



“ Last season for this same show we braided the hair and when we took the braids out after the show, we liked the texture we had created and wanted to bring that back this season. The soft organic textures and shapes work well with this collection as it is more primal, with intricate details that were inspired by last seasons' braids. We've finished the look with a wet fringe, it's as if the girl has just emerged from the humidity of the Amazon jungle and this contrast between wet and dry brings drama and modernity to the look. ”

Eugene Souleiman,  
Wella Professionals Global Creative Director Care and Styling

## GET THE LOOK:

1. Section the hair into three equal portions, ensuring that the hair is evenly distributed around the head.
2. Create three braids of equal thickness and weight and saturate with **EIMI Dynamic Fix** hairspray. xt spray EIMI Body Crafter very lightly into the roots, it should be nothing more than a gentle mist to add shine and hold the side part in place.
3. To quickly set the texture and create a defined shape to the curl, squash the braids between hair straighteners.



4. When dry and cooled, undo the braids to create snake-like tendrils and brush through with a bristle brush and create abundant volume. Spray with EIMI Dry Me to emphasise the texture.
5. Smatter **EIMI Shape Control** mousse over the crown and squash into the hair to recreate the look of Amazonian humidity. Rub palm upwards against the grain of the hair to create a soft, broken texture.
6. To finish, use hands and work visually to create shape in accordance with the girl's individual look, using hair pins to secure areas and break up the fullness.

## ESTEBAN CORTZAR A/W'15 WITH EIMI

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