

## TREND ALERT

# Growth spurt

*Extra-long hair has been flowing down runways and red carpets. We break down what it takes to go to great lengths*

BY JULIA SEIDL

It wasn't long ago that super-long hair was reserved for sister wives and fairy-tale characters (nobody gives Rapunzel a pixie). But times have changed: The sleek ponytails trailing down Joan Smalls's and Kendall Jenner's backs on Balmain's Spring 2016 runway are long locks for the modern age.

Rebelling against the ubiquity of the bob (and lob and wob), trendsetters are putting down their scissors and going for lengths not seen since the '70s. It began last fall with the undulating low side ponies at Dior and Cher's flowing-locked turn in Marc Jacobs's campaign. Then, at the spring shows, there were silky manes at DKNY and navel-tickling braids at Mara Hoffman. On red carpets, Zendaya, Ciara, Demi Moore and Selena Gomez all embraced extra-long hair—or extensions. Janelle Monáe has even switched up her signature pompadour (which has its own Instagram account), opting for hip-reaching plaits on numerous occasions.

"Long hair has always been deemed super-feminine," says Guido Palau, star runway stylist and Redken global creative director, who created the extra-long ponies at Dior. Though he used extensions at the show, he

added small details to mimic real hair. "Natural long hair has so many little nuances that add richness and luxury. There's movement, fly-aways, texture." For most of us, though, the virgin hair that seemed to grow in abundance during our childhood has been replaced by chemically altered and heat-tortured strands that break easily, making long styles a challenge.

That's why with great lengths comes great responsibility. The best way to minimize growing pains is to have monthly trims and in-salon strengthening treatments, says Ciara's stylist Cesar Ramirez, and to avoid heat styling as much as possible. If you decide to go faux, treat your extensions with the utmost TLC and brush them daily. Ramirez recommends virgin human-hair extensions by celebrity favourite Indique (Lady Gaga, Chanel Iman and Khloe Kardashian are fans). "Use the same quality care products for your extensions as for your natural hair to keep them healthy and moisturized," he says. Most important: Tangles are the enemy. At bedtime, tuck lengths into loose braids or twist them into a soft bun to prevent snags from forming overnight. When you wake up, you just might have turned into Rapunzel—or a Balmain glamazon.



From left: Mara Hoffman, Balmain, DKNY, Janelle Monáe, Demi Moore and Selena Gomez.

## LONG GAME

*When every inch counts, losing strands to breakage can be, well, heartbreaking. Here's how to protect them*

### Mend the broken spots

It's not all about split ends. "People experience breakage in different places, which we call breakage hot spots," says Jessaline Orlansky, director of product development for Bumble and bumble. "A healthy piece of hair should be the same circumference from root to tip." Breakage-reduction products aim to act like a bandage on fraying areas.

### Add moisture

Dry hair equals brittle hair, so never underestimate the value of a weekly deep-conditioning treatment to help restore moisture. In the battle against

breakage, restorative masks and conditioners provide a speedy (but temporary) line of defence.

### Protect against heat

Put down the hot tools! But when using a hair dryer is essential, Ramirez advises treating lengths to a heat primer first: Much the way wax on a wood floor acts as a sealant, a primer will prevent moisture loss and breakage.

### Extend the growth cycle

Growth-stimulating products aim to help each strand survive a full life cycle by protecting the hair bulb and boosting production of keratin, which is hair's key structural protein.



**BUMBLE AND BUMBLE** FULL POTENTIAL HAIR PRESERVING SHAMPOO, \$38, SEPHORA. **RENE FURTERER PARIS** TRIPHASIC VHT ATP INTENSIF REGENERATING TREATMENT FOR HAIR LOSS, \$130, SALONS. **NEXXUS** EMERGENCE RECONSTRUCTING TREATMENT, \$20, DRUGSTORES. **PANTENE** PRO-V REPAIR & PROTECT 3 MINUTE MIRACLE DEEP CONDITIONER, \$6, DRUGSTORES. **DOVE** REGENERATIVE NOURISHMENT CONDITIONER, \$10, DRUGSTORES.