



# Straight Sophisticates

Paul Hanlon and ghd refine and redefine Matthew Williamson.

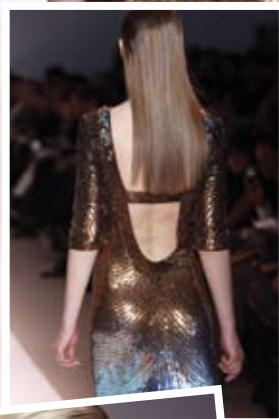
More than once, ghd hair lead Paul Hanlon mentions the word "maturity" backstage at Matthew Williamson. To be sure, the designer's typical MO has always been riotous color with a boho bent, garnering him the adoration of freewheeling starlets like Lindsay Lohan and Sienna Miller. But for fall, Williamson's mood is more sophisticated and grown-up, yet he doesn't lose that quirkiness he's known for—as seen in dizzying graphic prints and glowing ombre sequin gowns.

"This collection has a more muted palette, and it just feels like this time we need sophistication in the hair," explains Hanlon. "Matthew wants the style to look put together; it has to appear finished."

Referencing the late '90s, Hanlon crafts super-straight locks that he describes in three words: "Chic. Graphic. Minimal." To achieve this, he adds extensions to each girl's hair, noting that a single length lends a "tribal-futuristic feel. I want to create an army of uniform-looking girls."

He preps strands with ghd Thermal Protector, mixes in a bit of Obedience Cream to whip locks into sleek submission, and irons the hair right at the roots with the IV Mini Styler, which helps keep them sleek as he creates an extreme side part. To finish off the look, he dampens the roots with Ultimate Hairspray and leaves the remaining length of the hair untouched, noting, "This allows a graduation of texture, from super-shiny-graphic to loose and unfettered." In other words: straight sophisticates. —KLF

Matthew Williamson's sophisticated take on color comes across in the gorgeous ombre-effect, sequin gown.



The style's finish shows what ghd lead Paul Hanlon calls a "gradation of texture," from shiny and damp with product at the root, to dry, healthy ends.

**SCORE THIS LOOK**  
 Sleek and sophisti-chic can be yours with these ghd products.  
**Obedience Cream:** zaps fuzz as it sleekens  
**IV Mini Styler:** allows for straightening at the root