



LOVE IS IN THE HAIR

Men's Hairdresser of the Year Jonathan Andrew is here to help you look the part this Valentine's Day...



MEN'S ROOM

It's that time of year when romance really kicks off and Valentine's Day means many a date night for the guys so it's important to get your hair looking spot-on for the love in your life.

LOOK THE PART

I see Valentine's hair working best as a slight variation of a red carpet look with a softer finish. You don't want to look too try-hard so make sure you incorporate some texture or volume into your style so it's not too 'done'. Working backwards, you need to strike the right balance. Some guys do too little and the style won't last all night. Read on for my guide to looking fresh this Valentine's Day.

LONGER HAIR

Bradley Cooper has had so many different styles but I think his most famous and copied is that longer textured style (think *The Hangover*). This look is so versatile in my opinion, great for those growing out their hair, or those that have a curlier texture. Mist is some MR. Sea Salt Spray and blow-dry back with slight volume throughout the front. Don't worry about fully drying the hair, as you can overdo it. Use a little MR. Paste and work from the back to the front of the head, before lightly brushing into shape and holding with some MR. Fix Spray.

SHORTER HAIR

With shorter hair it can seem like there isn't much that can be done, but don't be fooled. There are so many options here in terms of what you can achieve from messy texture to a more groomed finish. Ryan Gosling is a great example of how short hair looks great as he sits bang in the middle of cool and smart - keeping hair a little longer and textured (but slightly tapered on the side) gives the opportunity for you to play around with the look. I'd suggest opting for a parting with this cut as it keeps the hair flatter and looks groomed but carefree at the same time. Use some



Matrix Smooth Setter and blow-dry damp hair backwards and away from your preferred parting then lightly lift from the roots with some Matrix Matte Definer or MR. Gel depending on your desired finish. Another notable mention here is Ryan Reynolds, his recent shorter looks have garnered attention and I think it's a great option for guys with curlier hair or simply wanting a more textured, less formal look. Achieve this by applying some Matrix Mineral Booster and blow-drying and finishing MR. Wax, working into the roots of the hair and styling into shape, leaving you with a light gloss finish.

UNDERCUT

Look to David Beckham as your inspiration here - he was one of the pioneers of this undercut style that so many guys have

coveted. Again, a very versatile shape as you can work with your natural texture to get a really soft finish or blow-dry into shape for a groomed and polished look. Use some Matrix Grip Definer in damp hair and blow-dry the hair back with as much lift as possible. Aim to make your hair almost comically big so that you can flatten and mould into shape - too little and the style can fall apart. Once dry, lightly brush your hair back. If you still need more volume, just lightly backcomb the roots at the front to help. If you need more texture in your hair, use some Matrix Matte Definer and massage into your roots, styling with your fingers for definition. For a groomed look, use some MR. Paste in your hair and slick back with a comb, holding into place with some strong-hold hairspray.



AND THE WINNER IS...

Ahead of awards season, Hair sent new recruit, Tim, to present Jonathan with his hair AWARDS trophies for Best Men's Hairdresser and I Want His Hair. Jonathan said: 'It was amazing to receive my awards from Hair. It was huge personal achievement for me to win two awards and to now have them on display in the salon for all our clients is just an awesome feeling. Hopefully this time next year, I'll be able to add some more!'



STYLE SOS: HOW TO ACHIEVE DATE NIGHT HAIR THIS VALENTINE'S DAY

So, it's come around again - the most romantic night of the year! On this night, of all nights, you must look on-point. And



nothing says: 'What a great guy,' like good hair. Fear not, Nick Gibbens, male grooming expert at The Bluebeards Revenge, has put together some top tips on styling your hair for date night...

Get a trim: Make a date with your barber a few days before your other date to make sure your hair is tidy. Most blokes will have the same idea though, so it's likely to be busy the week before Valentine's night. Give yourself extra time.

Softly does it: At the end of the evening, your girlfriend will (surely) be running her fingers through your locks. Make sure your mop-top is soft and supple by rinsing through some conditioner after you shampoo.

Less is more: Try not to use too much product when styling your hair. You risk looking like a grease-ball in those all-important photos. A little Matt Paste goes a long way!

Seal the deal: If you've never used hairspray before, now is the time to steal a squirt from your better half. This will help seal your hairstyle in place ensuring it doesn't fall out of place half way through dessert.

Don't experiment: Stick with a tried and tested style that you've done time and time again and that you know suits you. Now is not the time to be mixing things up. You risk disaster and humiliation.

Scent with love: A spray of your favourite Eau de Toilette on your hair will pack an extra punch of manliness when she leans in for a hug.



TIP FROM THE TOP

JONATHAN LONG AT LOCKONEGO LONDON SAYS...

'Men seem to wash their hair too often and I believe that, whilst always rinsing your hair thoroughly so you are clean, you don't need to use shampoo as often as you think, as it takes out the natural oils which help make the hair more malleable and less fluffy. Try to shampoo only once a week and see how you get on.' Jonathan is currently the UK ambassador for Redken's HEATCURE and one of the most sought-after celebrity hairdressers in London. Jonathan has an ever expanding following of clients, including dapper gents Kelly Jones and Brian McFadden.

IN-SCENTS

February's must-have fragrances



Paco Rabanne 1 Million Prive 100ml, £66



American Crew Win 100ml, £35



Bulgari Aqua Pour Homme 100ml, £66



John Paul Gaultier Le Male Essence 125ml, £73

IN THE MAN DRAWER

HAWKINS & BRIMBLE ELEM & GINSENG MOLDING WAX 100ml, £8.95

AMERICAN CREW REVITALIZING TONER 150ml, £12.95

FIT ACTIVE SHAMPOO 250ml, £15

REUZEL PIGS CAN FLY TRAVEL BAG, £19.99

DAIMON BARBER WAX POMADE 100g, £20

THE BEARDS ROCK COLOURING BOOK, £14.99