# Roksanda's London Fashion Week showcase highlights innovative hair styling inspired by sculpture



London's fashion scene witnessed a transformative moment at the latest London Fashion Week, with Roksanda's showcase drawing significant attention for its innovative hair styling. The event, held in the heart of the capital, showcased the prevailing trends that are expected to shape the fashion landscape in the coming year.

The standout element of the presentation was the hair styling concept developed by Anna Cofone, a stylist with Authentic Beauty Concept. Cofone revealed that the inspiration for the hair design stemmed from the works of British sculptor Phyllida Barlow. “The inspiration for this look was a British sculptor called Phyllida Barlow,” she explained, highlighting the artistic direction behind the looks presented on the runway.

The hair design featured a semi-looped ponytail, intended to mimic sculptural forms. Cofone described the approach as embracing a “dual texture”, combining a sleek, gelled outline with a more relaxed, broken-up texture. The products used included the Cosmic Blowdry Jelly to create the initially defined shape and the Glow Spray Serum for added texture. Cofone emphasised a contemporary trend of minimising heat damage in hair care, noting that only a hairdryer was used to set the style before models graced the runway.

In an interesting turn, the hair design underwent last-minute adjustments to align with the collection's aesthetics. “Roksanda had these big shapes around the neck, meaning where we originally had most of the girls in the looped ponytail, they realised that wouldn’t work. So we changed that and brought it into a really beautiful low ponytail,” Cofone remarked. This shift not only enhanced the overall presentation but also highlighted the dynamic nature of fashion shows.

The culmination of this trend indicates a move away from the tightly controlled, slicked-back hairstyles that dominated the previous year's runways, signifying a shift towards more relaxed and casual looks. The wet look hair trend, characterised by the use of gels, creams, and leave-in masks, continues to gain traction in everyday styling as well, reinforcing its importance in modern haircare routines.

As London Fashion Week progresses, it becomes evident that the interplay between fashion and art remains a focal point, with Roksanda's sculptural silhouettes complemented perfectly by the thoughtfully crafted hairstyles, marking a notable evolution in the 2024 fashion narrative.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://jtdapperfashionweek.com/2024/09/17/roksanda-spring-summer-2025-at-london-fashion-week/> - This URL supports the claim about Roksanda's Spring/Summer 2025 collection at London Fashion Week, highlighting its inspiration and design elements.
2. <https://www.stylist.co.uk/beauty/hair/best-bob-trends-london-fashion-week/865107> - This article discusses the trending hairstyles at London Fashion Week, which includes polished and sleek looks, aligning with the broader fashion trends mentioned in the article.
3. <https://www.google.com/search?q=Phyllida+Barlow+sculptor> - This search result provides information about Phyllida Barlow, the British sculptor mentioned as an inspiration for the hair styling concept at Roksanda's show.
4. <https://www.authenticbeautyconcept.com/> - This URL is related to Authentic Beauty Concept, the company associated with Anna Cofone, the stylist behind the innovative hair designs at Roksanda's event.
5. <https://www.google.com/search?q=London+Fashion+Week+2024+trends> - This search result provides general information about the trends and highlights from London Fashion Week 2024, supporting the broader context of fashion trends discussed in the article.
6. <https://www.google.com/search?q=wet+look+hair+trend+2024> - This search result supports the claim about the wet look hair trend gaining traction in everyday styling, as mentioned in the article.
7. <https://www.independent.co.uk/life-style/fashion/roksanda-british-b2703196.html> - Please view link - unable to able to access data