

Style goes on show for hair care brand

Redken's yearly showcase of products brought together some of the country's premier stylists, who worked their magic for the appreciative crowd. By **Lorraine Francisco**

What was the event? The annual Redken Tribe party, held at Battersea Evolution on 15 September. It was attended by 1,500 people from the beauty industry and showcased the work of top hair stylists, as well as featuring the latest trends in fashion.

How was the event structured? Guests arrived via minibuses and entered a reception space that was draped in black with an LED-lit ceiling. Champagne cocktails were on offer and entertainment was provided by singer Jody Manders and a jazz band belting out tunes from movie *The Commitments*, along with modern standards.

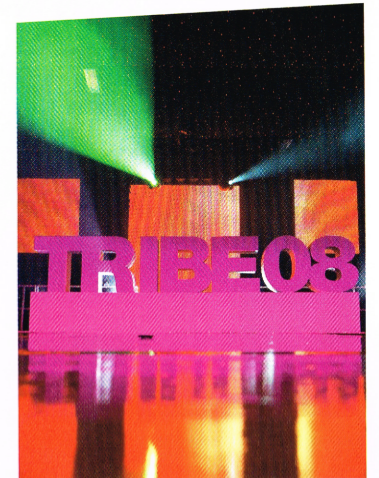
Artist Thomas Downes provided great photo opportunities with a background canvas that had colourful, printed designs, to which he added throughout the night using spray paints. Other features included a small catwalk show with four models on a platform showcasing funky hairstyles, and clear poseur tables filled with Redken products dotted around the reception area.

At 7.15pm, a white drape at the back of the reception space drew back to reveal the main entertainment area, featuring a T-shaped catwalk, poseur tables and two bars. Marching band The Senators kicked off the one hour and 45 minute show with a short set, starting with Gwen Stefani's *Hollaback Girl* played alongside the house band. Presenter Alex Zane then came on stage to introduce the run-down of the evening, which featured fashion shows from salons Burlingtons, The Chapel and Lee Stafford. One of the shows also included urban dancers.

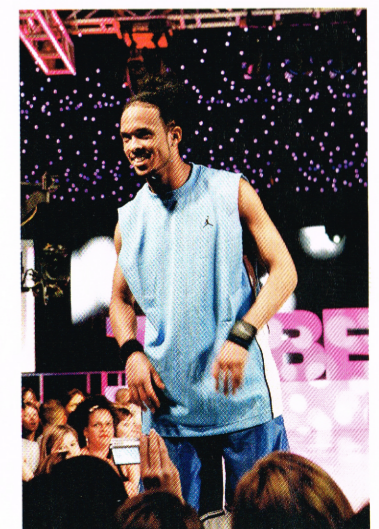
Later on, Redken announced the winners of its Urban Talent Competition, which saw hairstylists creating a look using the brand's styling products. From 9pm, guests were ushered back into the reception area to enjoy bowl food and desserts, including chocolate brownies and ice creams. DJ Lindy Leyton, previously of Beats International, performed from 11pm until midnight.

Who was behind the event? Style by Solares organised it and brought in the help of suppliers such as Smart Hospitality for the catering, designer Peter Canning of High Resolution Lighting, and production manager Andy Cotton from Try Anything Once (TAO) Productions. Entertainment agency Aklass organised the jazz band that played in the reception area, as well as the live house band.

What were the highlights? The live music, fused with fashion, funky hairstyles and make-up, created an innovative and unique show. In particular, the violinist who opened Lee Stafford's show, which also featured a Goth-style ballet dancer, stood out.



Top row (from left) The art of fashion – Thomas Downes adds to his spray-painted collage; Redken products on display; a catwalk show in full swing; Jody Manders and a jazz band played music from *The Commitments*; branding on the main stage



Above Urban dancers featured in one of the shows **Left** Guests returned to the reception area after the main event, where they enjoyed quality food and varied entertainment until midnight

Supplier file

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