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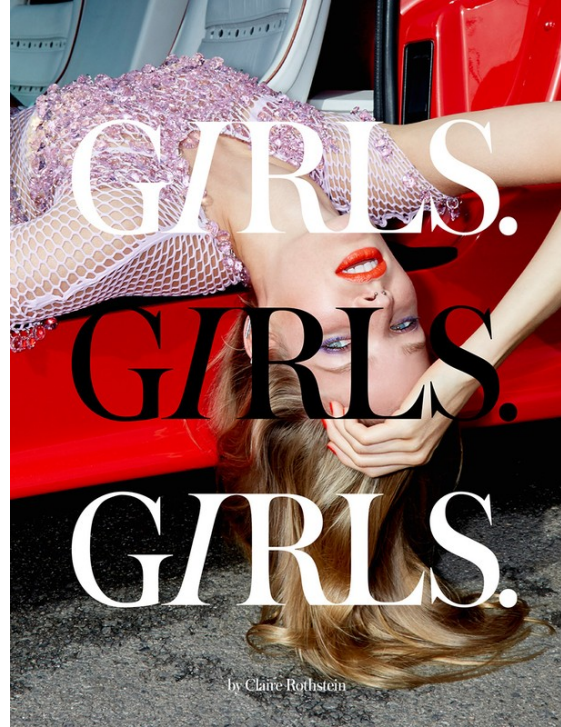
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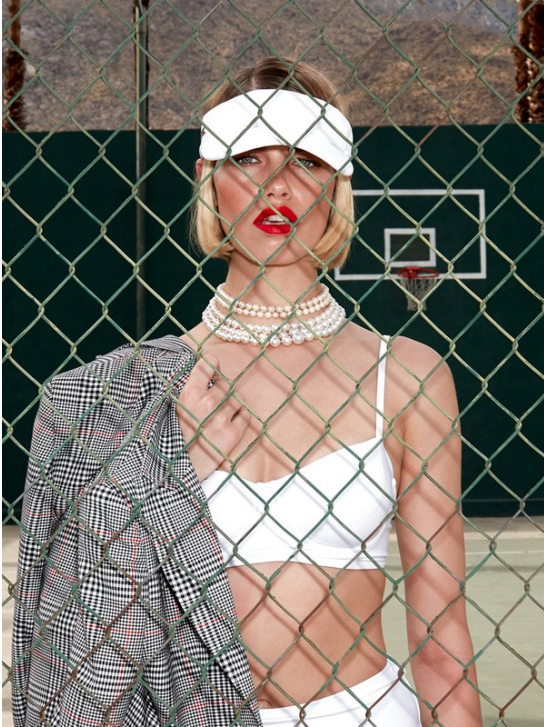
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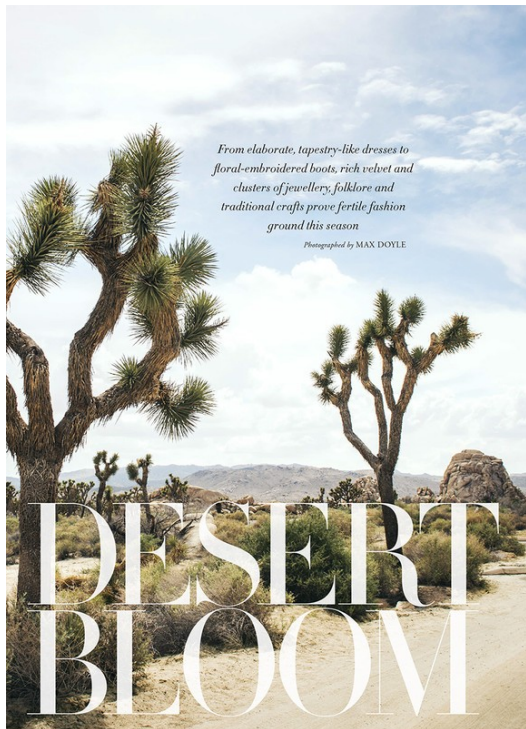
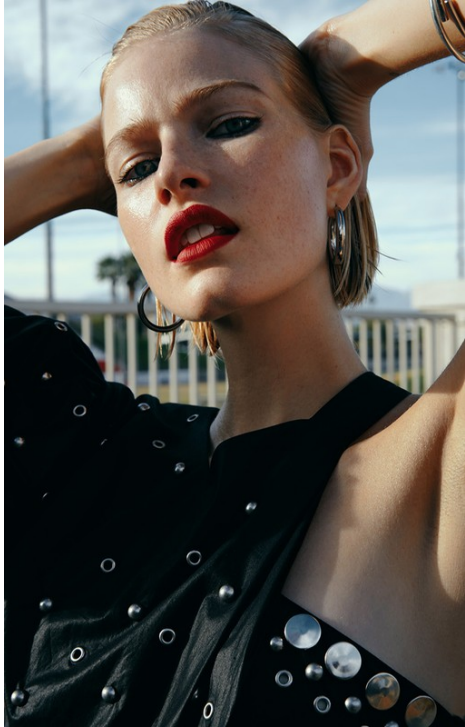
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From elaborate, tapestry-like dresses to floral-embroidered boots, rich velvet and clusters of jewellery, folklore and traditional crafts prove fertile fashion ground this season

Photographed by MAX DOYLE



Alexander McQueen dress, price on application, belt, \$980, and earrings, \$1470. Opposite page: Alexander top, \$1700, and skirt, price on application; Alexander McQueen belt, \$980; boots, from \$1400; earrings, \$1470, and cuffs, \$1470 (see model's right hand) and \$815 (see left hand).

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Couch 1961 nylon, \$1795, and dress, \$1495, Alexander McQueen earrings, \$1470, and cuff, \$1470.
FRAGRANCE NOTE: Man Jacobs Dirty Eau de Toilette Limited Edition.

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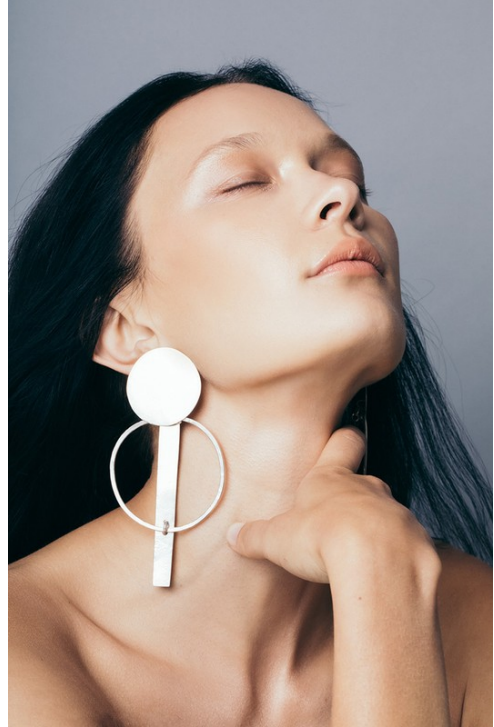
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The CATWALK CURL

Curls, real curls, feel fresh. Maybe because we haven't seen them for years. "They do look better on shoulder-length or shorter styles though," Warn says. "Start by running serum through wet hair, then rough dry. Create a parting – a side parting will look more modern. Take very small sections and wrap each one around a medium to small iron, working methodically through the hair. Shake out, then work through some hair cream to give definition. Finish with hairspray to keep in place."

TOPTIP: If you're short on time, try the magical machine Babyliss Curl Secret (E120). It winds hair into a curl at the press of a button.

HAIR for EVERY MOOD

AIR-DRIED WAVES, A MODERN BLOW-DRY AND CLASSIC CURLS – THESE ARE THE NEW STYLES OF THE SEASON, AND THEY LOOK JUST AS GOOD IN REAL LIFE AS THEY DO ON THE CATWALK

Words ROSIE GREEN Photographs CHRIS CHAYMER

With new-season clothes swinging seductively on hangers, and autumn make-up collections hitting the shelves, we're craving something fresh and modern for our hair, too. But what's right now? "A feeling of ease and effortlessness is still important," says Kerry Warn, John Frieda's international creative consultant and the stylist who created the looks here. "But to get hair to cooperate, you do need a few tools and tricks of the trade." In other words, technique matters. Here, three styles that capture the essence of the season – and how to get them.

The UPGRADED AIR-DRY

"The air-dried look still feels very current and now. It fits in with the general mood of the moment," Warn says. "Start by washing your hair with a shampoo that will give a bit of scrunch from the off, then comb towel-dried hair into a centre parting and tuck each side tightly behind your ears to keep hair flat on top. It's important the top third of the hair is relatively flat as that's what makes it modern. The texture is in the ends," Warn suggests running serum from mid-lengths to ends (if hair

is thick) or just ends (if it's fine), to stop frizziness. Fine or straight hair will also respond well to some texture spray worked through the lengths, with serum on the ends. "Twist your hair into a knot and secure with large hairpins – not an elastic, or it'll kink – and leave it to part-dry. Use a diffuser to speed up the process; a hairdryer will knock out the wave. Let it loose once dry or nearly dry. If the ends are a little straggly, use large tongs to smooth them out."

TOPTIP: "When it comes to low-key looks like this one, think of tongs as simply a tool for texturing or defining any bits that look a little too natural," says Warn, who used them on our model Heather's hairline. If the centre parting shows up your roots, embrace it, says Warn. "Exaggerating grown-out roots gives an edgy, catwalk feel to an otherwise low-maintenance style." >

BEAUTY



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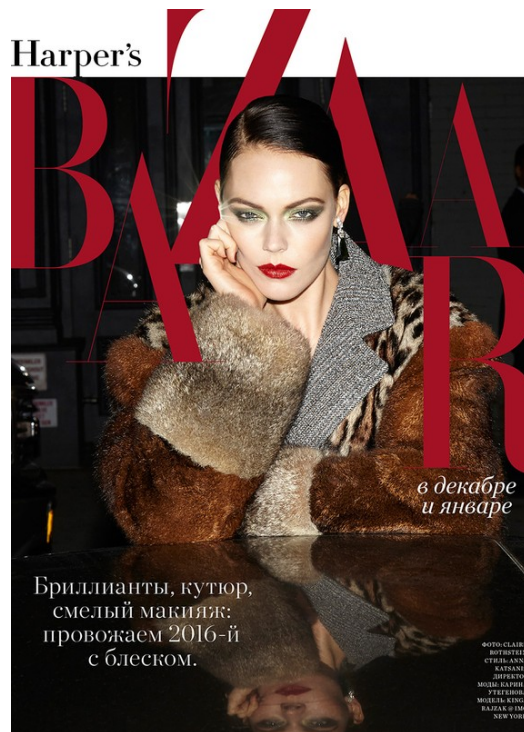
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WESTWORLD

Photography: CLAIRE BOUTHESTEIN - Director: PAUL MCLEAN
Styling: ALICIA LOMBARDEINI - Creative Direction: JAKOB FES

We hit the dusty trail to shoot a 1/2 film and stills starring supermodel **MARTHA HUNT**, who dons the Western wear that wrangled runways this season. While our film is in the editing room, enjoy these alluring images of our cowgirl shot in the Los Angeles desert. Sure, all that suede, denim and fringe looks luxurious on all those city slickers, but these duds are much more at home on the range.

EW: Alex Cole - Hair: Roni Knight / Carter Crouley
Makeup: Silver Bramham / Art Department - Manne: Martha Hunt / EMI
Music: Monica Anders / Photographs: L.A. Van / Ford Models - Fashion
Accessories: Alice Cohen, Annika Hymenrich & Sarah Althoff



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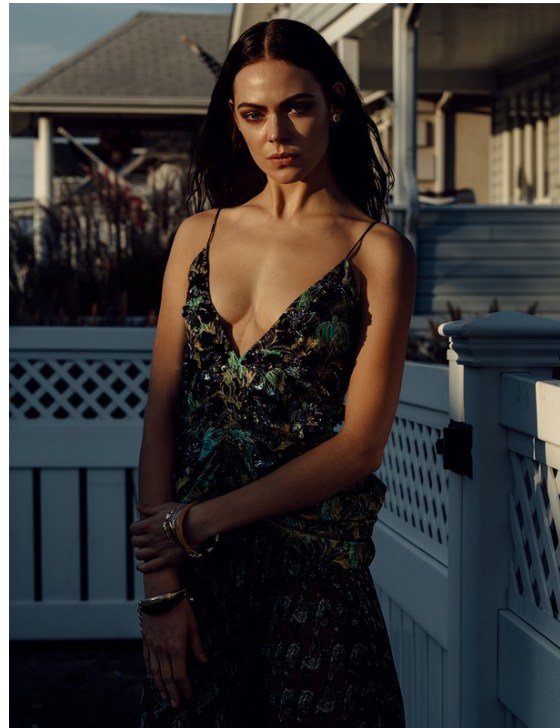
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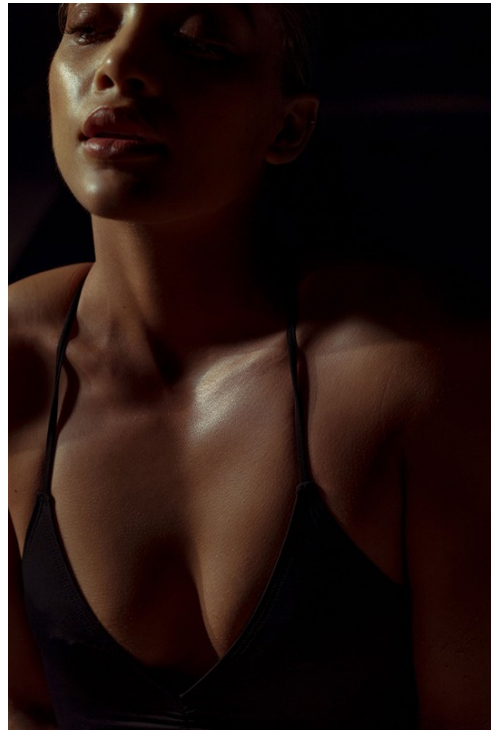
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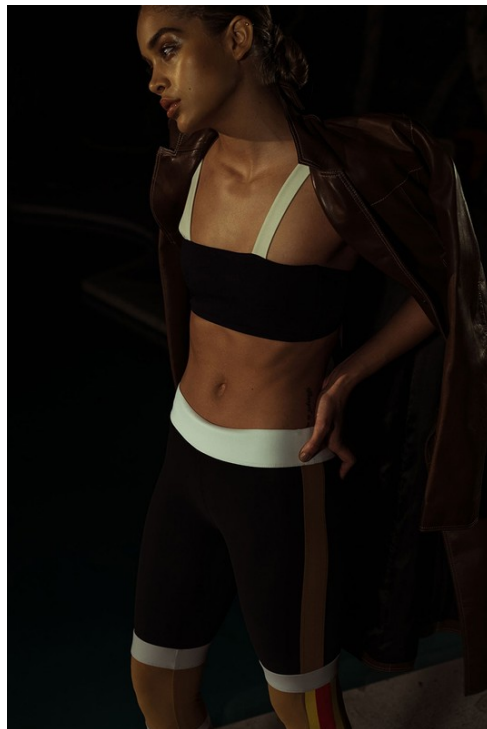
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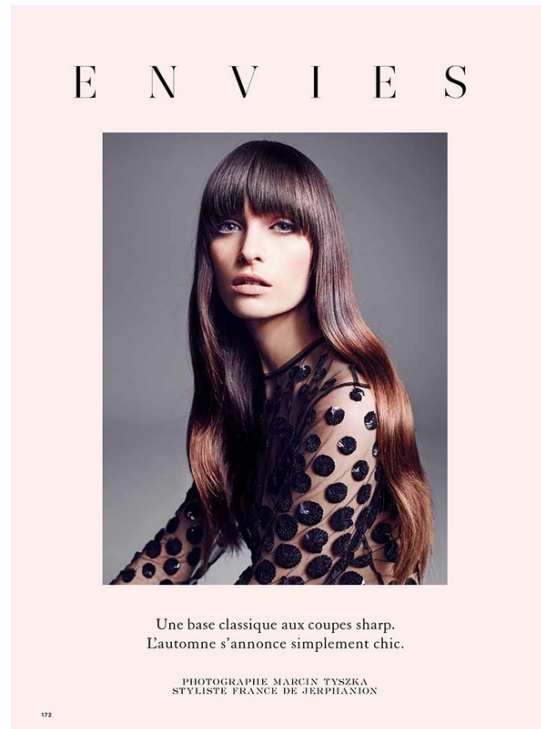
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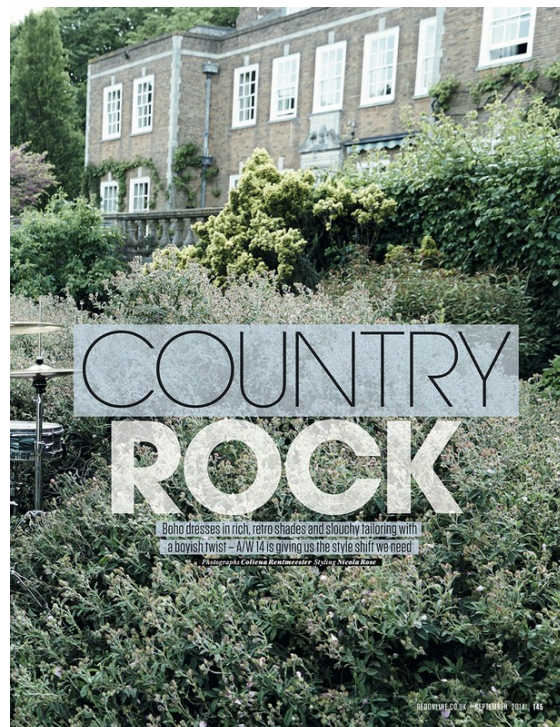
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