

text | Charmaine Teo
photos | Redken

REDKEN PRESENTS ROCK THE RUNWAY @ AUDI FASHION FESTIVAL 2012

The annual Audi Fashion Festival is something of a weeklong cult party for fashion and beauty purveyors on our little red dot to suss out fellow trendsetters, hit and misses in fashion, cutting-edge coiffure and the latest front seat gossip.

Making these all possible for our hairdressing trade to be part of the event are the players from Redken, taking on the role of official hair sponsors (its been three years now). Not only did they undertake the immense duty of primping the tresses of over 250 models for the entire fest- which took place from the 16th-20th May this year, the brand had their very own timeslot on the 17th to wow the masses and boy, did they make the most of it.

Decked out in their best 'Rock Couture' threads, the glitterati of the local hair scene settled in for a late night of stylish fix; but the real stars of the night were Redken International Artiste, Jorge Joao from Canada, and Redken Color Artiste and Educator, Kristina Russell from Australia. The duo, however, made room on stage for the debut of Redken New Chromatics, which is set to headline the future in haircolor.

Under the aural spell of local band, Sixx, the runway was pumped up and the showcase began with a color story on Chromatics, the double-fortified, ammonia free formula that everyone would be seeing a lot more of.

Fierce styles from Joao intensified by Russell's seamless color work paraded the runway, intricately woven into an editorial collection. Flanked by his models, Joao delivered a live presentation to re-create the coiffure on one of them. Going for "a fashion-forward, futuristic feel," as Joao puts it, the last segment saw a bevy of devil-may-care looks taking the show to a vibrant high.

With such finesse playing up on the radar, we'd like to dare takers to say Singapore is dull and backwards.



Kristina Russell on the collection:

My creations were about clever colour placement, with unexpected tones working alongside each other to create new reflections. Using Redken Chromatics color as my product of choice, I pre-lightened the models hair to further enhance the 4-dimensional result when using Chromatics as an overlay. The double reflect in shades truly give a result similar to fabrics like Thai silk, thus when the lights hit the head you can see intense vibrant tones. My collection, 'Colour Couture' features strong panels of clashing tones and high voltage colors for the artistic and fearless. Colours to motivate change and inspire colorful conversation.



Jorge Joao on Redken:

Redken is always trying to push the boundaries, always keeping in mind urban, trendy and sexy hair. The one thing I have learnt from traveling the world is that beauty and trends come from within! Be true to yourself, embrace your personal style and Redken will always be there to bring out the best in you!

