

## BLOWOUTS: CITY GUIDE



### MIAMI

**Inspiration:** Salma Hayek

**Va-Va-Volume:** It's all about looking sultry-hot, not humid, in this town, so volume is big and frizz is the enemy. "Miami brings out the high heels and sexiness. Most girls get really dressed up, so hair must look done. At the salon, body and fullness are in demand," says star stylist Oribe, who owns a salon in the city. He suggests hot rollers to boost voluptuousness. "Do your makeup, and when the rollers cool down, take them out, flip your head upside down, and brush out the curls. If you look crazy, take a dryer and straighten the front a little. Hairspray keeps the style from fuzzing."

**Secret Weapon:** Oribe Imperméable Anti-Humidity Hairspray, \$38.



### CHICAGO

**Inspiration:** Kristen Stewart

**Straight Talk:** Women in the Windy City want sleek, straight hair, but because of the cold climate, a little tousle is inevitable. "Winters are pretty brutal in Chicago. Everyone's wearing hats, so blowouts don't have to be perfect," says Blade salon owner Linda Licocci. "The most important thing is to focus on the fringe strands around your face. People want easy, wearable hair. To smooth it out, I'll use a vent brush and then run a flatiron in an arcing motion to give a C-shape to the style so it doesn't look too flat." A touch of light pomade provides hold but keeps the mane mobile (so it can

bounce back from hat-head).

**Secret Weapon:** Pureology Dry-Shine HairStyler, \$22.



### MINNEAPOLIS

**Inspiration:** Angelina Jolie

**Crown Heights:** Dry, northern climates are ideal for glossy, frizz-free styles, but since hair can easily fall flat, the desired look has volume through the crown. "Women want a blowout that gives them touchable hair with movement and will last three to four days," explains Margaret Ayache, stylist at the Juut salon. Use a volumizer at the roots and a lightweight styling cream from the middle of your hair through to the ends. Then use a round brush to blowdry from the top down, lifting up at the roots to get volume. Restore root-lift the day after with a spritz of dry shampoo.

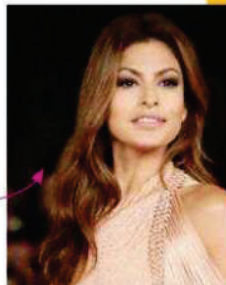
**Secret Weapon:** Aveda Phomollient Styling Foam, \$14.

### NEW YORK CITY

**Inspiration:** Eva Mendes

**Flawless Curls:** In NYC, it's a sin to look like you're trying too hard, but healthy, polished hair is a must. The preferred blowout is smooth on top with "loose curls at the ends that swing when you move your head," explains MariLynne Mele, a stylist at Blow Dry Bar. "Flowing waves look very natural." Keeping tension at the roots, use a medium round brush and twirl a 2- to 3-inch section of hair around it. Point the dryer at the twirl and gently pull the brush down and out of the hair. Do your whole head, and then scrunch a texturizer throughout to keep it from looking too done.

**Secret Weapon:** Beach Blow Texturizing Mist, \$8.



### WASHINGTON, D.C.

**Inspiration:** Anne Hathaway

**Prim and Proper:** Shoulder-length with a soft, feminine bend, the capital's signature style is less conservative than it used to be, but neatness is still on the agenda, according to local salon owner Ted Gibson: "D.C. isn't about the Nancy Pelosi helmet anymore, but everyone is still trying to fit in. It's not good to stand out too much in this town, so hair is never too sexy or too big. Having the soft wave is really important, and a shine cream helps control the frizz." Velcro rollers give moderate volume and bend but won't look overdone. After all, you don't want your constituents to think you spent all day at the salon.

**Secret Weapon:** Ted Gibson Tame It Shine Lotion, \$20.