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BEAUTY

Clean Sweep: The Quiet Power of Slicked-Back Hair

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Glossy, minimalist and modern, the slick-back reflects the fashion industry's shift toward understatement and intentional beauty.

It's impossible to scroll through social media without seeing it: silky, sculpted, impossibly sleek hair pulled tight into a bun or ponytail. A distinctly ballerina-esque silhouette that is not only dominating streetwear looks but also runways, airport gates and night-out fashion worldwide. The slick-back has become the unofficial uniform of the 'clean girl' as it represents effortless precision, and a kind of quiet power that has become central to modern femininity.

The hairstyle is a result of multiple overlapping style moments. The 'clean girl aesthetic' has shifted the dialogue to a 'less is more' mindset in fashion, beauty and lifestyle. The slick-back has become a staple for fashion enthusiasts that aim to look polished, clean and glossy. Styling hair away from the face with minimal makeup highlights natural beauty and elegance. An obsession with Scandinavian minimalism has been on the rise, which brings clean lines, neutral tones, and structured silhouettes in clothing. Voluminous blow-outs and shiny slick-backs are the essential styles of Scandinavia. On the runways we've seen a revival of 90s fashion and hair which has brought with it the ultra-sleek looks worn by models like Naomi Campbell and Kate Moss.

The slick-back is a shortcut to looking put together. When your hair looks greasy, frizzy or unruly, slicking it back is the ultimate solution to looking polished and stylish. The style can be adapted to suit any hair type and is often quick and easy to do. It's a hairstyle for work, gym, nights-out, good hair days and bad hair days. At a time where life can feel chaotic, the slick-back gives us structure and simplicity. The slick-back is effortlessly chic, and that is why it is so powerful.