

**BED
HEAD**
TIGI®

TAIWAN

STREET STYLE

On a recent visit to the TIGI Academy, Taipei, Anthony Mascolo worked closely with the Asian TIGI Creative Team, led by Ralph Boss, on a street-style conceptual shoot on 'real models'.

Working with TIGI photographer Alex Barron-Hough and his own team from London: Joshua Mascolo and Gen Itoh, Anthony led the 'local team'; -hairdressers: Yuki Hsu, Sean Lu, Cameron Li, Moby Chang, Linda Huang and colourists: Andy Cheong, Ella Wang, Ring Cheng, Erica Su, Jovi Ma, Amber Fang and Eddie Chang.

The resulting collection of strong, textured looks showed an overall feminine power with distinct colours that defined the shape. There was a strong reference to some of Anthony's most iconic haircuts, styled and finished using Bed Head products.

"Working with the Team in Taiwan was a great experience. The street-casting was amazing. We had a really great selection of models and the resulting shoot was fantastic. It's also fantastic to see how Bed Head products perform equally well on Asian and European hair."

- Anthony Mascolo



For further information please contact:
www.bedhead.com

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YUNZI



CUT: Gen Itoh
COLOUR: Amber Fang

- Products Used:**
- ON THE REBOUND™
 - SUPERSTAR QUEEN FOR A DAY™
 - OH BEE HIVE!™
 - HARD HEAD™
 - HEADRUSH™



Inspired by the Cavallo, a hair cut created by Anthony Mascolo in the 80s & a 'colour trip' acid-house music influenced colour linking cut and colour together for an 'of the moment' look.

RANDI



CUT: Linda Huang
COLOUR: Ella Wang

- Products Used:**
- SMALL TALK™
 - SUPERSTAR QUEEN FOR A DAY™
 - FULL OF IT™
 - HEADRUSH™



Infusing inspirational ideas taken from Japanese modern culture, a perfect bob was created with a soft colour palette inspired by quartz and coconut milk.

CRYCRY



CUT: Cameron Li
COLOUR: Erica Su

- Products Used:**
- EGO BOOST™
 - AFTER PARTY™
 - BIG HEAD™
 - FULL OF IT™



A sensual punk with a futuristic feel, takes reference from 90s Asian street fashion and Korean pop culture.

KOBAYASHI



CUT: Eddie Chang
COLOUR: Ella Wang

- Products Used:**
- PURE TEXTURE™
 - FLEXI HEAD™



This skater-boy, modern hippy has the ultimate laid-back street-style Bed Head look.

All products Bed Head & Bed Head for Men
Colour: TIGI copyright@olour & Bed Head Colour Trip
Photography: Anthony Mascolo & Alex Barron-Hough
Makeup: Bill Liu
Styling: Yenlin

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