KÉRASTASE Couture BOOK

BRAIDING FOR EVERY OCCASION

BRAIDS



For all those who dreamed of artful braids but couldn't. For the fine haired, the short haired, the long or curly; the dreamers and free spirits, the timid or studious; for the mum, sister, best friend or daughter; For all of you we invite you now to dare to braid.



braid, or not to braid?

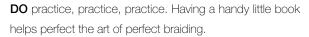
Tt's no secret that braids are having their big moment right now. From the chicest Fall 15 runways like Tom Ford, Chanel and Givenchy, to that way-too-pretty-to-be-real girl walking by (aka La Parisienne), it's impossible to go a day without seeing a major braid somewhere somehow. And yet, so many still wonder: how do they do it? How do these fashionable women manage to take a style that we all remember from our childhood (aka playground days) and make it sophisticated, stylish and covetable? In short, how do you style a braid with that Parisian je ne sais quoi?

The first lesson to learn is not to fear the braid. Think that wearing one to work will make you come off as less powerful? No. Afraid that that special someone will mistake you for a little girl still laden with innocence? No. Braiding takes hair to the next level and,

done properly, has the power to transform your hair (no matter its state) into a veritable fashion accessory (as in-demand as a Prada Double Bag – trust). It doesn't take the 4.6M #braid tags on Instagram to prove that everyone and their long-haired cat wants to know how to create a contemporary, adult braid.

Whether you're heading to the beach in Saint Tropez, to a boardroom meeting or simply snuggling up with a good book on a Sunday; fine hair, thick hair, long or short a braid is your perfect style partner. So in short, when pondering the question: "to braid or not to braid?", the answer is always "braid".

Braiding Do's & Don'ts



DO use products! Creating the perfect braid starts with having beautiful hair matter created with products!

DO use clear elastics and pins that match your hair color if you want your look to appear refined, modern and elegant.

DO start with the basics & work your way up. Let's be real, going from zero to a massive crown of braids is sure to be daunting. Take baby steps, every braid is beautiful no matter how simple.

DO phone a friend. There are just some things you can't do alone. So call a girlfriend over and get her to help you. Beware: if she braids your hair, you may be required to braid hers.



DON'T overwork it. Braiding is complex in and of itself, so don't over complicate your look by adding too many braids, or making them too fine and small. Keep it clean, modern and elegant.

DON'T give up if one look doesn't work. As we said before, practice makes perfect, so if at first you don't succeed, try, try, try again.

DON'T attempt comrows yourself. There's nothing wrong with cornrows (ok they're not our favourite) but they require expertise, so visit your salon if you are going for the comrow look.

DON'T braid without this book. This one doesn't need explaining; it's a simple no-brainer.

Braiding 101

Confused as to what the difference is between a French Braid and a Dutch Braid? A fishtail and a 4-strand braid? This mapping should clear things up once and for all.



Three strand braid: This is the first thing you have to learn: right strand over middle strand, left over new middle, right over new new-middle, till the end.



French braid: The classic French Braid will never be out of fashion. A life saver that looks as romantic for a date as serious for an interview.



Fishtail braid:
Messy or tight, centered

or on the side, the Fishtail Braid will always make an impression.



Dutch braid:
Also called Reverse
French Braid, wear it
instead of a messy
bun that will damage
your hair.



Rope braid:
The rope braid looks
challenging, it's actually
the easiest style. Try it,

love it, thank us later.



Multi strand braid: Looking for a showstopping look? Learn how to master four

strands in this book.

the Kérastase to Couch

When it comes to styling our hair, we all want the same thing: hair that holds the shape we want yet doesn't feel dry, crunchy or stiff. In short, what we all seek is styling that leaves hair feeling as sublime as after the most luxurious hair-care protocols. Fulfilling this mission is the core of each product of the Couture Styling range. Striking a balance between the exquisite hair quality and unquestionably potent styling power – this is what we call the Kérastase Touch. After all, true luxury is never having to compromise.



Mousse Bouffante:

A Luxuriously opulent mousse that swells hair into voluptuous forms without stickiness or a wet effect. Your hair is glossy, voluminous.



Spray à Porter : Sea-kissed waves without the

dreaded crunch. No more love-hate relationship, the definition of a salt spray yet hair that feels cosmetic.



Forme Fatale:

On wet hair it serves as a construction blow-dry gel to build movement and shape with shine and softness; on dry hair it acts like a gel that holds without stiffing.



V.I.P Volume In Powder :

Go from flat to fab with a mere spray of this volumizing texturizing powder. Get all the volume you dream of without unwanted matteness and stiffness with VIP's balance of powder and micro-fine diffusion.



Laque Couture:

For a medium hold to set a style and give shine, this is your essential. Goodbye crunchy old school hair, indulge in smooth yet holding styles.



Laque Noire:

For extra strong hold, go for gold as a finishing touch.
Holding shapes, fighting frizz without the sticky effect, all you can ask for in hair spray.

Matéria liste

HAIR MATTER MATTERS WHEN IT COMES TO BRAIDING

Ever wonder why thick-hair'ed girls are able to create fantastic braids but the challenge comes for those who aren't blessed with Mediterranean tresses? The answer. Thickness. Having hair matter means that you have something for the strands to hold onto as you build your braid and also, so that it doesn't fall apart.

That doesn't mean that those with fine hair are doomed to go braidless.

Introducting Matérialiste
All-over thickening spray gel



This innovative alliance of ground-breaking IntraCylane® technology with emollient agents instantly expands the diameter of each hair fibre. Immediately hair is visibly thicker and fuller to the touch. Hair remains soft, supple and easy to work with while having exquisite shine. For best results, spray into your hand before combing through towel-dried hair. Braiding becomes a breeze for those with fine hair, hair losing density or even those that just want the perfect natural air-dry with a bit of "oomph".

Braiding guidelines

Navigate this book to best know which braid to wear when with these helpful icons.



Pro Tips:

Our profesionnal hairstylists reveal their backstage tips, don't miss out on the Ktips.



Short Hair OK:

You thought braiding was only reserved to and handful of long-haired Lucky girls? We found the solution for you and selected braids you can do with short hair. Enjoy!



Style it Wet:

Out of the sea, swimming pool or even your shower? Try these braids on wet hair, no need to dry your hair anymore.



30 seconds ; 5 minutes :

Yes, you're already late. Take 5 minutes to look georgeous with a 5' braid and you're ready to go. You'll thank us later.



Phone a friend:

Let's admit it, sometimes it's just too complicated. But it's the best occasion to meet with a friend and have her help you look fabulous.



Day Two Braid:

Your hair isn't perfectly clean or you are having a bad hair day? This braid will do the trick.

Braiding TOOLS



Clip: Clips are perfect for keeping sections of your hair out of the way while you are styling.



Diffuser: it's attachable to your blow-dryer and it disperses the air flow to a larger area. It's perfect for curls.



Tail comb: Use this comb to separate hair neatly. You can use it after straigtening your hair to avoir knots.



Round Brush: Use a round brush to create volume and waves while blow-drying. Wrap your hair around it to the roots and use the cool button on your blow-dryer.



Rollers: Use them for wide, natural and glamourous curls. Put them in your hair, blow-dry and let it cool off before removing.



Flat iron: it is the essential tool to straighten your hair, make it smooth and sleek.
Twist it to obtain nice curls.



Elastics: Use them to secure ponytails and braids. Choose clear elastics, they're almost invisible in your hair.



Blow-dryer: It is essential to have a good blow-dryer, if possible with a cool-shot button to set styles.



Open pins: these are perfect for updos to secure and tighten. Squeeze them a bit when inserting for more hold.



ential Bristle brush: use it to mair, smoothe hair, detangle curls.



Bobby pins: the essential pin, you can use them on any style to secure it. Choose pins that match your hair color. The trick is to insert them wavy side down.



Teasing brush: the perfect tool to backcomb without creating knots. Use it for more volume.

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Sport, Braids



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LA BRAID AU QUOTIDIEN

Everyday braids elevate your casual style with flair

Casual and braiding aren't always synonymous. Some people think that even paying attention to our hair means that we aren't casual. When given the choice between letting your hair look limp with zero effort, or going for an effortless chic look with a little bit of work, we always suggest opting for the latter. From Saturday errands in jeans and a coat, to spending a rainy Sunday swaddled in cashmere, there's no casual look that doesn't merit a braid. Simple styles do away with the myth that braids take forever to do and make even the simplest James Perse Tshirt and jeans go from drab to fab.

EVERYDAY Braids

your BEST ALLIES

LAZY LIKE SUNDAY...

There are a lot of reasons to love a Sunday (aside from the fact that it heralds tomorrow being Monday). It's the perfect day to spend lazing about in your favourite cashmere sweat pants, drink your favourite tea and truly just unwind. For some this might even be the day of "detox" before the intensity of the week to come begins - face masks, hair masks, juice cleanses. For others, it's the day to really spend being zen - post brunch of course. So, grab that book whose spine has been begging to be cracked, put down the phone, iPad, laptop and TV remote, pull your hair in a braid so you don't have to worry about it and settle in for a truly "you" day.





BYE, BYE BAD HAIR DAY

Maybe you woke up on the wrong side of the bed, had a rough night; maybe it's really humid outside; or maybe, it's just one of those days where no matter what you do, your hair refuses to cooperate and seems to have a mind of its own. There's no better way to dominate rebellious strands than twisting them into a braid – trust us, there's no way for them to act out if they're all tied up! Even simply adding two little braids to your default "Bad Hair Day" ponytail will make people think that you're trying out a nifty new style and not hiding disobedient hair.

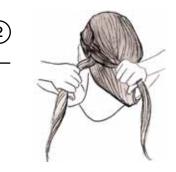


the Sunday Double BRAID PONY





Spray V.I.P to prep the hair for texture and body on dry or damp hair. Create a soft middle parting.



On one side, take 3 strands of hair on the front of the head and cross the right piece under the center then the left piece under the center. Do this twice before adding hair from the top of the head to the left section and then from the bottom to the right section.



Repeat on the other side.



Gather remaining hair from both sides. Combine hair with the braids and create a low pony tail. Secure with a clear elastic.



To avoid sagging or a loose braid keep your hands close to the head throughout the braid.











Finish off with Laque Couture for hold and shine.

02

the Laid-Back TWO-IN-ONE **BRAID**







Spray V.I.P. on dry hair to create texture and volume. Massage the root of the hair in circular motions with your fingertips. Part your hair in two sections.



Divide the right part into three strands. Create a classic three strand braid: section right-over-center then left-overcenter and secure with an elastic.

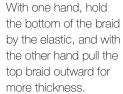


Repeat on the other section of the hair.



Secure both braids together with an elastic. Finish the look by adding V.I.P. throughout the hair and braid for texture.









the Not-a-bad-hair DAY SIDE FISHTAIL







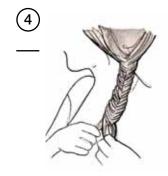
Prepare dry hair with V.I.P. to create texture and grip. Split hair into 2 sections the right section and cross it over to the and spray Laque Noire from mid shaft to ends for shine and hold.



Take a small section from the outside of left section. Then take a small section from the left and cross it to the right.



Work your way down adding more V.I.P. if hair is too slippery.



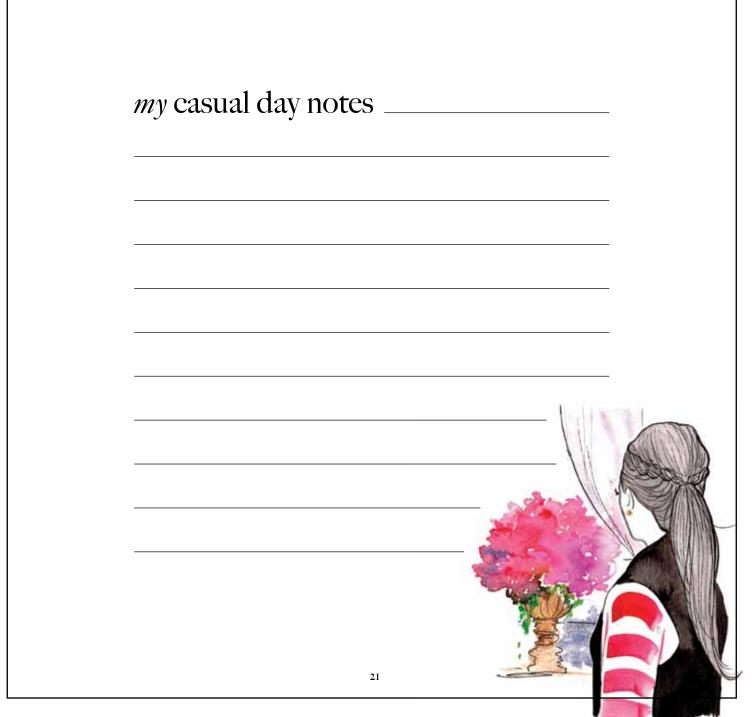
Combine parts and secure with small elastic band.



Keeping even tension on each section throughout the braid will help your braid look even and tight. When taking the smaller sections, take from the outside of the larger sections, not from underneath.



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CHAPTER 2

LA WORKING BRAID

Braids that are smart from interview to board meeting.

A braid isn't something many of us would typically think to wear to work, let alone to an interview.

We think that braids are reserved for girls only in creative domains, boutiques,
agencies, maybe even "cool" fashion jobs. But what of the accountant, the supply chain manager?

Does she have to resign herself not to braid at the office? Our stance is that a braid
can suit everyone from the lawyer to the young'un doing her first interview – it's a way of showing
personality, flair and sophistication without being too in-your-face; in short, aside
from a killer resume, it's a way to stand out in the crowd.

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BRAID Like A Pro

aBRAID forEVERY JOB

OI THE CORPORATE EVENT: THE DOUBLE HEADBAND

Company events today are often the occasion where a crowd becomes a sea of black. Everyone pulls out the classic work black dress, black tights, black pumps (red soles optional); even the men are all in black suits. When everyone "looks" the same you want to stand out but without being garish. This sophisticated double braid will have everyone coming up to you and asking you how you created it — a great way to start a conversation, even with that HR manager you've been meaning to talk to about that upcoming promotion.





O3 THE BOARD MEETING: THE CLASSIC FRENCH BRAID

Nothing says power like a good power-suit the saying goes, right? Well we like to think that a key element in a power look is a great power braid. For this look we turn to an old faithful, a tight, strict and modern French braid. Pulled back and cascading down your back it makes a strong statement and empowers you. Also ideal for those days you have to present audits to clients, stand up in court or simply are meeting a client to help file their taxes.

O2 THE CREATIVE INTERVIEW: THE SWEPT-BACK SECRET BRAID

Don't want to braid all your hair back to risk not looking too over worked but want to retain a bit of creativity in your style? Pair pin straight hair with a delicate, intricate braid. It's a way to say "yes, I have a personality. Yes, I own it; and yes, I can make it work in a creative way that's still elegant and not brash". We recommend this worn with a cool yet professional mix and match outfit and pair of statement pumps or bag – not both.



the Tight but not Uptight DOUBLE HEADBAND







Use Matérialiste from roots to ends. Casually section the hair into two parts.



Create a 3 strand braid on the left section going from the nape to the back of the ear and in front of you. Braid adding hair from the top of the head each time. Secure with an elastic. Repeat on the right side.



Cross one braid over your head like a headband and pin it in place.

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Repeat on the other side, crossing it over the first braid. To finish spray Laque Couture.



Couture



Keep the braids soft at the base to allow you to wrap the braids around the head without any buckling at the scalp.

02

the Swept-back SECRET BRAID



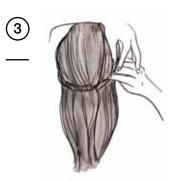




Create a deep side part starting from the front hairline back to the top of the head, and then from the point on the top of the head down to behind the ear on each side.



On side apply a nut of Forme Fatale on roots to ends and create a three strand braid. Secure the ends with an elastic.



Wrap the braid across the back of the head along the occipital bone and pin under the hair behind the ear.



Comb to blend the opposite side to the back using Laque Noire for hold.



Fatale



When applying products (forme fatale) always comb through the hair to distribute evenly.



03

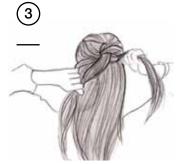
the Classic FRENCH BRAID







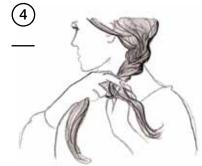
Apply **Forme Fatale** on wet or dry hair and comb. Gather hair from the top of the head and secure with an elastic.



Add a section of hair on the right to the right section and cross over the middle. Add a section of hair on the left to the left section and cross over the middle. Repeat until you have no more hair to add.



Cross the right section over the middle section (right section becomes the new middle section). Then cross the left section over the middle section (left section becomes the new middle section).



Work your way down doing a three strand braid and secure with an elastic. Cut the first elastic if you need. Spray with **Laque Noire** for shine and hold.



Forme Fatale



rme Laque tale Noire



Follow the head shape to secure it against the head.

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BRAIDS POUR LES DATES

Seductive braids to light a fire in that special someone.

We think it's safe to say that most of us have a love-hate relationship with dating. There's the wonderful sense of excitement and adrenaline that comes from meeting someone new; the prospect of what's to come – the allure of the unknown. That flutter in your stomach that makes you smile when you get a text (or a Tinder match) from them, the glow we all know too well that makes your eyes sparkle. Yet there's the stress of just getting to know someone "what do I want them to think about me? What do they like? What do I wear!?". Let's be real, we've all been there. Braids can be your best companion to make you look like you've put an effort in to look special for them, but also that you haven't overdone it so as to scare them off. Here are some helpful braids to take you from that first date where sparks fly all the way through to date number 2, 3 and beyond ...

BRAIDS for dates

DATE after DATE, Charm with braids

OI THE IST DATE

To understand what to wear on the first date and decode that moment of panic that has you emptying your wardrobe and saying that you have nothing to wear you must first ask yourself the question – what do I want out of this date? In short, you want to make an unforgettable first impression. One that makes whoever you meet want date #2 to happen (that is if YOU want date #2 to happen too!). So don't over think it, enhance what your mother gave you and let your natural beauty shine through - there's nothing more off-putting than someone who has gone overboard on the first date. If you go 200% on date one, there's nothing to be discovered afterwards.

BRAID: The Hidden Braid – tucked away subtly to just hint at what you've created and still look natural

MAKEUP: Nude lip, liner and mascara





02 THE 2ND DATE

Ok, so you succeeded at date 1, and you enjoyed their company enough to accept to see them again. Now it's time to step it up a little bit more while still keeping a veil of mystery to suggest that date 3 is definitely worth their while. Here we suggest something perhaps a little more sensual, a little bit more suggestive, more refined and elegant.

BRAID: The Loose Braid – soft enough to say "I just pulled this together" elaborate enough to send the message that "yes, I do care about this and yes this is a special moment"

MAKEUP: Strong liner, heaps of mascara, light shadow and strong lip

THE 3RD DATE

You have a couple of options here but we suggest that it's time to play a little bit of a game to keep your crush on their feet. What do they think you'll do? Go even more sophisticated. What do you do? The complete opposite. But here's where braids play a key role, even using them as a detail to elevate a sporty look like a ponytail makes it appear that theres a strong degree of consideration and sophistication to what you're doing. What's more, you can play both sides by pairing a more down-tempo do with a more upscale outfit.

BRAID: The braided ponywrap. Simple, refined. Great for dinner, walking through a park to a lovely gallery. Sharing a magical kiss. Also easy for the morning after if things go that way.

MAKEUP: Bold eye, soft lip



the Surprise Me Hidden **BRAID**





Apply Curl Fever from roots to ends.



Run fingers through hair to loosen the set when complete. Curl your hair wrapping it, away from face, around the curling iron rod.



At the part line, start a Classic 3 Strands Braid. Loosely French braid hair until your reach the ear, then continue to braid hair down another two inches and secure with an elastic.



Secure the braid behind your ear with bobby pin and cover it with hair. Finish by expanding curls with Laque Couture.



For the perfect Victoria Secret curls use a conic curling iron, start at the roots of the hair and roll the hair around the iron and twist the strand on itself at the same time.









02

the I Might Have a CRUSH ON YOU BRAID



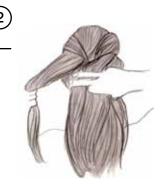


Grab a small section of hair one side of your head and add it to the main strand as in French braid. Braid and then repeat the same action on the other side of your head.

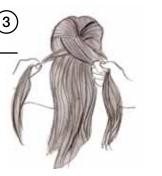
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On wet or dry hair, spray V.I.P all over. Grab a section of hair at the crown and divide into three equal parts.



Start braiding downwards with the hair being pulled under the braid and not over it. One strand should go under the previous one: take section 1, pull it under section 2 and weave section 3 under section 2.



Keep adding small portions of hair from each side elastic. Loosen the braid from the top of the head to the bottom. You can take some strands out for a more romantic feel.



Create a textural twist by turning one braid into two. Create a Classic French Braid, from the crown of the head, to the nape and secure with an elastic. Finish lengths of hair with a Fishtail braid. Remove elastic at the nape and blend the two braids together.



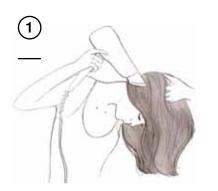


V.I.P



03

the Call me MAYBE Ponywrap



Spray hair with **Matérialiste** and blow-dry with your head upside down to create volume.



Create a ponytail and secure with an elastic.





Take a strand from the ponytail.

Braid it and roll it around the etastic.

Secure with bobby pins.



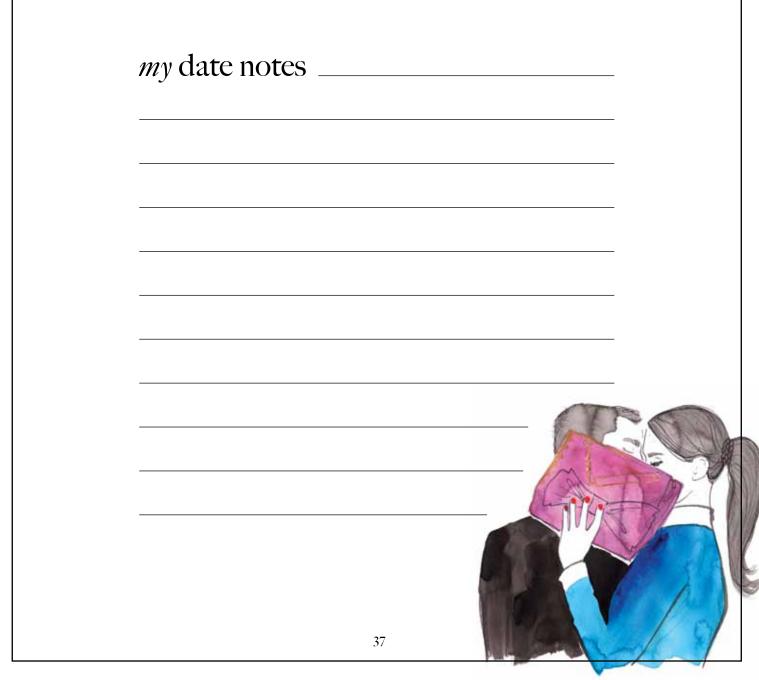
Using a curling iron, create curls in the ponytail. Finish shape with a veil of **Laque Noire**.



Matérialiste



For a more natural look, run your fingers through hair after applying **Laque Noire.**





SUMPTER A SUMPLE OF THE SUMPLE

L'ESCAPADE EN BRAIDS

The Resort Wear of hair, these braids ensure the chicest getaway

Whether you summer in Saint Tropez, Bali or Palm Beach, the summer means things for hair – frizz. As humidity levels soar no matter how fine it is, your hair approaches a close resemblance to Diana Ross – not the Good Years.

At a time when all you want to do is bask in the glory of the sun's rays, braids are your perfect ally. Not only is frizz and volume kept in check, but these stylish torsades keep you fresh when the temperature is at its hottest while looking chic. Beat the heat and look your summer's best day and night.

BRAIDING the day away

the PERFECT summer day in **3** BRAIDS

OI THE MORNING: THE OUT OF WATER SLICK BRAID

Rise and shine. The sun beams in and you're set to start off the day. Going for a run, walk or even to mosey about outside, the tight slick back of this braid makes your face glow (read: instant face lift) and keeps you fresh from the summer's heat. The tightly interwoven strands are graphic, elegant and feminine yet have a touch of sportiness to them. Ideal for post-morning-swim, grabbing a frozen latte after a round of tennis or a morning massage, it's quick, easy, and effortless; just as any holiday morning should be.





O3 THE EVENING: THE BEACH WAVE BRAID

The secret to the ultimate effortless beach waves? Braids! As you prep for a night of dancing in a Pucci maxi dress, let your braids out and let your waves flow! A little braided detail adds a playful twist and keeps your bands in check long into the summer night. Two delicate strands pulled away from your face tie into a delicate braid that melts into an ocean of dynamic, bouncy beach waves. There's nothing sultrier than having your hair dance about you and recall the roaring waves of the ocean.

O2 THEAFTERNOON: THE BEACH SIDE BRAIDED BUN

Sun is up and so is the temperature. Get your hair up in this effortless bun as you sun bathe to ensure your hair doesn't get in the way of a flawless tan. While basking in the sun, the last thing you want is to feel constricted or restrained, so the effortless and flat nature of this updo makes sure you can relax on your towel-roll pillow without feeling restrained. Ultimate bliss. Want to cool off with just a dip but dread getting your hair wet? Fret not; this incredibly simple yet intricate looking updo keeps your hair out of the water as you wade around – margarita, optional.

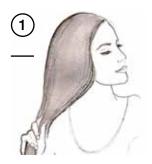


the out-of-Water SLICK BRAID









Apply a nut of Forme Fatale through your ends on wet hair.



Gather hair into a ponytail using a fine toothed comb to smooth it out as you go and spray with Laque Noire for a strong hold. Take a strand aside.



Section the remaining hair in 3 and braid. Use more Forme Fatale as you braid to keep all the ends tucked in. 3 sectionsalways crossing outside to the middle (ex; left goes to center, right goes to center etc.).

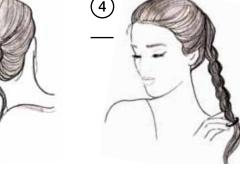
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slippery during

the braiding add

V.I.P. texturizing



Use an elastic to tie off the end.

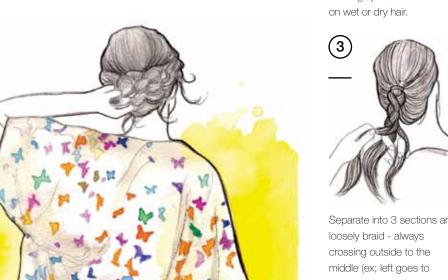


Take the remaining strand from the pony and wrap it smoothly around the rubber band and Laque bobby pin in place.

02

the Beach-Side BRAIDED BUN









Spray hair with V.I.P. thoroughly for texture





Separate into 3 sections and center, right goes to center



Take the braid and roll it up pinning in place as you go. Loosen with your fingers to create more texture as desired.

For a messy romantic effect, use a toothbrush and slightly brush the bun with it.



the Beach Wave

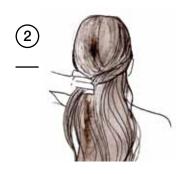


BRAID

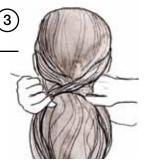




Mist mid-lengths & ends of hair with Spray à Porter for texture. Scrunch hair to create beach waves.



Working off a center part, take one section on each side and twist each section towards the head.



Create a fishtail braid. Part in 2 sections and take a small section from the underneath of the left side and cross it over and into the top of the right side.

For the perfect beach waves, spray your hair with **Spray à** Porter strand by strand while twisting them

with your fingers.



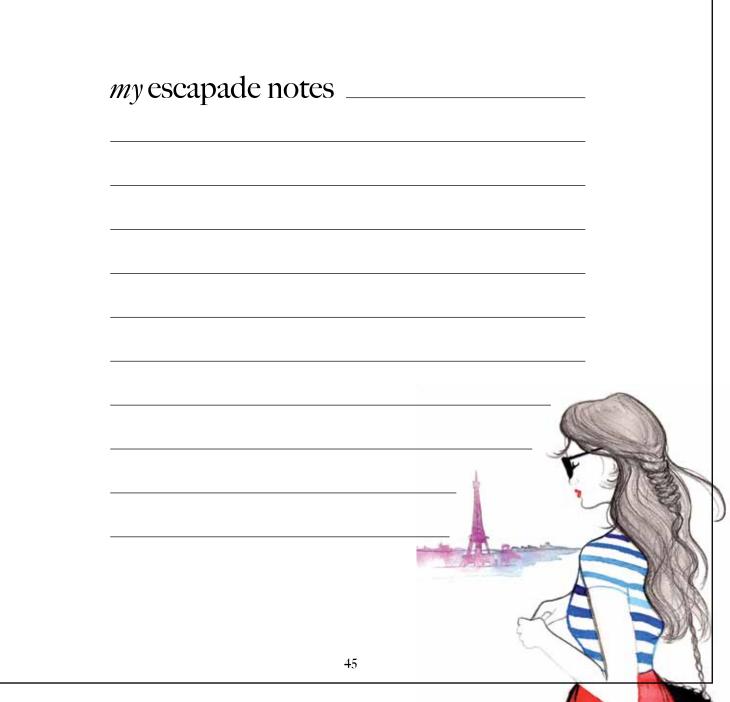
Take a small section from underneath the right side and cross it over and into the top of the left side.



Continue this motion working your way down. Secure with an elastic and



loosen up for a more romantic feel.





THAPTER S THAPTER S

« OUI!IDO » BRAIDS

Braids to go from always a bridesmaid to bride.

When it comes to weddings either you are the centre of attention and want to your absolute best, or you are playing a supporting role and have to have an above-average level of style without out-shinning the bride (Sin #1 in the Rules of Feminism).

So whether you're the bride donning a one of a kind Oscar de la Renta, or a heirloom hand-me-down from generations ago; or you're in the bridal party and want to shine but not over-shine, braids can help you navigate the sensitive line that is hair-styling during the fateful wedding season. Here comes the braid!

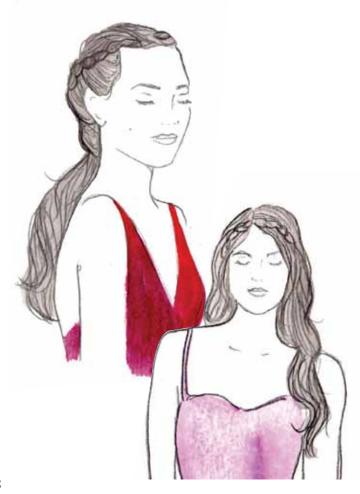
from THE CEREMONY to the RECEPTION

BRAIDS TO CATCH THE BOUQUET

Your best friend is getting married, comes to you and tells you she is pulling a Charlotte York and wants coordinating bridesmaid dresses. Ok so they are Vera Wang, but still, champagne knee-length silk faille dresses are so not your vibe. What to do? Well, if there's one domain you can express your style while not obliterating the bride's style desires, it's your hair.

For styles that are set to show off your shoulders (off the shoulder, one shoulder, sweetheart), we recommend opting for a mane of bountiful curls accentuated with a delicate braid headband. Not only will the groomsmen be wondering "how did she do that?", the bride won't feel that you've broken all the rules with your sultry style.

If the dress has straps, our suggestion is to pair with a hair-up option (crown of braids) that mirrors the regal style of these cuts as well as shows off your neck, collar and cheek-bones in all their glory. Pair with demure but dramatic earrings and barely-there makeup (read: Urban Decay Naked Pallette) to complete this look.



THE BRAID TO WALK DOWN THE AISLE WITH It's your special day, one that you've been dreaming of since you were a little girl – or maybe not. No matter what your perspective is when it comes to weddings, when you put on that customfitted gown there is something magical that happens to you and you know that THIS is your day. You might be a girl who always does that little something extra with her hair, or maybe you always have your hair down. Either way, this is the occasion to accentuate your style with a beautiful braid. Appropriate for avant-garde, beach, traditional or even Royal weddings, an artful up-do with a braided lace detail is a standout style. And when the reception party gets roaring and you want to let it down, a quick un-pin leaves you with exquisite waves.

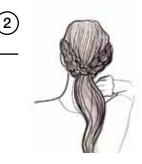
the Catch the Bouquet PONY BRAID







Blow dry your hair. In nape area, isolate a rounded section and put it in a bun.



On left side of head, create a soft part and start a three strand braid to the back. Repeat on right side and join them together in a ponytail. Secure with an elastic.



Split the lower nape section vertically in half and wrap around the elastic. Knot twice.

the ponytail add a

clip inside under it.



Take a small section out of the top of the ponytail and wrap up and between the two braids. Pin into place.



V.I.P



Take the two remaining side sections from the nape section and pin into place under the ponytail. Spray **V.I.P** to remainder of ponytail for natural volume.

02

the Braided **HEADBAND**



On clean wet hair, apply Forme Fatale. Put hair in rollers and blow-dry.



Let hair cool down before removing the rollers.



Backcomb the roots in the direction of your scalp on the back of the head adding V.I.P to give more volume.



Take a small strand of hair from behind the ear and create a 3 strands braid. Secure with an elastic. Repeat on the other side.



If your hair is too short, start the braid higher up.



Cross the braids on top of your head and pin them in place behind your opposite ear.









the Down the Aisle BRAIDED **CHIGNON**

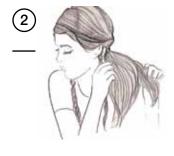




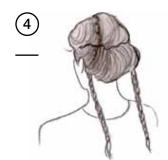




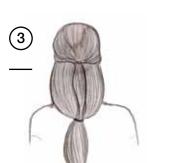
Spray dry hair with Matérialiste to add texture. Take a section of hair right next to your ears and braid them into small braids. Keep out of the way from the rest of the hair.



Then take a small section of hair from each side of the front and tie together in the back with an elastic.



Take the ponytail and fold it around the hair that you tied together from the front. Tuck the hair a bit and adjust. Secure with bobbypins. The braids are now hanging down from the sides.



Gather the rest of the hair in a very low ponytail.



For a more textured look, make this braid one day after washing your hair.

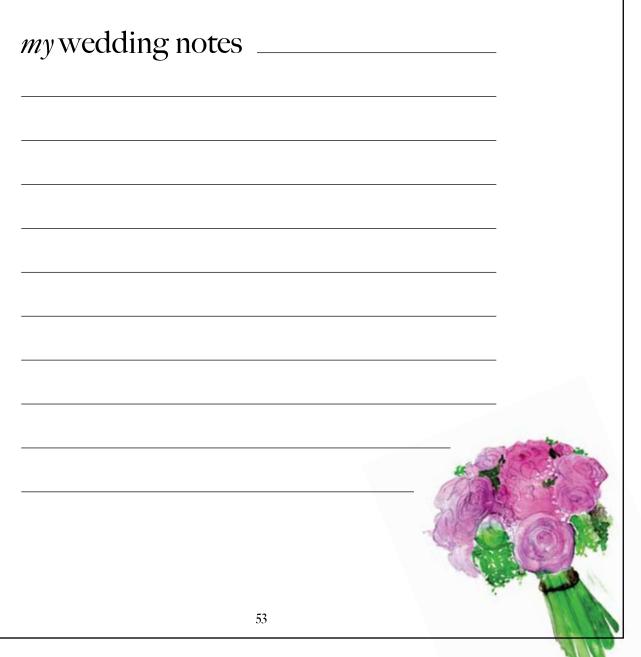


Cross the braids in the back above the chignon and secure them under it. Make sure to hide the ends. Spray with **Laque Couture** to avoid a too messy look.



Matérialiste Laque Couture









LES FESTIVAL BRAIDS

Braids to sway no matter what your vibe is.

A song that reflected a decade gone by used to say « if you're going to San Francisco, be sure to wear a flower in your hair ». If you were to write a song today about going to a southern

California music festival, the lyric would read "if you're going to Palm Springs, be sure to braid your hair".

Festivals States-side, in France, UK, or even the famous Full-Moon festivals in

Thailand all call for one thing in common, braids. As you sway to your favourite band's new sound, sizzle under the hot sun, or get soaked under the gushing rain, your hair has to stay in style.

Paired with golden flash-tat's, loose silken blouson style blouses, cut-off shorts, fringe bags (maybe leave the Prada at home), and booties, your braid says boho-chic in the most definitive way possible.



BOHO Braids

which FESTIVAL? WHICH Braid?

Two schools of music festival exist – the nouveau-pop Coachella under the golden rays of California sun, or the European Prix de Diane/Glastonbury that often come coupled not only with epic new beats but also downpoars from the sky. Choose your style of braid and choose your festival for this music season.

COACHELLA



The crowning glory of



GLASTONBURY

Optional: Dixie cup and camping gear if you're really hard core

the Flower Power FRINGE **BRAID**









Start by parting your hair far to one side. Add a V.I.P on damp or dry hair to help hold the braid. Brush through.

Begin french braiding across your

forehead, only adding more hair to

the braid every other time. Braid in

back of your head and then down.

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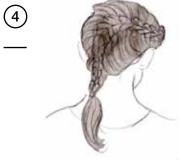
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Grab a section of hair near the part and separate it into three sections, begin braiding with the piece closest to your part.





Secure with an elastic and finish off with Laque Couture.



Think of a braid as an updo. If you finish a braid and have areas that are too loose or are sticking out, don't just automatically redo it. Take hair pins and adjust the areas that need a little extra work.

02

the Bohochella **CROWN BRAID**

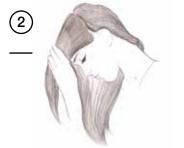








Spray a generous amount of Matérialiste on your hands and apply to dry hair to give texture and thickness.



Take two large strands of hair creating a loose knot.



Pick up a smaller section of hair on either side of the knot and add it to your strands. Continue around the head to the back of the ear, pinning in place when needed.



Starting at the back of your ear create a three strand braid adding hair on each side every time.





Braid with all hair and pin around head finish with Laque Noire.



For bobby pins to stay in place, spray them with Laque Noire. Always put bobby pins wavy side down.



Matérialiste Laque Noire



Laque V.I.P Couture

03

the Braids and Love PONYTALL







After blow-drying hair, section in three parts. Clip the front and back sections.



Apply a nut of Forme Fatale to the middle section and create a French braid. Secure the ends with elastics.



Gather the back section into a ponytail. Brush through the front section of hair, spraying with Fix Fabulous and curving the strands towards the back of the head.



Pull the front two French braids back, and braid those together with the front sections, creating one braid lying on top of the ponytail.



Products are a must! To create beautiful braids you need styling support. Use V.I.P for texture and volume, Materialiste to create volume and thickness, Forme Fatale for control.





Fix Forme Fabulous Fatale



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BRAIDS DE SOIRÉE

From girls' night (in or out) to a night at a grand gala, these braids are sure to make heads turn

There are certain outfits that you save for special occasions, maybe that shift dress that you know you spent a little too much on or that pair of Manolos you just HAD to have. We save these special items and pull them out only for the most special of occasions. For some, the definition of a worthy occasion can range from a Friday night with the girls sipping French 75s at an uber chic bar, a Saturday get-together with old friends over too much wine and good laughs, or that magical gala night that comes so rarely but warrants the an equally magical outfit. The funny thing is, we save away special outfits, but we don't always think about special hair to make these knockout looks complete. So whether you are pulling out a gown that makes you feel like your version of Cinderella, or throwing on your dancing shoes, these artfully crafted braids will complete the look to make you the belle of whatever ball you're headed to.

PARTY with a BRAID

OI THE GALA: THE BRAIDED CHIGNON

For some the occasion to don our finest may come more frequent than for others, but no matter how rare or not the gala occasion knocks at our door, the magical feeling of getting all dressed up never grows old. If you are asking yourself the question whether you should wear that Matthew Williamson with your hair up or down, the answer is always hair up. Sure some may say that hair down is the modern way to do things, but trust us, when it comes to a proper soirée, hair up is just what Emily Post calls for. When it comes to eveningwear, simple is sometimes the best way to go, but when it comes to accessories, that's where you can have the fun. Maybe you go full Holly Go Lightly with a dramatic pearl adomment, or channel Nicole Kidman with a modern open back and single pendant; either way intricately lace your hair with braided details in this magnificent chignon.





O2 THE COCKTAIL PARTY: THE BACK-BRAIDED TOP-KNOT

Maybe you've been invited to a corporate cocktail, an artist's vernissage at a fabulous new gallery, or maybe you are meeting your new beau's family over cocktails before heading off to dinner; either way you are looking for a look that is equal parts refined and daring – no one likes a boring Polyanna. While a topknot or modern chignon is what everyone expects to wear in this situation, you make that a statement that you are unique by adding a braid detail in the back. Worn either with that LBD that hugs you in all the right places, or a daring top with full skirt, this tromp-l'oeil topknot is just like a good martini – strong, classic, clean with just enough of a twist to leave you wanting more.

O3 GIRLS NIGHT: THE BRAIDED PONY

Girls' night may mean a bottle of chardonnay, a screening of Sex and the City and some of those treats you never allow yourselves to indulge in during the week – as well as a healthy dose of the week's gossip; it might also mean wearing the product of your Saturday post-brunch shopping spree to sip cocktails and then go dancing. Either way, it's a night for you and your girls, no one else (ok maybe that tall dark stranger who sent over the glass of champagne might be included). Later on the look calls for playful chic. Reinvent the classic pony with this full-bodied braid. A look that makes a big statement yet doesn't appear to have taken all night to perfect. Pair with a killer set of heels.



the Braided **CHIGNON**



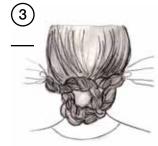




Blow dry and split the hair into two. Apply a nut of Forme Fatale on wet hair. Dutch braid down the back toward the neck using very large sections and elastic the ends.



Loosen the braids from the bottom to the top.



Tie-knot the two braids together. Create another knot and flip it.



Pin together in the middle and pin ends to head until secure. Spray with Laque Noire for extra shine and hold.



Fatale



Use open pins. When using pins, squeeze them a bit for more hold.

02

the Trompe-l'œil top knot BRAID



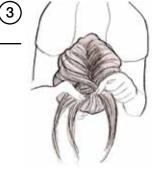




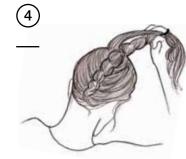
Spray Matérialiste in hands and distribute in wet hair. Blow-dry.



Section hair from the top of right ear, up to crown, and down to top of left ear, secure this part in a bun.



With the remaining hair, do a reverse French braid starting at the nape, up to the bun and secure with a small elastic.



Unclip top section and rake sides up with fingers to conceal side partings. Secure all of the hair (including braid) into a high ponytail.



Make sure you are braiding underhand so you can see the spine of the braid up the back of the head.





Matérialiste Laque Noire



Wrap ponytail into a loose bun (to hide the braid) and secure with bobby pins. Spray with a light veil of Laque Noire.



Knotted Out GIRLY BRAID



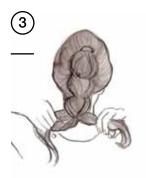




Apply a nut of Forme Fatale on dry hair and gather in a high ponytail. Secure with an elastic.



Take a strand from the ponytail and wrap it around the elastic. Pin it in place.



With two medium strands of the ponytail, create a loose knot. Repeat in the same fashion adding hair from the outer sides each time, creating a chain effect on hair. Secure the end with an elastic.



Spray with Laque Couture and bush your hair with a bristle brush to fix flyaways.







Laque Couture

/	
	Use product on your
	fingers to add texture
	and to keep tension in

braiding.

 notes	



70



SWEAT, SPORT, BRAIDS

Keep fit & stay chic with these sporty braids

There is nothing worse than the feeling of your hair getting sweaty and flopping around behind you as you try to get a good work out. Nor is there anything worse than having to sacrifice your daily chic in order to have good fitness. And lastly, there's nothing worse than running into a friend just as you are leaving the gym and know your hair isn't at its best. That all ends now. Braids mean that the ever-classic workout ponytail isn't going to flop and fill with sweat, they're an alternative that say "no, I didn't just workout, I did my hair like this and I look fabulous", and best of all, they're ever so easy to roll up into a tight little bun that's as chic as can be. So dare to braid when you're at the gym, just don't be surprised when your SoulCycle friends ask you how your hair always looks so fab even after such an intense class.

JUST braid it

These three workouts aren't fads but they'll be SURE TO KEEP YOU FIT

OI THE POWER WORKOUT: KICKBOXING

If you've had a rough week, we highly recommend this workout – after one class all your tension is sure to be gone and you'll leave feeling very very empowered. The strong cardiovascular workout combined with the impact of the punching bag (or your unfortunate sparring partner) allows you to burn carbs but also tighten and tone. A high-intensity workout calls for an intensely cool braid like this 3D braid worn high on the head.



O2 THE PEACEFUL WORKOUT: YOGA

Some fools say that yoga isn't a workout, they're wrong. Yoga is a workout for the mind, soul, and body – no matter which form you practice (though we favour the high-temp Bikram). As you flex your musculature in ways you never thought possible, in poses whose names only very few can pronounce/remember, think of twisting your hair into an equally simple and intricate twist braid. What's great is after you've finished your final child's pose and hit the change rooms, you're going to look equally refined and zen as you head down with some friends for a quick smootie (Kale is optional). Namaste our stylsish and fit friends, Namaste.

O3 THE CLASSIC WORKOUT: RUNNING

Maybe it's along the Seine or in Central Park, no matter where you go in the world you are sure to find a place where you can run. There's nothing quite like that fantastically liberating feeling that you get from this form of cardio – a tremendous sense of freedom. A good run leaves you invigorated, satisfied, and a rush that can't be beat (partially perhaps from the intense beats pumping through your headphones – no judgment if they're Taylor Swift). The only thing you want on your back as you run is the wind, so tuck your hair up into a tight braided chignon and go forth, and run free!



OI

the Toned **ROPE BRAID**





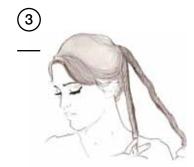




Gather hair, wet or dry, in a ponytail and secure with a small elastic.



Twist each parts clockwise and apply Fix Fabulous.



Continue twisting the two parts so that you have two tight cords.



Wrap both sections together in a counter-clockwise direction and secure with an elastic.



The more Fix Fabulous you have through the ends of the hair before you start twisting, the better. It has incredible shine and keeps the layers from poking out of the braid and looking messy.



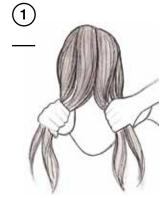
Secure with the ends with an elastic. Cut the elastic of the ponytail and finish off with Fix Fabulous for more shine.

Fabulous

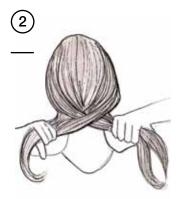
02

the High INTENSITY 3DBRAID





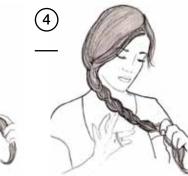
Generously apply a nut of Forme Fatale to coat the hair. Separate hair in 4 parts.



Take strand #3 and strand #1 on your left hand. Take strands #4 and #2 in your right hand and twist them to the left. Now you still have 4 strands from left to right: strand 1, 2, 3, 4. Take #2 and #4 in your right hand. You have #1 and #3 in your left hand, twist them to the right.



Work your way down repeating this pattern: take #3 and #1, twist the others. Take #2 and #4 and twist the others.



Secure with the end with an elastic.



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Spray with **Laque Couture** around your face to avoid flyaways while you work you.



Forme Fatale

Laque Couture

03

the liberating ROPE BUN









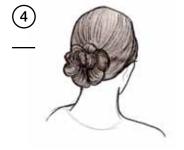




Divide the ponytail into two sections and twist each clockwise. Apply **Fix Fabulous.**



Wrap both sections together in the counter-clockwise direction and secure with an elastic.



Wrap the rope around the ponytail, and pin in place to create the bun.



Matérialiste Fix Fabulous



While pinning the bun into place, keep the bobby pin closed. It will hold the bun much more efficiently.

my sport notes_ 77



THAPTER O

LES COCOONING BRAIDS

Braids as snuggly as the finest cashmere to get through the cold winter

When it feels like it's 300 degrees outside we all wonder « why do we have hair !? » the answer comes as the temperature drops to sub zero. Sure, not all of us experience the polar vortex of the North, but come those winter months (whichever they may be, depending on where you are in relation to the equator), you want your hair to keep you cozy and warm.

Yet, with winter comes static and yet another form of frizz... so how to keep coziest without looking like

you put your finger in an electric socket? Braids of course!

SNUGGLE up with Braids

Choc-a-Holic BRAID

If there is one thing that most women can agree on, it's chocolate. And if there is one thing that barely anyone can resist on a cold winter's day, it's hot chocolate. Paris has some of the finest addresses for hot chocolate that herald visitors from far and wide. Ranging from the chic of the chic, to the more understated, here is our listing of our fave chocolateries to warm you from the inside out come snowfall.

OI THE CHIC OF THE CHIC

Here you'll be sipping not only truly fine chocolate out of exclusive bone china, you'll experience it in perhaps its strongest concentration, all in a truly opulent environment. This is the chic hotel option. Parisian hotels are famous for having "galleries" where you can sit, take shelter from the cold, sip your chocolate and gawk at the fabulous around you while crystal chandeliers sparkle overhead.

Our favourite addresses are ideal after a day of heavy winter shopping The Plaza Athenée (Avenue Montaigne) or Le Bristol (Faubourg Saint Honoré).

Braid: The Braid & Bun



O2 THE CLASSIC

Here fame does not compromise quality. We're talking about the chocolateries that are known around the world for their smooth, rich, drinkable delicacies. Paired with a macaron, perhaps a Mont Blanc, you won't regret this indulgence when the temperatures dip below double digits. Our favourite addresses have equally infamous colour schemes meaning you can spot them when your fingers are freezing in your leather gloves Ladurée with its pastel green hue (Rue Royale, Rue Bonaparte, Champs Elysees) or Angelina that owns dusty rose like no one else (rue de Rivoli).

Braid: The Undone side Fishtail





O3 THE UNDERSTATED EXCLUSIVE

Specialists in the art of chocolate take you to places unknown with infusions and a true 360° Chocolate experience. Reserved for the true connoisseurs, these artful creators make chocolate a veritable moment of extase. Our favourite has addresses in only the crème de la crème of cartiers of Paris meaning, you know you'll be surrounded by artists, connoisseurs, and a few discerning fashionistas. Jean Paul Hevin (Boulevard de la Motte-Piquet, rue Saint Honore), Foucher (rue du Bac).

Braid: The Bang Braid

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OI

the Chic BRAID & BUN







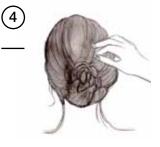
Apply a generous amount of Mousse Bouffante on dry hair, lightly comb through.



Create a small, circular section at the back of the forehead and create a 3-strand braid.



Divide the remaining loose hair into two sections and with the braid as the middle strand, 3-strand braid and wrap with an elastic.



Roll braid under and pin at the nape. Open up the braid and pin with hair pins. Finish with Laque Couture.

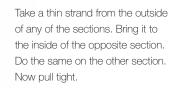


For the braided bun, using loose tension while braiding is key to achieving a modern, messy look.

02

the Classic UNDONE Side Fishtail







When creating a fishtail braid, smaller micro sections create a more detailed finished result. Add in more Matérialiste while blousing to add in even more texture.

83



Spray Matérialiste in hands and apply on dry hair.



Repeat the steps 2 and 3 for developing a inverted braided pattern. Keep developing the braid to the very end of your hair.

Divide your hair into two sections.





Soften the fishtail by gently pulling at each side of the braid from top to bottom to fm refine and add texture. Finish with Laque Couture.

Laque Matérialiste Couture









the Understated BANGS BRAID









Apply **Matérialiste** on your hands then throughout hair. Grab a 3 inch section of hair at the hair line and divide it in 3 sections.



Braid one time and combine the first and the last section together to create one strand.



Continue the process all the way down your hairline. Make sure to pull the strands close to your ear really tight so your braid won't become too loose at the end.



When you've reached the ear, secure the braid with an elastic.

Brush out flyaways with



Laque Couture





a bristle brush sprayed with Laque Couture.

Matérialiste

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BRAIDS UNDER A CHAPEAU

Fedora, floppy, bowler or beanie hats pair with braids for the ultimate chic.

Hats have never been as chic as they are today. From the playful little fedora, to the boyish newscap, the options today are endless. Yet, when we reach for a hat, it's usually on the days that we want to neglect our hair because we are running late, are too lazy, or want to let the hat do all the work of making our outfit pop. So we beg the question, what if we were to pair such a haute fashion accessory with an equally fashionable hair-style? What would that say about our full look? Braids with hats or hair accessories are next-level fabulous. Worn to go to brunch, on a lazy shopping day, to hide a "bad-hair-day", or even to attend the season's latest fashion show, we dare you to go all out.

Don't save your hat for a lazy-hair-day, pull it out, braid up and create a full-fashion ensemble!

Different SHAPE Different Brims Different BRAIDS

Just as choosing a hat requires knowing what is best for your face shape, so too does choosing the appropriate braid. Here's our guideline!

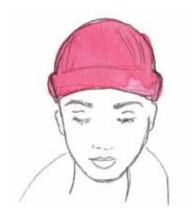
OBLONG FACE SHAPE

You're the luckiest of them all because there is no brim big enough for you! We recommend going for an oversized brim (think Heidi Slimane's first collection at Saint Laurent) to create an exaggerated sense of balance. Braid your hair in an architectural Kate to put the emphasis on your dramatic features and your exquisite hat.



SQUARE FACE SHAPE

Sharp angles call for soft contours. You've been blessed with dramatic jaw and cheek architectural forms, so when you want to hat-up we recommend opting for something soft like a beret or bonnet. Here you can opt for the romantic waterfall that means taking off your hat when inside doesn't result in disastrous hair.



HEART FACE SHAPE

No matter how hard you try, your face will always be darling. Channel that somewhat innocent sense of beauty with a lovely vintage-style chapeaux with a small brim. This minimizes the size at the top of your head making your small chinarea shine. Plus, you look cool, alternative and chic. When everything is soft, we suggest a dramatic 4 strand braid.



ROUND FACE SHAPE

Don't read this wrong but round face calls for round brim. A round face is sometimes considered a symbol of generosity. As your facial structure already reflects a sense of balance we recommend echoing this in your hat choice so a medium-brim sized fedora is your best bet. You're like Goldilocks whereby too small a brim will make your head look big, and too big a brim will make people think "where's this hat going with a person attached!?". Pair with either a Kate Braid to the side to bring softness or for drama the 4 strand braid.

OVAL FACE SHAPE

You're the quintessential hybrid; neither round, neither oblong but perfectly inbetween. So your hat has to be just so. We suggest a signature chapeaux from Maison Michel with its smooth contours draw attention to your equally gorgeous shape. Here, darling, let's opt for drama with a 4 strand braid that keeps gawkers staring as you walk by.



OI

the Show-Stopping Four Strands BRAID







Brush your hair, wet or dry, with Forme Fatale. Bring it to one side and split into four equal sections.



Taking the furthest inner section OVER one section and UNDER another, the outer section then continues, but is opposite - going UNDER one section and OVER another.



To remember which way you have to go, say the steps out loud.



Forme



Laque Couture



The two sections at the back are the outer sections and the two sections at the front the inner sections. Take the outer sections in your left hand and the inner sections in your right hand. Start using your left hand, taking the furthest outer section over the second outer section and under the inner section and back over the last inner section.



Work your way down and secure with an elastic.



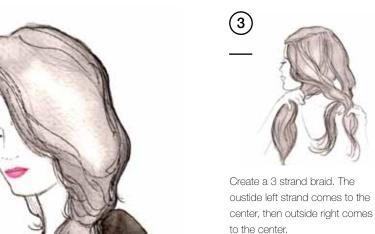
Pin the hair at your nape so that the braid stays in place. Spray with Laque Couture for a perfect finish.

02

the Kate BRAID









To avoid flyaways, spray a toothbrush with Laque Couture and brush the hair away from your face.



Prep the hair with Matérialiste thickening spray, apply product on your hands then your hair.



Dry hair with a diffuser.



Alternate left to right.



Loosen the braid to create a soft romantic look.



Laque Couture



03

the Hat optional Waterfall Braid







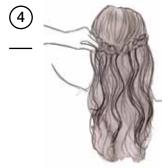




French braid for 2-3 inches to secure the "waterfall" then drop the top section of the braid.



Pick up a new section of hair from directly behind where you've dropped the top piece. This new piece acts as a new section of your French braid.



Keep moving around the head.

Every time you grab a section of hair from the top of your head to add to the braid, let is drop and replace it with a new section. When you reach the other side of your head, secure the end of the braid with Bobby pins.



Matérialiste



Day old hair is best. A little grit is good for braids as they hold-up better.
Clean hair is too slippery.

my hat notes			
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the Kérastase couture Book of BRAIDS

Illustrated by Jessica Durrant

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