

BLACKHAIR

FASHION BEAUTY STYLE
August / September 2013

SHE'S
ELECTRIC!

Janelle
Monáe

WIN!
£500
worth of
hair prizes

from
• *Design
Essentials*
• *ghd*
• *Joico*

*Havana Twists,
RETRO BOBS,
beach waves*

[TOP AFRO
#TRENDS]

- Kerry Washington
- VV Brown
- Afrobella
- Fashion Instagrammers

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USA \$8.50 ROI €5.50

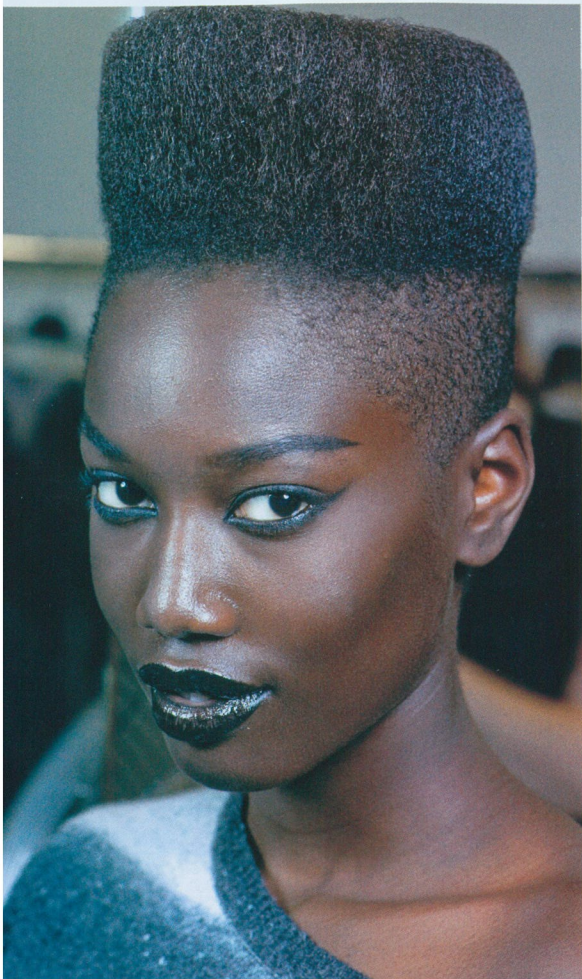


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The next big thing

We'll begin to see more and more women embracing their natural hair texture with the likes of Solange Knowles providing a great source of natural hair inspiration. Those who opt to rock their natural hair texture will also experiment with colour for a contemporary twist.





1 #TRENDING: THE DEVA CUT

Conventional wisdom suggests that you should cut natural hair after washing and straightening it to get a precise shape. The rule book has now been tossed out the window with the herald of the Deva Cut, a style trend specifically for curly girls. Deva cutting is a revolutionary method that's customised to work with your natural curl pattern. Hair is cut dry and sculpted to complement your face shape, resulting in a fierce, fashionable textured look.



Top #trending AFRO STYLES!

Living in the information age means we are privy to a wealth of information right at our fingertips. We rounded up some of the hottest new trends currently buzzing around in the haircare world.

2 #TRENDING: HAVANA TWISTS

Serial trendsetter Solange Knowles debuted one of the hottest looks to emerge in the natural hair world – Havana Twists. An exaggerated take on kinky twists, Havana Twists consist of lengthy, oversized twists that are reminiscent of the box braids which were popular in the nineties. The braids are created using Havana Hair, a soft, textured man made fibre. Do ensure you get your stylist to pay close attention to your hairline and don't install too tightly.

Feature: Keysha Davis
Images: Rex Features, Imaxtree.com

GLAMAZON CURLS

After applying MIZANI D'Tangle Leave-In Milk to cleansed hair, section and create spirals using a small curling wand. Finish with MIZANI Supreme Oil for a high-shine gloss.

The SHINGAI SHONIWA *collection*

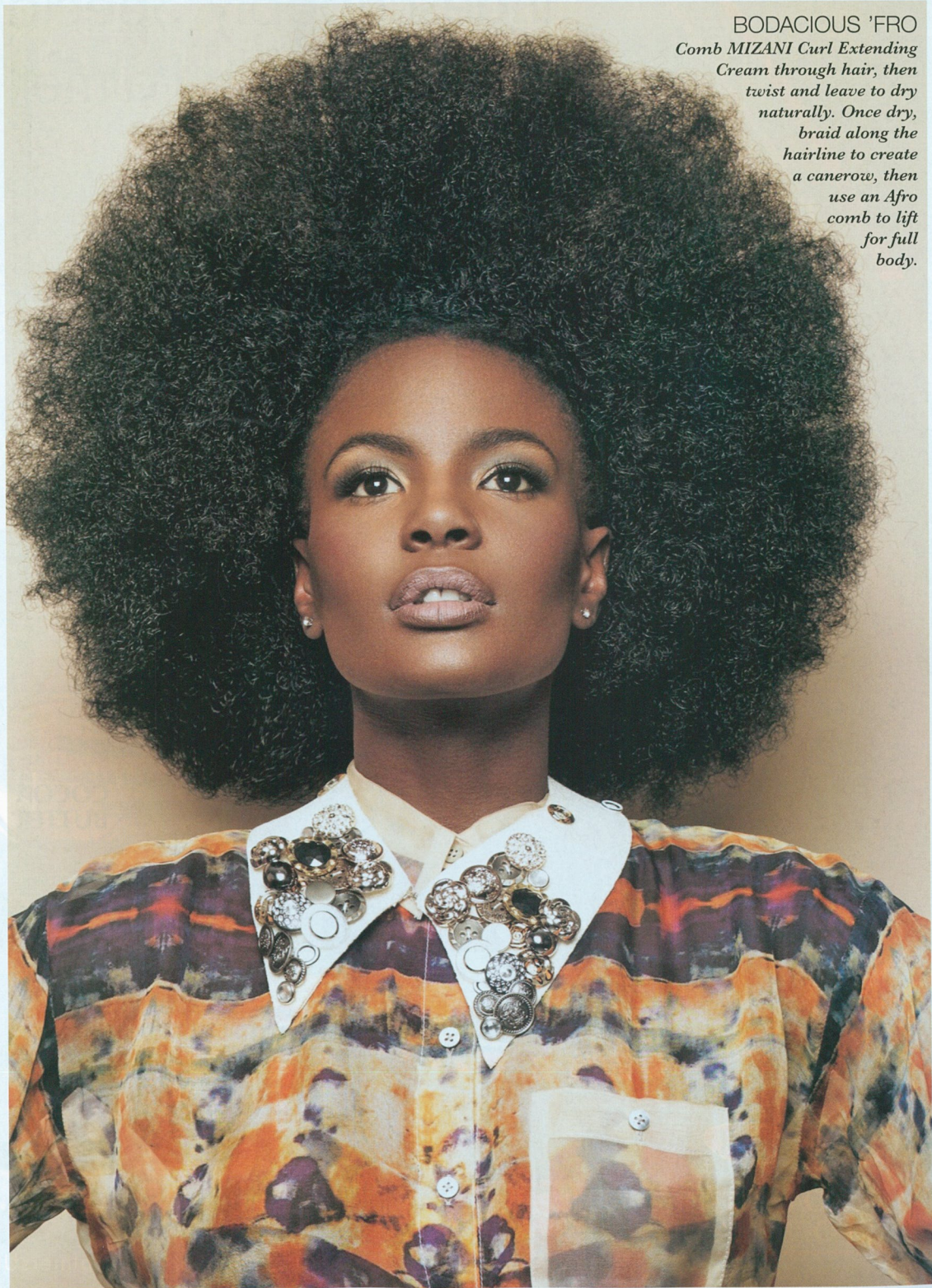
Hair: Charlotte Mensah for MIZANI
Photography: Joseph Sinclair
Make-up: Pauline Briscoe
Styling: Clare Frith

*Introducing the first MIZANI UK
celebrity ambassador.*

AFRICAN QUEEN

Make a bold statement with tiered buns and extravagant hair accessories. Use Afro textured buns on top of your ponytail, slick the edges using MIZANI Velvet Gloss and secure with grips.





BODACIOUS 'FRO

Comb MIZANI Curl Extending Cream through hair, then twist and leave to dry naturally. Once dry, braid along the hairline to create a canerow, then use an Afro comb to lift for full body.

*This light as a feather
midi is the perfect
summer look. Groom
with KeraCare Silken
Seal Liquid Sheen.*





Me and my hair

Name: Lisette

Age: 25

Occupation: Model



THE PROBLEM

"I would like a proper hairstyle – I've been doing my colour at home and it needs attention!"

NATURALfix

Charlotte Mensah of the Hair Lounge fixes your natural hair issues!

Hair: Charlotte Mensah Hair Lounge. Twitter @hairlounge1999, Photographer: Krystoff Krychik, Makeup: Nana yaa Grant, Feather Necklace: Heart365 Emporium, Gold Jacket & Dress: Chic Freak

THE SOLUTION

A rich copper tone would really complement her complexion. I will cut the sides and back to give her a really sharp look and for the styling, coiled twists will look cool.

THE PROCESS

Step 1 To stabilise the colour and give the hair extra protection Charlotte began to treat Lisette's hair with her very own customised 100% Shea Butter Masque. Moving onto the colour Charlotte applied Goldwell copper blonde tint



Step 2 To avoid the finished shade looking blotchy Charlotte gently combed through the colour for even distribution and left to develop for 30 minutes. It was then rinsed off, shampooed and treated with Mizani True Textures Curl Replenish Moisturizing Masque

Step 3 To add softness and more texture Charlotte cut the hair into layers then using clippers shaved down the sides and neatened the edges.



Charlotte's Tips

- 1** A healthy conditioned head of hair is the key to maintaining long lasting colour.
- 2** A permanent colour should be touched up at least every six to eight weeks for consistency.
- 3** After your weekly shampoo, always deep condition and add a leave-in conditioner just before you dry your hair.

Step 4 Charlotte applied a generous amount of Mizani True Textures Perfect Curl. To maintain the moisture levels whilst twisting, lavender oil was mixed with water and sprayed on.



Step 5 Charlotte started by parting a one inch vertical row followed by a one inch horizontal parting. Resting the narrow edge of the angled comb on the head and holding the hair she twirled her wrist in a circular motion until the comb is flat against the head creating a coil. This method is repeated until the entire head is completed. To set the style Lisette sat under a hooded dryer for 20 minutes. After a five minute cooling period, Charlotte applied a small amount of Mizani Supreme Oil for that brilliant shine.

FINISHED LOOK

LISETTE SAYS:

*"I love my new
shade – I feel
fashionable
again..."*







FOCUS: CURLVOLUTION

Curlvolution – Curlfriends Day Out 2013 took place on Saturday 25th May, with over 400 natural hair enthusiasts in attendance. The day was a great success, with over 20 independent vendors selling natural products, including all things hair, skincare and jewellery. Renowned US blogger, Afrobella, made a special guest appearance (check out our interview with her on page 144) and hair educator, Dr Hair aka Reginald Mitchell also attended the event. We loved the live demonstrations from ORS, CURLS and Beautiful Textures, and left the event with loads of natural hair goodies. Bring on next year!



NATURALLY FABULOUS

Your natural hair space where we feature the latest products, trends and reviews.

Feature: Krissy Turner
Image: Imaxtree



5 OF THE BEST – CLARIFYING SHAMPOOS





Question Time

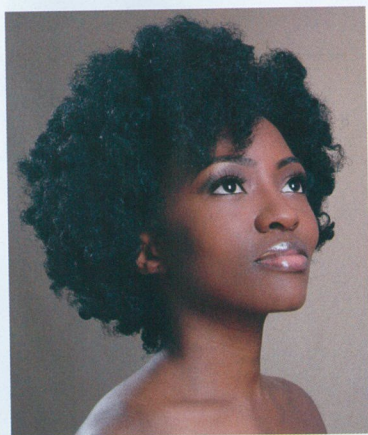
Q I've been natural for 18 months and this summer will be the first time I will be wearing my natural hair out on my summer holiday. Can you recommend any tips for day to day maintenance?
Jennifer Cole, Luton

a Karen Dodds, Salon Owner of Cutting Room Creative, Leeds says: First of all congratulations for completing your natural hair journey! Summer is everyone's favourite time of the year, but it can play havoc on your hair! To protect your tresses from the scorching sun you will need something that defends against humidity and frizz. You must also consider what is the best style to wear your natural hair in throughout the heat. One of the most convenient styles to do is twist outs. This will keep the hair untangled, and will maximise the hair texture's length and limit shrinkage. Use Mizani True Textures Moisture Stretch Curl Extending Cream, which is perfect for tight curls and coiled styles.

HAIR BUZZ

Feature: Keysha Davis

We're officially in the middle of summer, so we show off the best summer hats, test out weave detanglers and Karen Dodd from Cutting Room Creative answers our reader's burning question.



5 OF THE BEST – SUMMER HATS



Accessorize, £19



Marks and Spencer, £9.50



Accessorize, £19



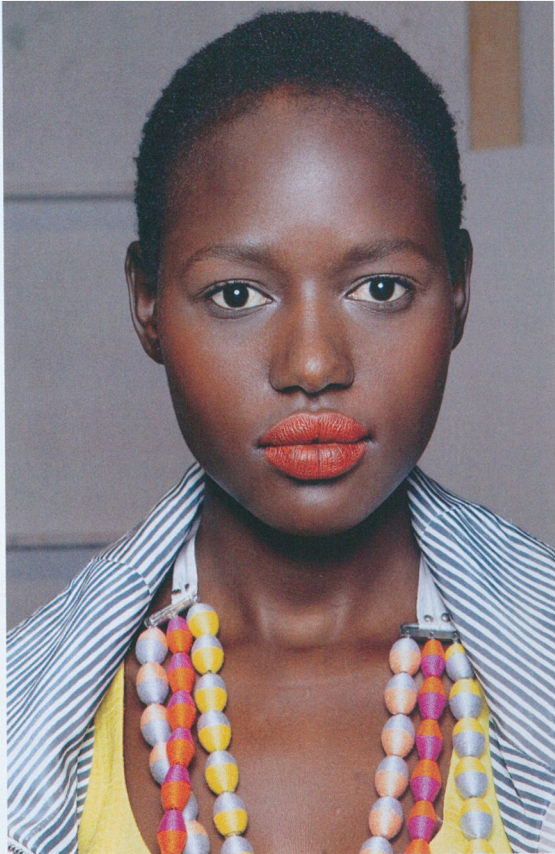
Urban Outfitters, £20



Primark, £4

THE TOPSHOP MAKE UP TOOLBOX

Topshop has created expert tools so you can decorate nails with graphic lettering, pop art shapes and creative textures. Designed in hot pink ombre brushes and sponges, the new Topshop Make Up Nails Tools include: a sponge kit, dotting tool, brush kit and nail buffer.



Nails with Nazila

Add a touch of glitz and glamour to your nails this summer. Nazila Love Glamour have opened a chic nail bar at the hottest shopping venue in town, Westfield London and a selection of Nail Glitz designs to complement virtually any wardrobe.



Beauty NEWS

Feature: Sherry Ruparella
Images: Imaxtree

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OF THE BEST – SUMMER LIPSTICKS

M.A.C Lipstick in Morange, £14



M.A.C Lipstick in Candy Yum Yum, £14



Topshop Lips in Straight Ace, £9



Shu Uemura Vinyl Unlimited Lip Gloss, £18.35



The site

RYA-V.COM

Rya-V Jewellery is a concession brand of Goddess boutique, and sells a wide range of gorgeous accessories, all aimed at high-fashion trends. Each of their items are hand-picked with care to ensure they are of the highest quality and standard for their fashion-conscious customers. We predict the large gem necklaces will sell out over summer, and their studded caps will be a big hit come festival season.

Have a look at our favourites, and then get to the website which also offers clothing and accessories – prices start from just £3!



The 'it' item

MARC JACOBS
TABLET CASE

If you're lucky enough to own an iPad, then be sure to protect it in this chic and fun designer case. Embossed with Marc Jacobs' signature lettering and gold plaque, this high-end case is padded and made of neoprene so it will keep your precious tablet safe and stylish. They come in an array of colours and sizes for different tablets, but the hot pink is at the top of our summer wish list.



Fashion NEWS

Feature: Krissy Turner

The store

NEW LOOK

In the spirit of festival and carnival season, we are loving all things bright, Aztec or printed, and New Look is your one-stop-shop for a budget shopping trip. With prices starting from £3.99, the good stuff won't last long! For more festival ideas, have a look at our denim edit on page 126!



What does the job of being a PR for Africa Fashion Week entail?

Being a publicist for Africa Fashion Week London entails a range of responsibilities from handling press queries, partnerships and requests to organising and handling the press list as well as liaising with other PRs to engage their clientele to take an interest in and support the event by way of celebrity endorsements and attendance on the day. The more mundane yet still fun part of the job entails creating content for a variety of communication from letters to patrons to exclusive stories for a range of UK and international media.

What was your first career break in PR?

After ten years in the media, like many journalists who switch sides, I decided to seek new challenges in PR, especially after realising that in my day job as an editor I had on numerous occasions connected people and institutions who could benefit from a mutual working partnership. My husband Suby and I set up our own PR company S TWO PR and our big break came in the shape of handling the PR for a fashion show titled Tribes of Africa for UK-based social enterprise iROCK. Soon after this event we signed Africa Fashion Week London which remains our biggest client to date.

What qualities do you need to become an event PR?

You need a lot of patience, communication skills and tact to handle a range of different queries from people you need to communicate with daily, whether it be the members of the media you're constantly in contact with to get your event more



So you wannabe... AN EVENTS PR

Feature: Keysha Davis

As the publicist for Africa Fashion Week London, Sinem Bilen-Onabanjo gives us the lowdown on her exciting, multi-dimensional role.

publicity or other publicists to whom you need to 'sell' your event for them to appreciate the value of their clients sponsoring or endorsing the event.

What are some of the challenges you've faced being an event PR?

This is more of a wider challenge than a personal one but I feel the biggest challenge we face as publicists and promoters of African or Black events in the western world is to garner the interest of mainstream media. It is often a challenge to appeal to mainstream fashion and lifestyle publications which seems to lump all African-interest events into a 'not to be touched with a barge pole' category.' It is a shame that some national dailies or

monthly glossies still seem to be oblivious to a fast growing section of society.

What advice would you give any budding event PRs looking for that all-important first step on the career ladder?

Work hard to prove yourself and do not make enemies on your way up as the creative industries are much smaller than you think and the very enemies you've made on your way to the top will be the same people you will go past should you ever be on your way down. Goodwill and good reputation is key; no one will trust the event or the client you are representing if you do not behave, talk or dress in a way that will inspire trust in your own person first.

Africa Fashion Week takes place 1st - 3rd August, to find out more visit africafashionweeklondon.com

AVOS Hair

avoshair.com

Craig Chapman

PL5 01566 755 888

Francesco Group

francescogroup.co.uk

Hair Lounge

London, W10, 020 8969 9444

hairlounge.co.uk

Hype Coiffure

London, SW12, 020 7675 6771

London, SW11, 020 7223 3800

London, SW2, 020 7787 3000

Jamie Stevens Hair

London, 020 7371 1944

Junior Green Hair & Beauty

London, SW1, 020 7752 0620

Purely Natural Hair Salon

London, E15, 020 8221 0122

Sandra Webb

London, SW4, 020 7819 9262



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