

Mademoiselle

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NO-FAD FASHION

Clothes
get that
casual edge

&

Beauty
breaks
the rules

You can
be too thin


Get wet!
the new
waterproof
makeup



EXCLUSIVE!
a hot
designer's
chic
(cheap) tricks



Very with-it sticks: The bamboo "pens" Leland Hirsch uses to stroke on extravibrant shades are part of his "enriched highlights technique." He chooses a warm tone close to its natural shade, then highlights (one notch brighter) to "reflect light much as a chemically lightened strand would." Makeup from Stendhal. For Beauty Specifics, see SHOP.



Sure, it's still summer—but it really pays to spend some beach time plotting a hot hair strategy for fall. Don't, however, bank on visions of brazen blond streaks or crimson highlights. Deep but subtle is the phrase for the wealth of shades now on the way—the color of honey . . . or cinnamon . . . or even deep bronze. Says Leland Hirsch, color director of Nubest & Co., Manhasset, NY (and the guru of hue who helped us create the looks on these pages): "Hair that's dull and dry from summer sun usually needs brightening, *not* lightening." That's why what's going to be freshest in fashion—clear, jeweled tones—is also the forecast for hair. Watch, too, for sleeker, less ornamented styles, predicts Lisa Carvalho, manager, Clairol consumer education: "With shades this intense, you'll see fewer hair accessories." Or to put it another way, lush color's the only accessory you'll need . . .

color coded

HAIR'S RICH AND FAMOUS HUES



Colorization promises more than a simple change of shade; these days, it can also give your hair a better *texture* than the kind you have naturally, says Leland Hirsch. Ace NYC colorist Louis Licari agrees: "This year, when hair is being worn flatter and with a definite part, texture, depth and movement have to be created visually."

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placed where light falls naturally (close to the part in some instances, farther down the hair shaft in others). At **La Coupe, NYC**, color director Daniel Galvin creates richness with a combination of shades, all related to your original hue. His latest brainchild: "twist highlights," done by sectioning hair into one-

bright stuff: At **Nubest & Co., Manhasset, NY**, you can opt for Leland's bamboosed-in highlights, as seen on the previous page—deep lush shades designed to flatter fall's more sallow skin tones. If your hair is dark brown or black, you should consider trying his new "bronzing technique," in which symmetrical rows of metallic highlights are applied to a small area with a specially designed brush



ari Color Group, NYC, adds a paintbrush to deliver a geometrically applied highlights are

months. Makeup from Lancôme. Hair by Yamasa for Marek & Assoc.; makeup by Hiromi Ando for Marek & Assoc. For Beauty Specifics, see SHOP.

inch segments all over the head, coiling them up into corkscrews, then applying a shade that's just a hair lighter to the outside of each coil. **At-home solutions** for the money-hungry: Clairol now offers a range of warmer shades (like golden blond, light golden brown) in permanent and semipermanent formulations. L'Oréal has just come out with Brush-On Soft Color Highlights keyed to blondes, brunettes and redheads. Because there's no bleach in them, these colors wash out gradually, usually over 2 to 3

WHAT'S IN

BLONDES
Sandy, flaxen tones; earthy colors like mustard, raw sienna, ochre, burnt umber

BRUNETTES
Amber, mahogany, ebony, buttery tones

REDHEADS
Walnut, strawberry tinged with brown, cinnamon red-brown

WHAT'S OUT

BLONDES
White, yellow

BRUNETTES
Bleached streaks; burgundy, plum, ashen shades; anything with cold blue undertones

REDHEADS
Wine, fuchsia, bright red with hint of blue