to the eyebrows that were intentionally "wolfish".

