HAIR

‘Bambi brunette’ is autumn's biggest hair colour trend for cosy girls

What to ask your hairdresser for.

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Lori Harvey / Instagram

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Summer is the time of year when we typically lighten up, but right now we're seeing the hair colour pendulum swing in favour of ‘bambi brunette’ – the of-the-moment hue that hair colourist Mark Leeson describes as “a soft, warm, light-reflective take on brown hair."

Right now you'll see different iterations of this expensive-looking brunette trend on celebrities including Hailey Bieber, Kaia Gerber and Zendaya. But how *exactly* does it differ from a regular brunette shade?