



1. Janell Geason, makeup artist for Aveda. 2. Antoinette Beenders for Aveda at Public School. 3. Ted Gibson at Carmen Marc Valvo. (Credit: Wanda Ramos for Click, Crop & Create)

Ted Gibson: “You have to work on 18-25 models with someone else’s haircut, not yours. You need to be a well-rounded hairdresser knowing how to create a basic French twist, chignon, blowout, bun and ponytail—and fast.”

Diana Macaluso: “It’s about team work! We only have about two hours to get the hair done for a show with 40 models. Be prepared to work with two to three people on one model. It isn’t about being the star of the team; it’s about working together to execute the look fast and efficiently.”

Ramona Eschbach: “Be prepared to work with new people and dealing with camera people, reporters and celebrities.”

Dan Nguyen: “Expect to work in an environment where execution and expediency is of the utmost importance while being a team player and working together to do whatever is necessary to get the job done.”

Jon Reyman: “Eliminate any ego. Know that teamwork is essential. We are all here to be successful, and one person can’t do it on his or her own.”

Antonio Corral Calero: “Expect craziness! It’s exciting, fast-paced and chaotic, but working as a team is incredibly rewarding and humbling. Expect to get completely hooked on the adrenaline rush and boost of creativity!”

Coby Alcantar: “The first model comes and the key does a demo. Models arrive late from another show. Everyone jumps in to get the model into the look. When you’re almost finished, the production takes all the models for a run-through. The last minutes feel crazy. Some people go to the line up with the lead to check all the models while the

rest of the team packs up. Just being back there watching it go from a raw space of nothing but empty tables, lights, racks of clothes with model’s Polaroids to a hub of energy and creativity is an incredible rush. You see the models transform and the designer running around making sure everything is coming together and hear the music being set up...then it’s all happening, and it’s over in a blink.”

What are some insider tips and secrets?

Diana Macaluso: “The hair team works on the hair right up until they walk. We do touch-ups while they are standing in line. On almost all ponytails, we use thread elastic, no bungee elastics, because they are less bulky. We wrap them twice around the pony and tie it once with a knot, cutting the excess with small scissors. Having the model tilt her head up a bit while tying the pony will prevent loose hair at the nape. To cover the elastic, we take a skinny piece of hair from the pony and soak it with hair spray while wrapping it around the elastic, no pins needed.”

Ted Gibson: “The silhouette is the result of collaboration with the fashion designer. Rarely does the lead hairdresser make that call without the approval or direction from the designer. The look is created days or weeks before the show at the designer’s showroom at what is called “hair test day.” This test can take anywhere from two to six hours.”

Kien Hoang: “On most shows, there is more than one fashion stylist that overlooks the shows. There are usually coordinators watching to see if hair and makeup are running smoothly and keeping the looks consistent. This helps maintain the quality and ensures the looks stay within the story of the show. Everyone has a purpose: get the work done smoothly and on time.”

Jon Reyman: “Be cool and stay calm. Doing fashion is the same as doing any other job in terms of serving customers. Being a successful stylist is the same. You have to be able to serve your designers and help them get what they want while managing their expectations.”

Carrie Hill: “It’s not as glamorous as one might think. Sometimes there is inspiration for the particular collection and the hair compliments it. Other times, the focus is on the clothes, and the hair might be simple and clean. Sometimes, we don’t find out what the hair is until we arrive and set up our tools. The space is usually very cramped with hair team, makeup team, nail team and models. Add photographers, media and bloggers and it becomes complete chaos. Three to four (sometimes five) hours of prep for a 10-minute show!”

Antoinette Beenders: “If we do a show later in the day we always carry shampoo with us. If a model is coming directly from another show—sometimes we have to do an emergency shampoo in a make-shift sink before we begin to style the new look.”

