

Get the look: '90s polished, Parisian ponytail at Maison Atia A/W23

Hairstylist and colourist Jennifer Covington-Bowers breaks down this Parisian ponytail look created for Maison Atia's A/W23 collection at New York Fashion Week



As faux-fur fashion elegantly collided with the lavish luxury of the Baccarat Hotel NYC, [Hairstory](#) brand stylists Wes Sharpton and Derrick Keith worked alongside [Jennifer Covington-Bowers](#) as she led the hair team for Maison Atia's A/W23 presentation at NYFW in February.

The team had the Hairstory range of styling products on hand to create the look. "For the Maison Atia preview, we worked to create looks that complimented the A/W23 collection with hairstyles inspired by '90s Paris," said Jennifer. "The hair look was a high-shine polished ponytail with a centre part."



Get the look

Step one: Protect hair from damage by using the Hairstory Dressed Up Heat Protection Lotion.

Step two: Blow-dry the hair smooth and separate into a centre part.

Step three: Once the hair is parted, rub Hairstory Hair Balm in the palms of your hands and smooth over the entire head.

Step four: Brush into a low ponytail and secure with a grip.

Step five: Complete the look with a high shine finish by using a few drops of Hairstory Hair Oil in your hands and smooth over the top of the head and along the ponytail.

