



Model hair created by Cream's Scott Smurthwaite and Dean Brindley at the Alex Mullins runway show

Back to the Seventies

TWO Gloucestershire hairdressers were at London Fashion Week Men's to work on a top designer's runway show. Cream's managing director Scott Smurthwaite and artistic director Dean Brindley styled models' hair for Alex Mullins' collection.

Alex, 29, worked with the late Alexander McQueen, Diane von Furstenberg, Jeremy Scott, Dirk Bikkembergs and Kanye West before he graduated from Central St Martins in London.

There, he was nominated for the prestigious L'Oreal Professional Young Designer of the Year Award before going on to complete his MA (Menswear) at the Royal College of Art.

He launched his eponymous label in 2014 and is now stocked by luxury stores across the world, including 10 Corso Como in Milan, Shanghai and Seoul, and Joyce in Hong Kong.

Alex is heavily influenced by his childhood in south London, he recently told W magazine, watching VHS videos under fluffy blankets with his parents.

And it's this kicked-back, "home-made" lazy Sunday narrative that's inspired his autumn 2017 menswear collection, which was on the runway at the British Fashion Council Presentation Space in The Strand.

One of the New Generation designers, Alex is one of British GQ's designers to watch in 2017.

Other runway shows at the four-day fashion showcase are led by

Vivienne Westwood and Christopher Shannon, along with high street names like Barbour, Topman – for whom Oasis frontman Liam Gallagher's son Lennon is modelling – and River Island.

"Alex's collection had a huge Seventies influence with a loose and very oversized fit," says Scott, who, with Dean, spent hours prepping models backstage for the runway show.

"Large, bold simple prints and colours combined with heavy fabrics dominated the show.

"Lots of exaggerated, random pocketing detail combined with heavily patterned headscarves and hats gave his collection a fresh approach – while keeping a foot firmly in the bell bottom era.

"Hair, of course, had to follow suit and we were given a brief of exaggerated Seventies iconic looks, combined with a modern twist.

"We achieved this by using clashing textures and dramatic movement.

"It was a challenging brief, but it was great fun to push our creative knowledge in new directions."



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