



BACKSTAGE WITH KEVIN.MURPHY AT MELBOURNE FASHION WEEK

It has been an honour of KEVIN.MURPHY to be their 18th season as the Official Hair Partner of Melbourne Fashion Week (M/FW) 2021. Throughout the M/FW, you will see the city of Melbourne come alive with over 250 designers showing across 15 runway shows. The Melbourne Fashion Week kicks off with the official opening show, Secret Garden Runway, sponsored by Vogue Australia Designers featured include Alemais, Aje, Akira, Asiyam, Ginger & Smart, LEO LIN, Helen O'Connor, MAARA Collective, nevenka and Ngali.

This year KEVIN.MURPHY's Co Hair Directors on the ground Wade Blackford and Xeneb were joined virtually by Kevin Murphy to create the looks over the week.

"I'm so honoured for KEVIN.MURPHY to be involved in such an incredible event for the 18th year in a row. This year we see a focus on working with a diverse range of beautiful models and we are working with their natural hair textures." - Kevin Murphy

The week opened with spring florals and romantic windswept waves at Secret Garden, followed by a natural statement at the Plaza Ballroom. Models swayed down the Aquarium runway as if they had emerged from the sea, with glossy, wet hair and for the finale we honoured models' individuality and uniqueness enhancing their natural hair textures creating effortlessly, un-done looks in the Queens & Collins closing runway.

For more "Get the look" tips from Kevin's team, please visit WOORAILOORA's [blog](#)

