

DRESSING UP

THE WET SEASON

Off the runway, are spring's saturated strands a win or a wash?

BY JULIA SEIDL

Ever since Linda Evangelista was discovered in my hometown of St. Catharines, Ont., I've been obsessed with the transformative power of model hairstyles. Some 20-odd years later, supe hair is still capturing my attention: In Balmain's Spring 2015 ad campaign shot by Mario Sorrenti, not only are Joan Smalls, Adriana Lima and Rosie Huntington-Whiteley battling it out in a game of old-school Nintendo, but they're doing so with seemingly drenched,

sopping-wet locks—and giving me a case of serious model-hair envy.

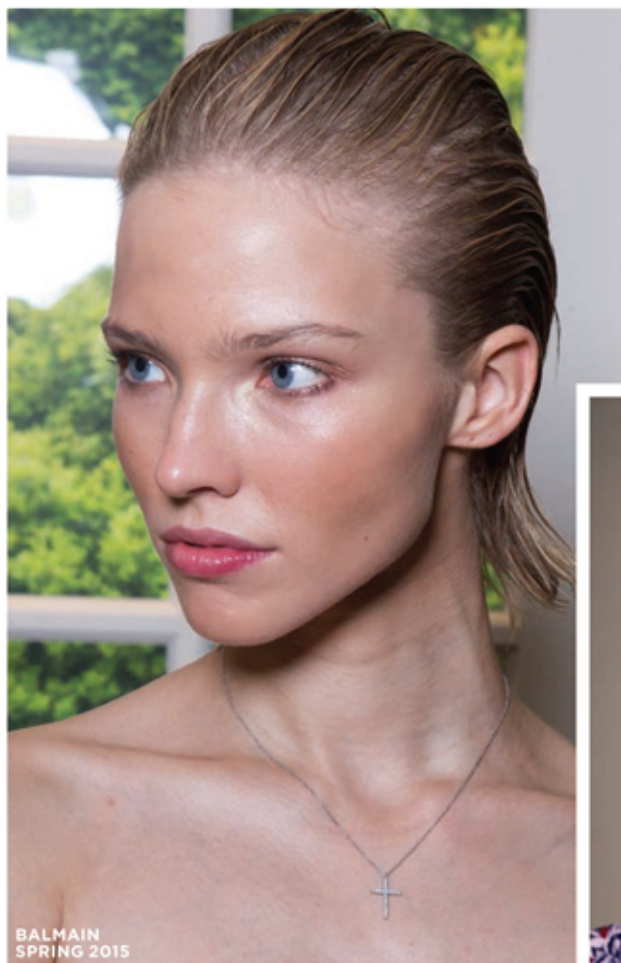
Fresh-from-the-shower strands have become runway mainstays—this season at Zac Posen, Thakoon and of course Balmain—but it's a look I've always dismissed as only for the catwalk. Lately though, a bevy of beauties on the red carpet (which tends to be less edgy than the runway) have started to change my mind. Jennifer Lopez, Rita Ora and the newest supe on the block, Gigi Hadid, have all made a splash with slicked-out manes that appear wet to the touch.

Hadid's New-York-based stylist, Jennifer Yepez, broke it to me that it's all one big *trompe l'oeil*. "It's a dry interpretation of the wet look," she says. "You can't actually go out with wet hair; it's going to dry eventually." Yepez fakes it with a lot of wet-look product, and extends the reflective effect only about an inch past the ear, leaving the lengths dry for a softer finish. "If you slick it all the way, it makes it too masculine."

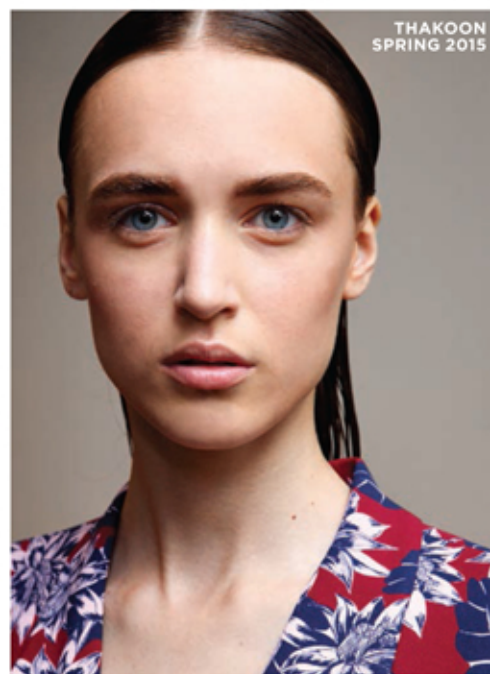
Following Yepez's advice, I soaked my towel-dried hair with mousse, applied heaviest at the roots for grip, and a thermal protectant cream on my ends. Blow-drying one side at a time, I used a Mason Pearson boar-bristle brush to pull each side back as tightly as possible, following the curve of my head and leaving a hint of volume on top. To create the saturated-sheen effect, I used what seemed like an entire can of extra-hold hairspray on my roots (a word of warning: Crack a window before you spray)



Above: Inspired by Spring 2015 runway hairstyles, writer Julia Seidl tries out the wet look for dinner with friends.



BALMAIN SPRING 2015



THAKOON SPRING 2015



ZAC POSEN SPRING 2015

and finished by flat-ironing my hair from the mid-shaft to the ends.

Since my ears were suddenly playing a starring role in my look, I took the opportunity to show off my favourite front-and-back earrings. I chose a silk tank top with a plunging neckline (a tip from Yepez) to avoid any impression that I had actually just stepped out of the gym showers.

I was impressed with my handiwork, though the results didn't scream supermodel strands. My roots felt crunchy and didn't look quite as wet as I had hoped, so I immediately began thinking of ways I could improve next time—like trying one of the brand new wet-look products on the market—because there will definitely be another attempt.

However, when I showed up to dinner with my new do, the first thing out of my friends' mouths was a synchronized request for a tutorial. Two of them even made plans to play stylist to each other later that week, to replicate my look. It seems I'm not the only one interested in the life aquatic.



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