



ALL THE FUN OF THE FAIR

SPORTING
highlightsRUBY WARRINGTON
for thelondonpaper

AS THE days are getting lighter, so are the most fashionable heads of hair. Lily Allen's decision to go peroxide this week is only the latest in a string of indicators proving blonde is back in a BIG way this season.

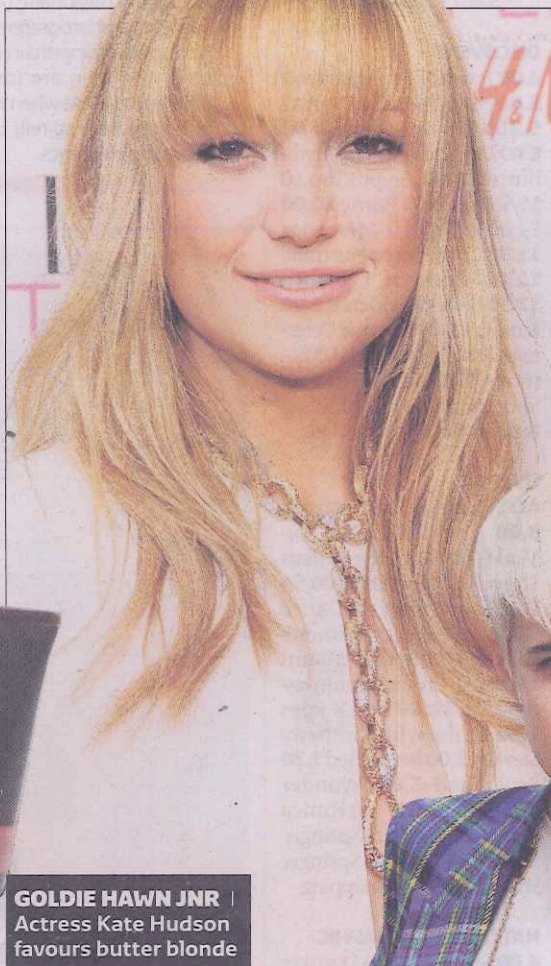
From Prada, Gucci and Miu Miu to Chanel, Tods, Valentino and YSL, flaxen-haired models have stormed the runways, while celebrity blondes are having all the fun – be it Duffy in the charts or Katherine Heigl being hailed as Hollywood's new crush.

But before you reach for the bottle, we suggest you select your shade carefully, for

not just any blonde will do. Below, Nicola Clarke, creative colour director at John Frieda, talks us through the hottest trends – and what will work for you.

And, of course, new hair needs new make-up. As luck would have it, Lauren Hershenson, in-house make-up artist at Harvey Nichols, has just launched a service called Colour Me Mine – a three-hour make-up session for women experimenting with a new shade, complete with a transformation at the hands of their colourist Sibi Bolan.

For those wedded to their brunette, however, roll on autumn, when fashion is set to fall hard and fast under its spell once again...

GOLDIE HAWN JNR |
Actress Kate Hudson
favourites butter blondeTHE HIGHLIGHTS
OF HUDSON**Best for:** Pink-toned complexions**Ask for:** Butter-blond highlights**Nicola says:** "This is a much more natural look.

Ask your colourist to work some mousy tones in with the blonde to stop it-looking brassy."

Lauren's make-up tip: "Any soft pastels will work with this, and they're great for summer too. Becca does a Beach Tint (£19) for lips and cheeks which is waterproof and tastes good too."

thelondoncompetition

Tell us your gossip

GOSSIP GIRL
SERENA

US hit *Gossip Girl* is on ITV2 every Thursday. It's all about the scandalous lives of privileged Manhattan prep school teens. *Gossip Girl* is the mysterious blogger who keeps the world up to date with the latest news.

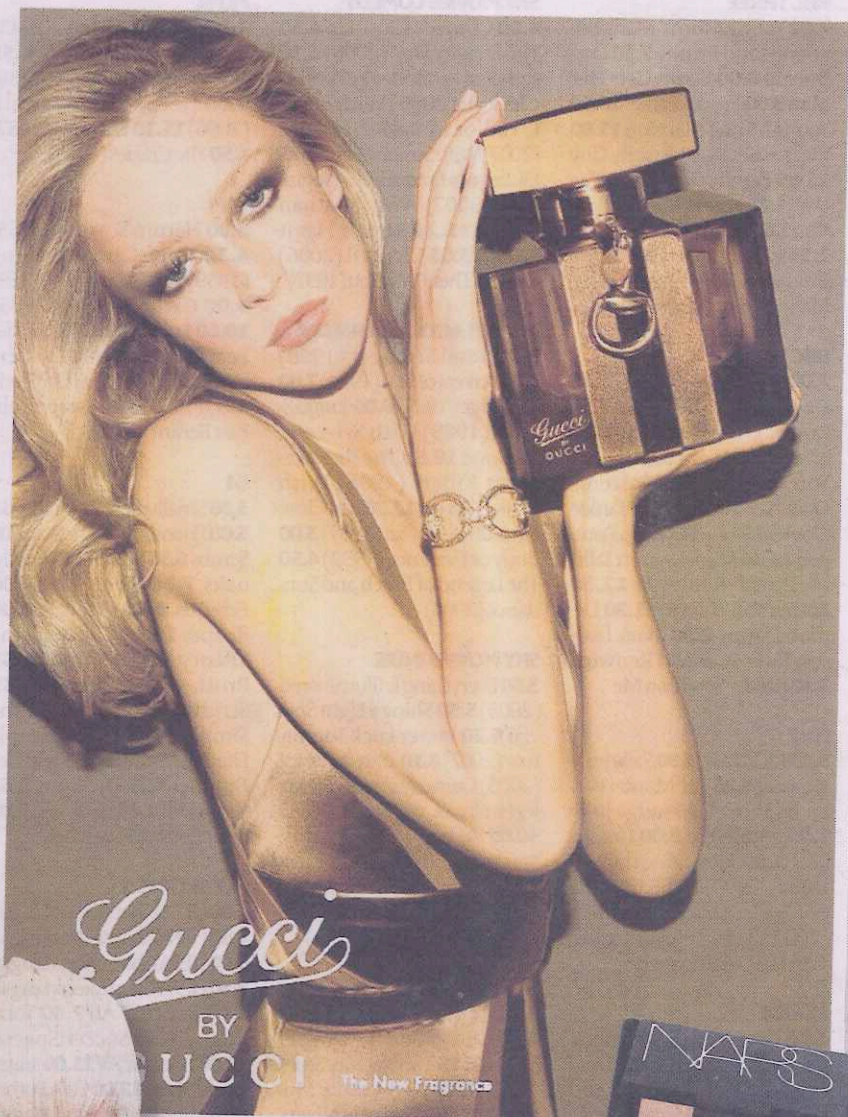
Now we want you to send us your best gossip for a weekly column on a Thursday, the same day *Gossip Girl* is aired on ITV2.

Text GOSSIP followed by your juicy bit of gossip to 88855 for the chance to win an exclusive *Gossip Girl* goody bag.



HOW TO ENTER

Terms and conditions: Texts cost 25p plus your usual network rate. Winners will be selected at random from all entries received by 10pm on 9 April 2008. If you text in after the closing date/time of this competition you will not be entered but you will still be charged. Entrants must be over 18 years of age and a UK resident. For full terms and conditions visit thelondonpaper.com/competitions. *Messages printed are subject to the editor's discretion.

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GUCCI-GIRL GOLD

Best for: Olive-toned or tanned complexions**Ask for:** A rich "golden syrup" shade**Nicola says:** "This is my favourite blonde this season. It's real Rapunzel hair but avoid it if you've got any pink notes in your skin tone."**Lauren's make-up tip:** "Go for fresh coral or peachy tones. NARS eyeshadow in Faith (£15) works really well as it's sheer rather than being a statement colour. Neutrals are also an option."

CARE FOR YOUR HAIR

NICOLA CLARKE'S top tips for keeping your bleach job beautiful:

Don't overstyle your hair. Let it dry naturally sometimes and always use a wide-toothed comb.

Buy shampoo for blonde hair and use a treatment instead of a regular conditioner. Lavender shampoos prevent blonde hair looking brassy.

Treat hair to a mask once a week. If your hair's fine, try an oil-based mask, otherwise opt for a rich cream.

John Frieda's Sheer Blonde**range, designed****to keep blonde****hair salon-sparky.****Shampoo and****conditioner, £5.49 each,****and tone-booster, £6.99**

BLEACH LIKE YOU DEYN IT

Best for: Youthful complexions**Ask for:** A classic platinum blonde**Nicola says:** "This is a severe look and certainly not for the faint-hearted. You need great skin to carry it off. Anybody over the age of 26 will have to wear a lot of make-up with this shade."**Lauren's make-up tip:** "You could be really bold with this – a strong lip and simple eye would work well. I really like a vibrant pink for the summer, like Shu Uemura's PK338 (£16.50)."