

# American SALON

THE BEAUTY  
AUTHORITY

## GREAT DAY FOR A WEDDING

What's trending right  
now for brides

## MASTERPIECE THEATRE

Angela Lowery's pale  
hues set the stage for  
spring

## Adrenaline Rush

Schwarzkopf thrills us with  
their Color Buzz collection



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**VEILED  
REFERENCE**  
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# Tying the Knot

This spring and summer, traditional and modern brides will both be making statements when they walk down the aisles. Experts weigh in on the top trends in hair, makeup and nails.

## The Edgy Fashionista

Elena Southcott, owner of Casa Salon, a business that specializes in bridal styling in Key West, FL, says the look for modern brides this season is that of a tousled beach beauty. "It's a style that's just right for the woman who wants to embrace her organic side while evoking an understated elegance," Southcott says. "The look can then be dressed up with natural flowers or the bride's choice of accessories."

To create a contemporary look with cosmetics, Ashleigh Ciucci, celebrity makeup artist for Hair Room Service in New York City, notes her love of matte cherry lips and full lashes. "The look has pop and is so 'now' but will still stand the test of time when you look back on your photos in 30 years," Ciucci says.

Nails for less traditional brides can be on trend with fashion. "Modern brides are obviously more high-fashion conscious and willing to be adventurous with their styling," says Marek Hartwig, owner and artistic director of Marek Bridal Styling and member of Cosmetologists Chicago. "Runway and red carpet styles are prominent influences." For brides who want to wear their "something blue" on their fingernails without being too flashy, Zoya offers a creamy light shade appropriately called Blu; for a touch of shimmer try Barbados Blue from Essie; and for an all-out bright hue go for China Glaze's Bahamian Escape.



LEFT AND BELOW: Modern brides can add an edgy feeling to updos with this spiked comb or floral headband, both from E. Kammeyer Accessories; [ekammeyer.com](http://ekammeyer.com).



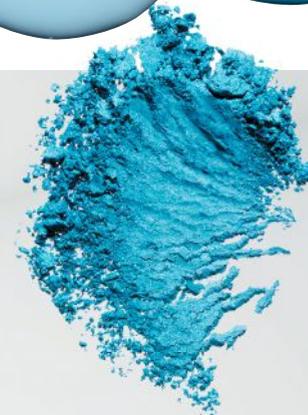
FROM LEFT: Bella Pierre Natural Lip Liner in Truly Red; Bella Pierre Luxurious Mineral Lipstick in Envy; Obsessive Compulsive Cosmetics Crème Colour Concentrate in Grandma



Essie Barbados Blue

Zoya Blu

China Glaze Bahamian Escape



ABOVE: Aveda Petal Essence Single Eye Color in Oceanica

LEFT: The modern bride hair by Danielle Keasing

PHOTOGRAPHY: ZOE CHRISTOU WELSH (THE EDGY FASHIONISTA MODEL); KRISZTIAN LONYAI (THE TIMELESS BEAUTY MODEL); GREGORY MARINO (STILL LIFE)



**LEFT:** The traditional bride hair by Danielle Keasling

**BELOW:** Aveda Petal Essence Single Eye Color in Bare Bellis

## The Timeless Beauty

The traditional bride will always reign, but many are bidding farewell to severe updos like the slick bun, according to Hartwig. “Classic brides are still looking for a more formal look, but with hair that is softly pulled back with a rougher texture around the hairline,” he says. For classic brides wishing for a long-hair look, Hartwig notes that the soft texture will cascade down the back while the top and sides are softly pulled away from the face and secured with a variety of hair adornments. “Regal,’ ‘romantic’ and ‘fairy tale’ are common words I’m hearing from my classic brides this season,” Hartwig says.

For the face, Aveda Global Artistic Director for Makeup Janell Geason notes the importance of the right makeup to coincide with the overall classic look of a bride wearing a gown with her hair set. To achieve that look, Geason says that clean, fresh and classic colors are great for a timeless style. “For spring and summer brides, pinks, roses, taupes and peaches look fresh,” she says.

Similar classic tints will be seen on the nails, including soft pinks, nudes and neutrals. Hartwig says that such colors elongate the fingers. To get the look, try the sheer Rose Water from CND, the shimmering grayish white Christinna from Zoya or the taupe Did You ‘ear About Van Gogh? by OPI.

✂ —Jolene Turner

**BELOW:** Traditional brides can embellish their looks with these delicate headbands from Jennifer Ouellette; [jenniferouellette.com](http://jenniferouellette.com).



**ABOVE:** Obsessive Compulsive Cosmetics Loose Colour Platonic; **RIGHT:** Mirabella Colour Lux Lipgloss in Spark

