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L'Oréal Professionnel Hits the Runway with Texture Expert and HOMME at New York Fashion Week Fall/Winter 2009

NEW YORK – Top stylists used **L'Oréal Professionnel's Texture Expert** and **HOMME** styling lines to create the season's hottest looks at New York Fashion Week. Styling two of the must-see shows – Zac Posen and Carlos Campos – **L'Oréal Professionnel Texture Expert** and **HOMME** created looks that matched the designers' inspirations and set hair trends for the upcoming season.

The Carlos Campos show marked the introduction of **HOMME, L'Oréal Professionnel's** new innovative men's collection of styling, color and care products. Also making a debut at both shows was the new **Texture Expert Rêverie/Realité** collection, alongside favorites from the **Texture Expert** collection.

Zac Posen, February 19

L'Oréal Professionnel Texture Expert and world-renowned hair stylist **Odile Gilbert** teamed up once again to create the hair design for the **Zac Posen 2009 Fall/Winter Collection**, which perfectly complemented the romantic and mystical energy of the collection.

"The look is a French-inspired Josephine Bonaparte meets punk, with a lot of volume and texture. It has a messy, yet put together feel, as if it has been worn for several hours," notes **Gilbert**.

The hair was first prepped with **L'Oréal Professionnel Texture Expert Expansion**, a body-activating mousse, and curled then teased. Sections of hair were pinned and twisted to form the chignon, all the while being generously sprayed with **L'Oréal Professionnel Texture Expert Infinium #2**, a working spray that helps keep the hold, while allowing for continued styling. The headband was added once the chignon was set, then the front section of the hair teased and tucked into place. To finish the look, Gilbert and team sprayed **L'Oréal Professionnel Texture Expert Infinium #4**, for a strong hold and a hint of shine.

The show itself had a classical and elegant atmosphere thanks to a performance by **The Five Browns**, a group of piano virtuoso siblings, which the models walked down the runway to, with celebrities like Claire Danes, Rachel Bilson, Nicole Ritchie and Alicia Keys looking on from their front row seats.

Carlos Campos, February 15

Renowned celebrity stylist, **Ted Gibson**, crafted sleek and contemporary hairstyles that complemented the uniform theme of the **Carlos Campos 2009 Fall Collection**.

The men's look Gibson created with **L'Oréal Professionnel** is a modern Clark Gable, with a deep side part of very shiny, highly coiffed hair that looks handsomely young. To achieve the look, he started with **L'Oréal Professionnel HOMME Strong** gel for the longer pieces that needed control and for the shorter areas, **HOMME Sculpte** provided the needed hold, while adding texture. He finished the look with **Texture Expert Infinium #2** for added hold and shine.

The hair for women was inspired by a Rockabilly style. The look is an eclectic mix from across the decades, with a 1940's pompadour style in the front, a crown of old 1950's Hollywood height on top, and a back that is a modern take on the curl of the 1990's but with a softer texture

Gibson prepped the hair with **L'Oréal Professionnel Texture Expert Expansion**. He pulled back the center of the hair and created eye-catching height while pulling the sides tightly back all with **Texture Expert Infinium #4** spray. Soft curls were set and finished with **Texture Expert Perfect Shimmer** from the new **Rêverie/Realité** collection. The overall result was Hollywood dramatic with a twist.

Behind the Scenes with David Evangelista and L'Oréal Professionnel, February 17

Renowned hairstylist and TV personality **David Evangelista**, for David Evangelista Salon at Cornelia Day Resort, had **L'Oréal Professionnel Texture Expert** on hand as he styled the **Domenico Vacca Fall/Winter 2009 Collection**. **Vacca** used rich fabrics and playful accents in both the women's and men's collections. To complement the intricate tailoring, Evangelista created a look inspired by "Park Avenue with an edge." The outcome: voluminous, tousled hair that flowed and moved in perfect stride with the female models, and a clean, well-groomed professional look for the males.

To achieve the women's look, Evangelista prepped hair with **L'Oréal Professionnel Texture Expert Expansion** and **Texture Expert Infinium #2**. He then used a 1" barrel curling iron to create waves from mid-length to the ends and pinned the hair to hold the shape. After spraying with **Texture Expert Infinium #2**, Evangelista released the pins and brushed the hair out. He finished the look with **Texture Expert Infinium #4** and small amount of **L'Oréal Professionnel Texture Expert Shine Perfection** to add a light gloss.

For the men, Evangelista used **L'Oréal Professionnel Texture Expert Architecture** for a light hold as he combed a slight side part on the male models. Evangelista finished the look with **Infinium #4** for a light sheen and added hold.

About L'Oréal Professionnel

L'Oréal Professionnel is the number one professional brand worldwide and is committed to creating new premium services and innovative products for the salon industry and its clients. As the innovators of modern haircolor in 1907, L'Oréal Professionnel is dedicated to delivering the most advanced education and technological breakthroughs on the market. L'Oreal Professionnel's multi-brand portfolio includes diverse styling and haircare products including Série Expert, Texture Expert, Colorist Collection as well as professional haircolor brands Majirel, Richesse, and Platinum. L'Oreal Professionnel brands are available nationally in premium salons. For more information please visit www.lorealprofessionnel.com for a salon near you.

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