

TREND REPORT

TIBI SPRING/SUMMER 2016 NEW YORK FASHION WEEK



Ease of Individuality

Distinct texture for the Tibi wander luster

Inspired by the carefree, international spirit of Miami, Havana and Los Angeles, Tibi designer Amy Smilovic created a stunning collection for the woman who has a closet full of neutrals and is ready to play with a little soft color.

Aveda Guest Artist, Frank Rizzieri, honed in on the collection's strong message of individuality and created a style that is a true reflection of the girl's best self – one that embraces the natural beauty of her hair.

"I've designed different levels of playfulness for each girl by working with the natural bends and waves of the hair," Rizzieri says. "The result is style that is naturally tousled and says 'I'm ready to venture out and see the world.'"

Steps to the Look

Step 1: With hair hanging naturally, lightly spray the entire head with [Aveda Thickening Tonic](#) and blow dry in with diffuser.

Step 2: Gently pull out 1" sections of hair to twist with hands and spray with [Aveda Pure Abundance™ Style Prep™](#) for added texture.

Step 3: Blow dry twists to create slightly bended waves.

Step 4: Once all hair is sectioned, twisted and dry, gently unravel the twirls and shake out with hands.

Step 5: Apply new [Aveda Shampure™ Dry Shampoo](#) (Available November 1, 2015) under the crown to create a matte look and tousle full head of hair with fingers to shape.

Step 6: Finish with a light mist of [Aveda Air Control™ Hair Spray](#).

