

GREY ARE

→ It's the hair trend that shows no signs of stopping – unconventional yet flattering and, yes, sexy! Here's how to make this gorgeous shade work for you

WORDS KATE TURNER JONES

Grey. It's never been a word with exciting connotations. Grey clouds. Grey moods. Grey hair, on the other hand, has evolved into one of the hottest beauty trends around. And it has nothing to do with embracing our golden years. Celebrities such as Rihanna, Kylie Jenner and Ellie Goulding have all recently dabbled with silver, and designers from Chanel to Jean Paul Gaultier have sent models with grey hair down their catwalks. Type 'granny hair' into Pinterest and watch the screen fill with mesmerising styles. So when did grey become so gorgeous? 'Grey is a Nordic colour which feels very now,' explains hairdresser Mariano Ruiz, director of Flow&Co salon. 'Not only does it go with everything, but there's something magical and mysterious about grey hair.' And, while it's clear to see how silver hair is huge

with trendy young bloggers, the big surprise has been the increased demand from women of all ages. More salons are reporting women in their 40s and beyond opting for glam grey. So what's the draw for older women?

'Grey is unusual, which means it has bags of personality,' says Ruiz. 'It can add funkiness to a young woman, or enhance the confidence and elegance of someone older. Grey is a talking point and a conversation-sparker. It can soften you and make you seem intriguing.'

And perhaps there's a subliminal message at work here, too. 'Why is it men are supposed to get greyer and sexier, but women get greyer and older?' says Ruiz. 'It's nonsense. We're in a new era and this is brave beauty.' Glam grey explodes the notion that you should somehow blend into the background as you age. Look to Helen Mirren, Emmylou Harris, Diane Keaton and model Daphne Selfe for inspiration – sexy, charismatic grey goddesses all!

Hit the right tone

Tempted? There are a few guidelines to bear in mind if you're over 30. The first: don't try this at home. 'Grey is a tricky process best left to the professionals,' advises Francesca Attwood, colourist at John Frieda. 'Ask for a bold, all-over hue and steer clear of grey highlights,' she adds. 'There are no half-measures with granny grey! Choose white or platinum tones, as lilac can be ageing.'

An exaggerated 'natural' grey is a good starting point for the less-brave. Your stylist should help you pick a shade to flatter your skin tone. Softer off-white or slate shades will suit warm-toned skins, whereas cool-toned skins can carry off steely silver and metallic hues. As a general rule, Black or Asian skin tones look great with rich, darker shades and touches of violet or blue; avoid yellow undertones which can make you look sallow or washed out.

Hair condition is key, and why not think about a bold new style at the same time? 'Transitioning to grey is a two-stage process that puts the hair under significant stress and normally means you have to sacrifice length,' says Sian Quinn, artistic ambassador at Headmasters. 'Luckily, this colour looks amazing with a blunt bob or mid-length cut.'

Needless to say, grey has to look nourished and cared-for in order to be chic, so don't scrimp on the dedicated aftercare. ▶



STREAKING AHEAD WITH THE TREND

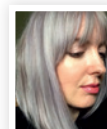
If you're after further proof that grey isn't just a shade best left for those in possession of a free bus pass, these three *healthy* readers reveal how it transformed their style for the better



Erin Hayhow, 25,
a freelance designer from Whitstable

'I've always admired grey hair on older women when

they wear it well. I was drawn to silver because it was bright but mysterious. I was also interested that something traditionally seen as ageing can look so stylish. My family and friends loved it! I pared down my fashion and make-up though, as the hair is a big statement. It's growing out now, but I loved being silver and would do it again in a flash.'



Rebecca Barnes, 39,
a journalist from London

'My hair started out as lilac but faded to grey. It's certainly had an impact, as

practically everyone comments on it. It makes me feel more current, plus it looks different in various lights. I'm not planning on maintaining full-on grey, even though people love it. I had fun with it while it lasted, but I'm really enjoying the resulting shade I now have. It's definitely made me reconsider my attitude to grey. I realise now it doesn't have to be ageing.'



Tabitha James Kraan, 46,
is founder of Tabitha James Kraan Organic Hairdressing

'Women should be loud and

proud about being grey. I started to grey naturally in my 20s and now enhance it by adding blonde to the ends, or strands of pink. I see women in my salon all the time who really "own" grey. It's about how you wear it – the cut, condition, your attitude. And there are more "natural" ways to get the look using dyes with reduced chemicals. It's a really beautiful style I can't see myself ever changing.' **H**

→ YOUR SILVER VIXEN TOOL KIT

WASH

A gentle, sulphate-free shampoo won't strip your hair of gorgeous colour. Our pick is *Australian Organics Shampoo for Dry, Coloured or Chemically Treated Hair*, £5.79*.



STYLE

The hemp seed oil in this spritzer will help your colour come alive. *North American Hemp Co Shine Spray*, £8.99.

CONDITION

A specialist product has pigments to rid brassy tones and give sheen. *Davines Alchemic Conditioner in Silver/Grey*, £18.25, is a great SLS-free option.



TREAT

Grey hair will be prone to dryness, so nourish it with a small amount of hair oil after every wash. We like *Dr Organic Moroccan Argan Oil Hair Treatment Serum*, £14.99.

