

Valon Salon Stylists Create Runway Royalty at New York Fashion Week

Valon Salon



5708 PICKWICK ROAD ♦ CENTREVILLE, VA 20121

www.ValonSalon.com

703-266-7660

The models coming down the runway at Venexiana's Spring 2013 Fashion Week show were powerful and feminine, forming a seemingly endless parade of glamorous gowns and cocktail dresses. Backstage, a team of exhausted stylists – including Stephanie Kulla and Nora Serrano from Centreville's Valon Salon – looked on with pride as the models showed off a style that ModernSalon.com called "the most couture hair" at Fashion Week.

Creating event hair, whether it's for a prom, a wedding, or a runway show, is all about finding a wearable look that will perfectly complement the client's overall look without upstaging the dress. For the Venexiana show, world-famous stylist Philip Pelusi worked with designer Kati Stern to create a look he dubbed "Rockin' Royalty... because it's royal, it's regal, it's elegant, and it rocks the house." The princess-y style features strong rolls framing the face, with a softer, more complicated low bun and braids at the back of the head.

Learning to accomplish the complex updo was a two-day process for Pelusi's team of hand-picked stylists from around the country. Pelusi and his creative director, Jeffery Reitz, consulted with Venexiana designer Kati Stern to perfect all the details of the design, with the rest of the stylists working frantically to master the techniques needed to apply the style in the frenzied backstage atmosphere of a runway show.

The challenge for the team's stylists was to create a perfectly uniform look on a group of models with wildly different hair types, many of whom showed up with damaged, product-filled hair from an earlier show. With a lot of hard work, cooperation, and Philip Pelusi's Tela Organics line of styling products, they were able to finish all the models' hair – even the ones who walked with half an hour left to showtime. According to Kulla, it was an amazing experience to see the models all walking down the runway at the end of the day, and even more amazing that the crew backstage managed to get it all done!

This is the third season that stylists from Valon Salon have been invited to work the Venexiana show in New York, giving them insight into the hair trends and techniques that hit the scene with each successive Fashion Week. The salon has long been a supporter of Philip Pelusi's P2 line of hair styling products, which Stephanie Kulla describes as the "the best products [she's] ever used – they make your hair feel like hair!" Kulla and fellow stylist Nora Serrano join the group at Valon Salon that describe themselves as "honored and energized" by the opportunity to be a part of Fashion Week.

If you're ready to get your own taste of the Fashion Week experience, call Valon Salon at 703-266-7660 or make an appointment online at www.valonsalon.com. Your perfect event hair – or your whole new look – is right around the corner.