

**AID TAMS**



Caption Please

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ASSISTANT TO NICK IRWIN AND THE TIGI ARTISTIC TEAM

**SEASON ROSTER** Christopher Benz, *Faster* by Mark Fast, *Maisonette 1977* and *Mara Hoffman* in New York; *House of Holland* (assisting Adam Reed for BaByliss), *Jaeger* and *Kristian Aadnevik* in London.

**SESSION IS...** a lifestyle and a passion. It's fast paced, thrilling and highly pressured. It's also fun!

**SESSION IS NOT...** easy, and not for everyone.

**S/S12 HAIR MOOD** Hair was natural and clean but also packed some serious attitude.

**TRENDING** Mark Fast uses a very complex way of cutting and shaping Lycra for his *Faster* line.

**SEASON TRICK** Use elastic to create perfect ponytails and *Bed Head* by TIGI *Head Rush* to remove hair extensions.

**BAGGAGE** We have five large suitcases which hold all of the creative team's kit.

**FAVOURITE FASHION CITY** New York is a blast, but I prefer London for its heritage.

**DOWNTIME** I was averaging five hours sleep a night. After the shows we regrouped and went out to discuss the next day's shows over some lovely New York tuck.

**INSPIRING MOMENT** Going to the *Helmut Lang* S/S12 show and watching the legendary Paul Hanlon work backstage. I worked with Paul at Toni&Guy, and saw how passionate he was all those years ago on the shop floor back in Birmingham. It was great to see how he worked with his team.

**SURVIVAL TIP** Sleep and food to keep up the energy levels. A tight-knit team makes a huge difference, too.

**WHEN IT WAS ALL OVER** I was due to go and do Milan and Paris Fashion Weeks, but I had clients to look after in the salon so regrettably had to decline.



11AM

**INSIDE TRACK**

WHO **MARA HOFFMAN**  
WHERE **THE BOX AT THE LINCOLN CENTER, NEW YORK**  
WHEN **FRIDAY 9 SEPTEMBER**

**11AM**  
*The models arrive and we get started straightaway. The inspiration for the hair is a South African, almost tribal, colourful and flamboyant look with lots of height brought about with hair wefts and crimping. The process is simple, fast and really effective.*

**12.30PM**  
*We are all set up in our sections with some people crimping and some pony-tailing, and everything is running smoothly. Nick is being filmed for 'Get the Look' videos, and I'm assisting him, while doing my best to stay out of the picture.*

**1PM**  
*The fabric still needs to be plaited into the hair – and there is a lot of hair and material to plait! This is when things get slightly stressful but it's heads down and work, work, work.*

**1.30PM**  
*As each model's hair is completed, she goes off to be shot for beauty and fashion press, with just 30 minutes to go before the show.*

**1.35PM**  
*A couple of models arrive with shaved heads. Nick consults Mara and it's decided they will have the same look as the other girls. We need to acquire more material, and quick! Extensions are layered up and we do what we have to do.*

**1.40PM**  
*Two models arrive late and it's all hands on deck. The room is electric. We stay on schedule and the models set foot on the catwalk on time for 2pm. I slip out front and watch the show.*



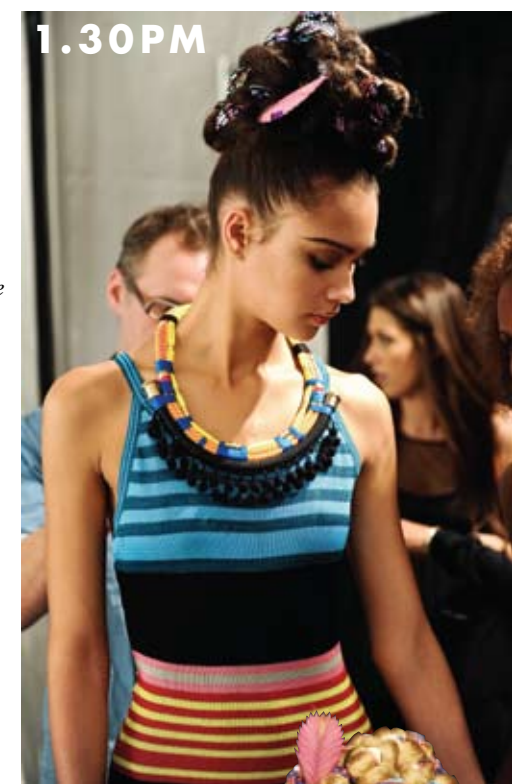
12.30PM



1PM

**"SESSION IS FAST PACED, THRILLING AND HIGHLY PRESSURED. IT'S ALSO FUN!"**

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1.30PM

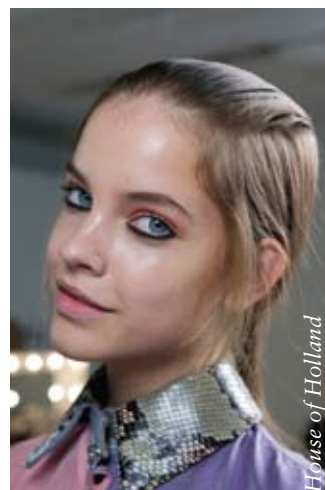


1.35PM

2PM



*Faster* by Mark Fast



*House of Holland*



*Chris Benz*



*Maisonette 1977*