



sunny

CARA DELEVINGNE

ZOE KRAVITZ

PRADA

side

up

Words by FIONA EMBLETON

Platinum blonde is back in a big way, thanks to the latest hi-tech colour wizardry. ‘Lacing’, ‘babylights’ and ‘strobing’ are your keywords for runway-ready colour right now

Nothing captures the carefree romance of a beach getaway quite like sun-streaked, sea-swept hair. It conjures up the nostalgia of Sun-In, the sexiness of Brigitte Bardot and makes us wish we all could be California girls. But this year, it’s the very lightest blonde shades that are in vogue, if the SS17 catwalks are anything to go by. At Alexander Wang, 18 of the 55 models underwent complete hair-colour transformations to evoke the bleached-blonde surfer vibe (think a cross between Kate Bosworth’s icy tones in *Blue Crush* and Patrick Swayze’s mullet in *Point Break*). At Gucci, models matched platinum locks with bleached brows, while at Prada, colour maestro Josh Wood recreated pure vintage Hitchcock with a creamy blonde base and lighter tones layered on top. Inevitably, peroxide mania has taken hold in Tinseltown, too, with A-listers Cara Delevingne, Katy Perry

and Zoë Kravitz all early adopters of pitch-perfect platinum. But one thing’s for sure, platinum isn’t what it used to be. Until recently, there were two options for bleaching hair: the extreme white out, which involved a homogeneous blanket of frost – and guts to pull it off. The second was dip-dyed ends or a smattering of highlights on the crown for a sun-lifted effect. Not any more. The newest iterations of platinum are soft, dreamy – and surprisingly easy to wear.

ICE, ICE BABY

One of the standout techniques for this new, updated blonde is an intricate web of highlights added where you least expect them. For Nicola Clarke, creative colour director at John Frieda, who counts Cate Blanchett as a client, achieving softness means placing platinum foils underneath your parting rather than on top. ‘I start by adding babylights (skinny highlights) around the forehead or under a fringe, then make them thicker as they inch down towards the ears and ends,’ she says. ‘This creates a subtle shimmering halo of light around the face and also makes the ends look thicker.’ Using a Tangle Teezer while the bleach is still on the hair is another way to achieve pared-back platinum