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HAIR COUTURE

L'Oréal Professionnel took a rather novel approach to raising Aids awareness by combining Hair Fashion Night with Colour For Life—a local fundraising initiative for the Malaysian Aids Foundation. If you were at Pavilion's Centre Court from 16th to 17th May, you might have also caught the launch of their new Style My Hair app. Enabling users to 'try out' the latest hair trends before actually committing to the shears, it's a pretty neat if not gimmicky app that is surprisingly fun to use. In addition, L'Oréal also collaborated with eight renowned local designers, such as Prof. Datuk Dr. Jimmy Choo, Dato Tom Abang Saufi, Eric Choong, Winnie Sin, Melinda Looi, Sereni & Shentel plus Samantha Lee. Each contributed a unique art piece that's printed on recycled bags for retail at RM30.