

HOUSE OF HOLLAND

PERCY & REED

They are *ultime*, award-winning hair maestros with a celebrity-adored salon (patrons include Diane Kruger, Noel Gallagher) and a bounty of real, original, no-fuss and full of function haircare products that we can all can really use and appreciate. These values run through the brand—like how their salon in London treats everyone with the same welcoming, open friendliness, and that their website is flooded with loads and loads of how-to videos. Just about everything, from the gorgeously illustrated packaging to the raw honesty of the products, is utterly admirable—as Adam Reed put it, "It's a passion for doing the right thing, really." And we likey. LOADS.

NEW YEAR, NEW BRAID





While the Brit-fantastic twosome were in KL, we grabbed them to shoot a perfect cruise 'do that's all their own. It was really a backstage sight to behold they worked in tandem like speedy hair weavers, crafting the look in no time. On our model: boho-chic, effortlessly cool 4D braids, that Paul calls "undone but done", with oodles of movement and feeling. HOW TO Create texture with their No Fuss Fabulousness Dry Shampoo - spray on and fluff. Separate hair into 4 sections, start just above the ear and keep working down to the right and cross over the 4 sections alternatively, starting from the outside moving in.

BEAUTY **marie daire**

ORLANDO PITA

KORS

MICHAEL

Hair coiffure-ier to the stars, Pita's much buzzed-about Orlo salon in Manhattan and \$800 rockstar haircuts became the stuff of legend, just as his runway looks (Pita dominated F/W13 at Michael Kors, Carolina Herrera and more) are gravity-defying, trend-establishing coifs. The hair industry's equivalent of Lady Gaga, his celeb clientele rips of an impressive coterie of hair icons like Jennifer Aniston, Sarah Jessica Parker (which evokes the memory of his cameo on Sex and The City) and Beyonce, to name a few. His own line of much-adored, ultra-lush haircare products aren't available here, but we will keep you posted if it ever hits our shores-fingers crossed. Rock on, Orlo.

LUIGI MURENU

Kérastase front man and Kate Moss's secret weapon, fluffer-upper du jour Murenu says he reads a woman's hair like an astrologist reading the stars. The Sardinian born stylist confesses "I never wanted to be a one-trick pony," and indeed he isn't—Murenu is just as adept at creating electricshock frizz and woven hair hives as he is at glamour-puss classic waves, always with max volume to the hilt. His celeb roster includes Madonna, Gwyneth Paltrow and the queen of effortless cool everything, Kate Moss, the two united for Kérastase's Couture Styling collection.

ORIBE CANALES

Cuban hair maestro Oribe (pronounced Or-bay)—with a head count that includes Lady Gaga, J. Lo (that snazzy ponytail on her first album cover? All Oribe) and Scarlett Johansson—earned his single-name moniker by collaborating on shoots with Steven Meisel, creating hair looks for the 'Big 5' supermodels (Linda Evangelista, Naomi and Cindy Crawford all in). His mega-glam aesthetic (think big hair, HUGE) is classic beauty, where 'fantastic' equals 'flawless', mousse speaks volume and tresses are super touchable with great texture.

SAM MCKNIGHT

FENDI

Sam McKnight's resume reads like a super swish who's who of the fashion and beauty industryhe's worked with Richard Avedon, Patrick Demarchelier and Steven Meisel, and is singularly responsible for iconic hairdos now part of the iconography of fashion history like Gisele Bundchen's and Princess Di's. Another catwalk regular whose creations always blow us away or send us into a tizzy, (at F/W13: fauxhawks at Fendi and plastic braids at Vivienne Westwood? Check check.) McKnight's flair for creating modern, sexy glamour remains unequalled.

GUIDO PALAU

A runway-shattering, beauty-editor-flinging hairdo hits the runway (pick any season) and there's Guido. Called upon season after season to create looks for shows that always break the bar—Joan Jett clones for Marc Jacobs, afros at Louis Vuitton and spray-painted headpieces for Alexander McQueen— the Redken mane man cites the New Wave subculture as inspiration for his forward-thinking approach. His knack for understanding the totality of a fashion collection and delivering a message that embodies it through the hair is unsurpassed.