



THE 2017 OFFICIAL  
HAIR SPONSOR OF THE

ARAB  
FASHION  
WEEK الأسبوع  
الموضة  
العربي





THE 2017 OFFICIAL  
HAIR SPONSOR OF THE

ARAB  
FASHION  
WEEK

Wella Professionals partners Arab Fashion Week, Dubai, as the main hair sponsor, making history for Wella Professionals. Wella Professionals has been a regular hair sponsor at Paris, New York and London Fashion Week but this collaboration with Arab Fashion Week would be the first for Wella Professionals.

With more than 136 years of heritage perfecting hair artistry and creativity, Wella Professional's mission is to be at the heart of hairdressing, empowering and transforming our end consumers through our professional, superior quality products, allowing end consumers to be at the forefront of trends and fashion.

Celebrity stylist, Jamilla Paul, has been in the hairdressing industry for over twenty five years, within this time she has educated, motivated and inspired thousands of individuals within this industry.

Find out which are Jamilla's favourite EIMI styling products and her inspiration to create the runway looks.





# ARMOURED BEAUTY

DESIGNER Isle Jara

This collection was all about beautiful layers of encrusted embellishments scattered on simple flowing materials.

This inspired Jamilla to create Armoured Beauty, a head hugging skull cap mixed with the fluidity of simple textured hair.

STEPS

1

The hair was prepped with a layered application of EIMI Thermal Image, EIMI Velvet Amplifier and EIMI Shape Control, designed to help to keep the hair hydrated!! These products were blow dried into the hair to prepare it for texture.

2

Using the Wella Pro-Curl Conical / Pro-Straight Color and EIMI Stay Essential / Stay Styled hairspray, we took 1 inch square sections and curled the whole head! We didn't curl every model as we wanted a variety of textures on the runway.

3

The hair was allowed to cool down so we could dress the curls and movement created without causing the hair to drop. We applied a tiny amount of EIMI Glam Mist to soften the curls to allow us to use the rushing technique after part 4 was completed.

4

To create the armoured type skull cap effect, we parted the hair in the centre and took 1 cm sections and applied a generous amount of EIMI Sculpt Force to the roots (like a full head colour application from temple to temple).

5

We moulded the shape of a channel, lifted away from the root and applied the Wella Pro-Straight Color over the hair and channels with a small piece of foil! This created the indented type raised channels finishing at the crown area.

6

We broke up the texture of curls or straight hair by applying EIMI Dry Me only to the roots to maximise volume but avoid weighing down the length and ends.

7

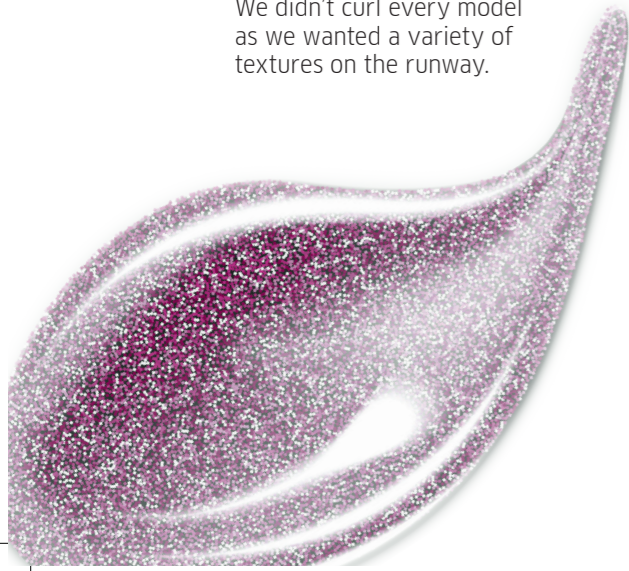
EIMI Shimmer Delight was then applied over the channel areas (created in Step 5) to maximise the shine.

8

EIMI Texture Touch/ Bold Move was used lightly on the mid lengths and ends to add more texture and bulk to the hair.



1 EIMI Thermal Image 2 EIMI Velvet Amplifier 3 EIMI Shape Control 4 EIMI Stay Essential  
5 EIMI Stay Styled 6 EIMI Glam Mist 7 EIMI Sculpt Force 8 EIMI Dry Me 9 EIMI Shimmer Delight  
10 EIMI Texture Touch 11 EIMI Bold Move





# TWISTED ELEGANCE

DESIGNER Marchesa

Marchesa was headlining this year's show. Her dresses are ultimate luxury, embellished in textures and crystals.

The hair needed to be simplistic and beautifully moulded.

## STEPS

### 1

We wanted to create a totally natural finish without the hair looking overly set. EIMI Thermal Image was applied first then EIMI Velvet Amplifier was used to create a beautiful foundation. The hair was blow dried till 50% dry.

### 2

We applied EIMI Natural Volume / Extra Volume, from roots to tip, throughout the hair using one inch sections. The hair was blow dried using a nozzle and a large round brush to ensure the cuticle was flattened against the hair shaft for maximum shine with minimum stress on the hair.

### 3

The hair was sectioned with a centre parting and a tight, low ponytail was created at the nape of the neck.

### 4

I then twisted the whole ponytail. Using a small amount of EIMI Grip Cream, I wrapped the twist to the left of the head, as close to the head shape as possible, fixing any stray hairs with EIMI Super Set.

### 5

We left out approximately 2 inches of length at the top of the twist. Using EIMI Grip Cream, we created a soft fan effect.

### 6

We used a small amount of EIMI Sculpt Force and painted it on all around the hairline and parting to ensure an incredibly polished finish. This technique takes away any stray hairs.

### 7

EIMI Glam Mist was applied to the curve of the head to create a shine line.



- 1 EIMI Thermal Image
- 2 EIMI Velvet Amplifier
- 3 EIMI Natural Volume
- 4 EIMI Extra Volume
- 5 EIMI Grip Cream
- 6 EIMI Super Set
- 7 EIMI Sculpt Force
- 8 EIMI Glam Mist



# UNDONEDISARRAY

DESIGNER Mrhua Mrshua

This collection was very unique with strong bold patterns and shapes. The designer wanted strong spiky hair.

STEPS

1

Using EIMI Sculpt Force, we painted the hair pieces (approximately 5 inches long) into strong curved shapes with an color application brush. We allowed them to dry throughout the day. We also folded foil over some and applied a wide iron. This created a strong flat shape that gave us the texture the designer was looking for.

2

Hair was prepped using EIMI Thermal Image and EIMI Extra Volume Mousse. This was applied using 1 inch sections throughout the hair, generously applying from roots to the mid lengths and ends.

3

The hair was blow-dried with a paddle brush.

4

Using Wella Pro-Straight Color, we took large sections and curled the hair to create some movement fixing it with EIMI Stay Styled finishing spray.

5

We fixed in two pony tails high on the top of the head or varying areas depending on the length of the hair.

6

We pinned in the pre made firm pieces between both pony tails and sculpted the natural hair. This created a mixture of textures, raw, fluffy and matt mixed with the strong pieces that were pre made.

7

The hair was then brushed against the pony tails with a large make up brush to make the pony tails look dishevelled and create an undone finish.

8

The hair was finished with EIMI Absolute Set where needed.



1 EIMI Sculpt Force 2 EIMI Thermal Image 3 Extra Volume  
4 EIMI Stay Styled 5 EIMI Absolute Set





# CHANNELLED FLUIDITY

DESIGNER Jenanne Filat

Men's collection with very strong linear lines throughout the jackets teamed with fluid lightweight shorts or trousers.

The end looks were of mixed natural texture channelled with varying scalp plaits.



## STEPS

1 Hair was prepped using EIMI Velvet Amplifier then layered with EIMI Flowing Form to smooth out the hair.

2 Hair was blow-dried using brushes to create a smooth but fluid movement by twisting the brushes at the edges.

3 Taking 1cm wide sections at varying areas across the head, depending on the face shape and clothes, we applied EIMI Sculpt Force and scalp braids were formed to create structure. These were either sewn at the ends or braided to the end of the hair using EIMI Sculpt Force to secure the ends.

4 3 x 1 cm hair pieces previously plaited, was applied on longer hair models to create a disconnected fluid movement.

5 EIMI Ocean Spritz was misted to allow the hair to form a natural movement.

6 1 inch varying sections of hair were sprayed with EIMI Glam Mist to finish the look.



- 1 EIMI Velvet Amplifier
- 2 EIMI Flowing Form
- 3 EIMI Sculpt Force
- 4 EIMI Ocean Spritz
- 5 EIMI Glam Mist