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VICTORIA BECKHAM

master mind

Meet the brains behind every hair trend you've ever copied at home

ondon-born Guido Palau burst onto the fashion scene when he styled the original supers -Cindy, Christy, Naomi - for George Michael's iconic music video "Freedom! '90". Since then, Redken's globetrotting creative consultant has been a backstage fixture at nearly every show in every city, every season - Alexander McQueen, Céline, Prada, Christian Dior, Balenciaga and Alexander Wang are just a few on his roster. Fittingly, his originality is seemingly endless (remember those choppy-cool wigs at Marc Jacobs and Fendi?) but he does draw the line somewhere: "The only thing I don't like is over-curled or tonged hair - news-anchor hair - I never find that sexy," he laughs.

YOU'VE DONE HUNDREDS OF RUNWAY SHOWS.
WHERE DOES THE INSPIRATION COME FROM?

The people around me. Not only designers but all creative, instinctual people, including [photographers] Steven Meisel, David Sims and [makeup artist] Pat McGrath. It's like being in a band – you all work off each other. I'm also inspired by keeping my eyes open. Iconic women like Elizabeth Taylor, Brigitte Bardot and Catherine Deneuve are inspiring, but so is a woman walking by on the street. WHICH HAIR COLOUR EXCITES YOU THE

MOST RIGHT NOW?

Really white blonde has connotations to the future and the past – it's sort of punk, Marilyn Monroe and mid-'80s Madonna. And when it's truly white and pure, it feels like it's not even hair anymore, it's just white light.

There's something electric about that.

A LOT OF TRENDS AT THE MOMENT ARE
ABOUT SIMPLICITY. WHAT SETS APART
AN ORDINARY STYLE FROM A GREAT ONE

Blow-drying hair before you style it really adds quality. And using product to give a different finish stops it from looking like you just got up and tucked it behind your ear. People get stuck in their ways, but the best

inspiration comes from women who take a chance. Not all actresses are beautiful

but they're presented that way, so try something new in the mirror at home. Just changing your part can be a big deal.

> WHAT'S THE SECRET TO A KILLER PONYTAIL?

The great thing about a ponytail is that everyone can do it and they're easy to personalise with a bit of thought and product.

I hate a thin ponytail, though, so my ultimate would probably be something a bit scruffy with a black headband, which feels a bit mid-'90s

Kate Moss – and she still wears it.

WHAT ARE YOUR BACKSTAGE ESSENTIALS?

Thirty assistants! People would be surprised about how much work goes into a runway show. Then I have about eight products that I have to have with me, but it also depends on the look. Last season I was into shine, whereas this season, it's been more about smoothing. I use products the same way a makeup artist uses cosmetics. There are great formulas that will let you achieve modern textures, such as Redken's new reformulated collection.

That's what's new in hair now.

YOU'RE PARTIAL TO DRY SHAMPOO – WHY? It's dual purpose. It does what it says it's going to do and sorts out lifeless or dirty hair quickly. Plus, it really aerates the hair. I like to overuse it to get great texture, too.

WHAT'S YOUR FASTEST FAIL-SAFE STYLE?

A quick tease on the crown and pinned into

A quick tease on the crown and pinned into a French twist. Height at the crown is really flattering. It's a nod to the '60s, which was a nice era for hair.

ANY TRICKS FOR FAKING HEALTHY ENDS?
Blow-drying in a little serum into the ends
makes everything look better, but damaged
hair is so much easier to style. Long, silky hair
slips out, but damaged hair will behave.