

# editorial styling

Editorial Styling is a two-day look into editorial fashion and photography. Learn how the professionals execute editorial hair from classical to avant-garde. Participate in a professional photo shoot that the Aveda Advanced Academy has set up for you and take home your photographs to assemble your editorial portfolio.

Fashion, Runway, Photography

## learning objectives:

- Study the art of backcombing and the proper method for styling up hair
- Become skilled at dressing hair for photo shoots
- Achieve runway ponytails
- Learn how to pin hair for editorial looks
- Understand the fundamentals of editorial photo shoots
- Participate in an editorial photo shoot with a professional model and photographer
- Learn how to assemble your own editorial kit and portfolio

## what to bring:

- An open mind
- Sense of humor
- Hairpins, Bobby Pins and Elastics
- Tail Combs
- Large Combs
- 6 Duck Bill Clips
- Flat Brush
- Small, Medium, Large Round Brush
- Mason Pearson Bush
- Blow Dryer with Nozzle
- Curling Irons, tongs (sizes 1/4 to 2)
- Flat Iron
- Camera and Voice Recorders (Optional)
- Sweater, as room temperature varies



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