

Today's textured look has a more matte finish.



Kate Moss rocked shiny bedroom hair back in the day. LEFT: TIGI Bed Head Manipulator Matte, \$23; bedhead.com for salons.



## STRONG ROOTS

"It's not just the hair you have rolling out of bed—it's about a freer, sexier, more touchable style," says Anthony Mascolo, who put TIGI on the map in 1996 with a wax stick called Bed Head (inspired by a deodorant that Japanese kids were applying to their hair). The best seller spawned a namesake brand that was as famous for its bright, distinctive packaging (the story is that the hot-pink After Party pump was modeled after a microphone, even though it more closely resembles something you'd find at an adult-toy store) and cheeky names (Control Freak, Dumb Blonde) as it was for its devoted backstage following. Two decades later, the iconic '90s hairstyling brand has grown up, with four new formulas to complement its cult favorites. While every product is still created by professional stylists at Bed Head Studios in London, the 2014-era versions ensure you don't need pro skills to get the look.

## WORKING IT

From Miley Cyrus' platinum chop to Cara Delevingne's roughed-up mane, "everybody looks a bit edgier and cooler with bed head," says TIGI global creative director Nick Irwin. But what if you're not a pop star/supermodel? The look basically translates to hair with a little bit of shimmer and separation. Irwin recommends using a curling iron, then working a texturizing product into the strands for that edge-of-gritty feel. He also believes that "clean" bed head can work in the office: "Some of my clients are working women who have grown up with me and the brand."

## THE NEW GUARD

My beloved Self Absorbed shampoo may be discontinued, but new products like Manipulator Matte (a drier, waxier version of the original taffy-like Manipulator paste) and Flexi Head (a buildable, brushable alternative to the classic Hard Head hairspray) are poised to be heroes in a new generation of Saturday-night beauty regimens. However you want to achieve the model off-duty standard, just start conservatively—you can always add more product later. After all, "Bed head's not about hair looking unkempt or unclear," says Irwin. "It's an attitude." **mc**

# BED HEAD IS BACK

In the era of clean grunge, where hair gets texture from dry shampoo (not days-old grease), *NING CHAO* revisits an iconic '90s British hairstyling brand

**WHEN IT COMES** to bed head, there's the good (Brigitte Bardot in *...And God Created Woman*), the bad (Amy Adams in *Her*), and the dirty (Ethan Hawke in *Reality Bites*). So what's the secret behind the ideal artfully tousled style? Years ago, it started with TIGI's Bed Head products, and among my group of girlfriends, it was the fruity,

peach-colored Self Absorbed shampoo in particular that we all saved for special occasions (translation: Saturday nights). Add on an "I woke up like this"-style blowdry and hopefully Saturday would end with your head in bed next to a cute boy—and very little sleep. Bed head wasn't just a hairstyle; it was an aspiration.