



As the season tears by, the warmth of Roslyakova's alluring apricot sparkles, as seen backstage at Moschino Cheap & Chic.

Near the start of the fall show season, Vlada Roslyakova's vibrant vermillion steals the scene at Proenza Schouler.



At Louis Vuitton, Roslyakova's baby blues are brought front and center by her apricot updo.

Fire Starters

Turning the titian tide, models Vlada Roslyakova and Coco Rocha rock rubicund for the fall 2009 runways.
by Karie L. Frost

Images: Andreea Angelescu, Retouching: Karie L. Frost

Andreea Angelescu, Before Image: Nathalie Lagneau/Getty Images

"Vlada's agency gave me the general direction, and then they let me run with my artistic eye on which tonalities to choose," says stylist Laurie Foley.



Before: model Vlada Roslyakova's sandy blonde on the Elie Saab Spring 2009 Couture catwalk

Golden Apricot Child

For Vlada Roslyakova, the demands of an ad campaign dictated her switch from sandy blonde to strawberry red. "Her hair was dyed red on her job for designer Christian Lacroix's new Absynthe fragrance, and we decided to keep the color for the fall show season," shares her agent, Matt Holloway, of Women Management. Yet, this newly transformed redhead needed to stand apart from her fellow model citizens. That's where Laurie Foley of L'Atelier de Laurie in New York's East Village came into play.

Foley is well known in fashion circles for morphing models' mane color; she "turned the titians" for both Sophie Dahl and Kirsten Owen, and most recently, Iris Strubegger for the July 2009 *Vogue* story "A Star is Shorn." "Vlada's agency wanted her color to be more vibrant, yet they wanted it to be 'her' red," says Foley, relating that the astounding apricot coloration she created allows Roslyakova to "be her own star instead of a replica of somebody else on the runways."

Though Roslyakova's skin is porcelain-fair, Foley notes that the model's baby blues, which shine with a hint of aqua-green, allowed her to craft a haircolor that "has warmth; it's a golden, sun-shiny apricot." And the newbie redhead is equally sun-shiny about the look: "You know how redheads are," laughs Foley. "When Vlada comes in to freshen up her color, she's all grins and smiles."

[for • mu • la bar]

Client: Vlada Roslyakova
Haircolor: Wella Professionals
Existing Color: Strawberry blonde faded to a muddy level 9
Natural Level: 8/7
Hair Texture: Fine, medium density
Hair Condition: Dry
Prework: Wella Professionals Performance Plus (porosity)

FORMULA

Base #1: Koleston Perfect, 60 ml 8/43 (red gold), 60 ml 9/38 (very light blonde/gold pearl), 40 ml 8/34 (light gold red blonde), 40 ml 9/2 (light matte blonde natural gold), 3" 0/33 (gold intensive), 3" 0/43 (red orange), 2" 028 (green-blue) + 20-volume developer
Base #2: Add 2" 0/33 and 2" 0/43 to Base #1

PROCEDURE:

Step 1: Apply Base #1 to regrowth only; process for 15 minutes.
Step 2: Pull Base #2 through mid-shaft.
Step 3: Starting at the nape, immediately pull Base #2 through ends; process for an additional 15 to 20 minutes.
After Care: Alterna Caviar Anti-Aging Moisture Shampoo and Conditioner

COLOR WALK

"When you choose red, you choose to be noticed," asserts the colorist behind Rocha's transformation, Louis Licari.



"Most models will start out with a few highlights, or maybe lighten their hair a little bit, but Coco jumped in head first, literally," laughs Licari.



Frankly scarlet: Rocha's blood-shot, sky-high coif plays beautifully against her alabaster skin at Jean Paul Gaultier.

She's Red-y

The story goes like this: This past Christmas, mega-model Coco Rocha was feeling a little red around the head. Though she loved her signature brunette locks, she grew up amongst redheaded family and friends and thus had always fantasized about going crimson. She shared this heretofore unrealized dream with her mentor, *Vogue* editrix Anna Wintour. From that point on, the scheming began.

"I was extremely excited when *Vogue* contacted me," divulges Louis Licari of Manhattan's Louis Licari Salon. "I did supermodel Linda Evangelista's color changes back in the day, and now with Coco it's like we're capturing that moment again."

Licari shares that his mane desire for Rocha's virgin locks was to "make this red brighter than life, yet look real, chic and *Vogue*-quality. And I really wanted to make the color look as though she could grow it herself—if she was incredibly lucky."

Licari's scarlet coloration happened in a day; Rocha shot with *Vogue* the very next day for the exclusive story in the January 2009 issue. And, to keep the big reveal under wraps, the model painstakingly hid her ruby mane under scarves, wigs, hats—you name it—until the issue hit newsstands!

Burn, baby, burn: Rocha's textured tresses are a riot of blazing red on the Versace catwalk.



Before: model Coco Rocha's sheen-packed brunette just prior to going ginger

