



Get ready to throw it back to the 90s: crimping is coming out of retirement to give AW17 styles an unexpected hint of texture

Think about the last time you crimped your hair. It was probably around the time Christina Aguilera twerked her way through *Lady Marmalade* on MTV and, for many of us, it was a style experiment best forgotten (along with poodle perms, scrunchies and Sun-In highlights). But now, crimping is rearing its zig-zaggy head once again.

It all started with Gucci, when hair maestro Guido Palau sent model Regan Laird down the SS17 catwalk underneath a cloud of crimped hair that had taken the best part of 24 hours to achieve. It became the most talked-about look of the season. Fast-forward to AW17 and crimping has gone viral in the fashion world. Gucci's love affair with the look is still going strong, but this time with an 80s punk twist. Meanwhile at APC, the girls' faces were framed by crimped sections pinned behind one ear, and

Alexander McQueen opted for loose crimped tendrils, medieval-style.

Even the crimping iron has had a chic-over, courtesy of the new GHD Contour – good news if you got burned (metaphorically and physically) by old-school versions. And crimping sections, rather than the whole head, for a dual-texture effect is today's cool-girl approach.

'Crimping is more wearable and subtle than it used to be,' says top stylist Adam Reed. Start small with a partly crimped pony: 'Pull hair into a tight, low ponytail with a centre parting, then crimp it below the elastic for extreme volume,' says Reed. Or add random crimped panels to sleek hair. 'As the hair moves, the crimping will become visible, creating a feather-like effect,' he says. Need to be eased in more gently? Try Reed's 'invisible-volume' technique, where he takes a section or two underneath the top layer of hair

and crimps at the roots. Hair swells up, but the crinkle-cut finish stays hidden.

Wavers are another new take on the crimping iron. 'The wave-shaped plates give hair an undone, romantic feel rather than a graphic effect,' says Babyliss ambassador Syd Hayes, who used the brand's Titanium Expression Deep Waver backstage at the Sadie Williams AW17 show. 'Take most of your sections below the crown to keep hair flat on top and full at the ends.' It's also important to brush hair out to create modern, fluffy waves rather than the tight kinks of a 90s teenager.

So now that crimping has lost the cringe factor, will we be making it a permanent part of our hair repertoire? 'Absolutely. The styling options are more extensive than ever,' says Reed. 'I've carried a crimper in my kit bag for years – it's a stylist's secret for adding volume.' And now, it seems, for adding a liberal dose of cool, too.

YOUR CRIMPING KIT

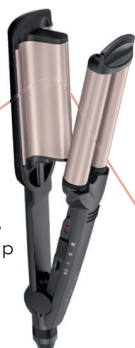


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