



The überblonde look Vlada Roslyakova sported inspired Marc Jacobs to request the icing of numerous girls for his fashion show.



Ginta Lapina's pre-platinum honey mane

Lapina stays true to her bleached-out roots throughout the show season.

At Marc Jacobs, Lapina's newly whitened strands make their runway debut.

Platinum Color Holders

Nixing gold for platinum, the fashion world's most brazen beauties lighten up. by Karie L. Frost

Raquel Zimmermann took the high-blonde road in May 2009 for a Gucci ad—months before the fashion pack followed suit.



Raquel: Paulo Reis/LatinContent Editorial; Dree before: Stephen Lovkin/Getty Images; Ginta before: Andrew H. Walker/Getty Images; Marc Jacobs: Fernanda Calfati/Getty Images; all other images: Andreea Angelescu

Reaching for the bleach seems to be a model's spring/summer 2010 catwalk right of passage. Even established lookers Raquel Zimmermann (who heralded the trend), Jessica Stam and Vlada Roslyakova took their strands to a paler shade of blonde. But it's newbies Dree Hemingway and Ginta Lapina whose iced haircolor got them noticed.

At the urging of designer Marc Jacobs (who was inspired by Roslyakova's newly frostbitten strands), Lapina sought the help of colorist Laurie Foley to bleach her tresses specifically for his spring/summer 2010 show. Perhaps it was this icy makeover—which Lapina kept throughout the show season—coupled with what her Women Management agent James Tinnelly deems “her calming effect,” that led Lapina to book an astounding 26 shows as well as the Derek Lam spring campaign.

Hemingway (daughter of actress Mariel Hemingway) took her locks multiplatinum at the request of Katie Grand, renowned fashion stylist and editor in chief of *Love Magazine*, for an editorial in her publication. “Dree then went on to shoot the cover for *Vogue Russia* and, because it was a luxe, very glamorous story, Katie [who styled the story] and hairstylist Paul Hanlon wanted to take her hair even lighter,” shares Hemingway's Elite Models agent Richard Habberley. “All told, four different people had a go at her hair for different projects, dying it lighter and lighter.” This list includes Hanlon's right-hand colorist, Tina Outen, who remarks of the white-hot hue that she helped create, “we wanted the ultimate flattery for her skin and beauty. This blonde frames her face with a veil of light and softness that brings a glow to her eye color and accentuates her cheekbones and lips.”

Why the icy rush? “It's a statement of confidence, rebellion and attitude—all traits the strong chicks ooze, so it makes sense to express this in their haircolor,” Outen says.



“A lot of girls—especially blondes—are attached to their haircolor,” says Hemingway's agent, Richard Habberley. “But Dree's open to change. And for photographs, this pale blonde is very editorial.”



Dree Hemingway's dark blonde locks prior to her bleach bombshell transformation



“The edginess of this haircolor sits alongside Dree's personality with ease,” notes editorial stylist Paul Hanlon.

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Several weeks were spent taking Hemingway's hair ever lighter. “It's very common in fashion to develop a look as a process, pushing it further project by project for the end result,” says Outen.

Colorist: Tina Outen
Haircolor: L'Oréal Professionnel
Natural Level: 6
Existing Haircolor: Natural
Hair Texture: Medium
Hair Condition: Good
Target Color: Translucent, iridescent, multitoneal blonde bombshell

FORMULA

Base: Pure Platine (decolorizer) + 9% cream developer
Multidimensional Colorations
Highlights: Pure Platine + 9% cream developer
Toner: Luo PO1 (strong blue ash)

PROCEDURE

- Step 1:** Balyage Highlights formula throughout entire head. (Intel: This was the color created for the *Vogue Russia* cover.)
- Step 2:** Balayage Highlights formula throughout head a second time to further lighten, taking care to not overlap with previously bleached hair. (Intel: This was the color created for Jonathan Saunders's spring/summer 2010 look book.)
- Step 3:** Apply Base decolorizer throughout root area and process to lightest pale blonde. Rinse with tepid water, gently shampoo with Kérastase Resistance Bain de Force Shampoo and lightly condition with Kérastase Concentre Vita-Ciment treatment.
- Step 4:** Apply Toner throughout the hair; process for 10 minutes and thoroughly rinse with tepid water.
- After Care:** Kérastase Lait Vital Protein Conditioner