

Colour Theory

*Make an
unforgettable and
colourful style
statement with
your fashion and
your hair.*

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THE CHALLENGE

Quentin Tecumseh Collier is one of three design Fellows from The Suzanne Rogers Fashion Institute (SRFI) who participated in the Nutrisse Ultra Color Challenge with *FASHION* and Garnier. Each designer was assigned a colour from the Garnier Nutrisse Ultra Color line that had to be incorporated into his or her design. Tecumseh Collier's hue was 462 Tempting Raspberry.



BEFORE



THE MODEL

Maude Perreault often spent her free time after school dressing up for photo shoots with her friends, but she was surprised when an acquaintance encouraged her to be a model. The 20-year-old Montrealer visited Ema Models when she was 18 and was signed within five minutes of walking through the door. A week later, she was shooting campaigns for Simons. Perreault had never dyed her hair before the Garnier Ultra Color Challenge, but she's loving the assertive confidence that red hair brings to her look. Now she's ready to pair the look with all-black outfits—just like Jennifer Garner's revenge-bent superspy character, Sydney Bristow, in *Alias*. "It's cool because I never would have done it myself," she says.

For BTS and how-to videos, go to FASHIONMAGAZINE.COM/ULTRACOLORCHALLENGE.

THE PRODIGY

If Quentin Tecumseh Collier could be described in one word, it would be "precocious." The boy wonder first began staging fashion shows in the sixth grade, and by high school he had graduated to designing two collections a year. His interest in fashion stems from an early love of playing dress-up. "I basically grew up in drag," he says with a laugh. Tecumseh Collier also studied ballet but turned to fashion after three members of his extended family passed away when he was 11 years old. "After that, I switched gears and focused all of my energy on making clothes and making women beautiful," he says. Fashion was also an escape for a boy who never felt like he fit in. "It became an outlet for me to be who I wanted to be," he recalls. "I found it so liberating that I just devoted my entire adolescence to it." In 2015, the 20-year-old designer, who was born in Kamloops, B.C., enrolled in Ryerson University's Fashion Design program. Tecumseh Collier says that he now focuses on quality versus quantity. "Rather than designing an entire collection, I focus my time on making one thing beautifully," he says. For the Ultra Color Challenge, he wanted to capture the emotion that the colour red evokes. "Red hair is a very public affirmation of identity," he explains. "It's transformation." The heart is also central to his design, as it reflects the hate, the anger and the love that are essential experiences in life. Tecumseh Collier adds that his designs mirror his own life. In this case, the heart represents the fact that he's madly in love. "It's been an experience," he says, smiling. "First love, 20 years old, life changing. Yeah, the heart is a very robust and tender thing. I'm slowly learning that."

GET THE LOOK RED



THE SHADE

Garnier Nutrisse
Ultra Color
462 Tempting
Raspberry



THE GARNIER HAIR EXPERT "Red hair makes an amazing statement," says Roger Medina, Garnier's hair expert. "It's not for anyone who wants to be a wallflower, though, because you're going to be the centre of attention!" If you're considering going red (or any other colour), here are Medina's **TOP TIPS**: **1.** Perform a patch test on your skin up to 48 hours before dyeing your hair to ensure you're not sensitive to the product. **2.** Apply the conditioner that comes in the box to your hairline so it acts as a barrier between the dye and the skin on your forehead. **3.** Don't apply colour to the roots first. The heat from your internal body temperature will process the dye more quickly and you'll end up with brighter roots.



THE MODERNIST

Stephanie Moscall-Varey didn't grow up wanting to draw patterns and drape fabrics; she wanted to be a genetic scientist. The 24-year-old designer from Port Dover, Ont., had her eureka moment when she was lying in a hospital bed recovering from meningitis during her last year of high school. "Instead of spending time in a lab, I knew I wanted to do something I was truly passionate about," she says. True to her word, Moscall-Varey enrolled in Ryerson University's Fashion Design program and graduated in 2015. In 2016, she was tapped by Vancouver Fashion Week to produce a collection while holding down a full-time job as a technical designer at the Abercrombie & Fitch HQ in Columbus, Ohio. "I worked all day and then went home and worked until one in the morning," she recalls. "I calculated that I spent the same amount of time at Abercrombie that I did on my collection." The result was a delicate womenswear collection featuring organic lines and botanical patterns rooted in the geography of Canada. Winging it wasn't an option for Moscall-Varey, who brings a scientific rigour to her design process. In 2015, she created a dress for the Italian Contemporary Film Festival design competition that was inspired by the "La Colita" dance in the film *The Great Beauty*. Before creating the dress, whose silhouette was highlighted by the dance steps, she learned the dance and videotaped herself performing it so she understood how the dress needed to move. "I set goals that could be considered unrealistic," she says with a laugh. "But I'm always determined to accomplish them." Her next big goal: working for McQueen!

BEFORE



THE MODEL

Anne-Claire Sauret went into modelling because she wanted to have an envy-inducing lifestyle that involved glamour, adventure and some travel. She sent her photos out to various agencies and was eventually signed by modelling agent Chantale Nadeau. In the one year she's been working, the 20-year-old Montreal-based model has sported five different hairstyles. Going from brown to blond for the Nutrisse Ultra Color Challenge didn't faze her. With her short, spiky 'do, Sauret feels like "a badass" and resembles a platinum version of *The Girl with the Dragon Tattoo*. Now when she looks in the mirror, Sauret sees "a person who accepts who she is and isn't afraid to do bold things."

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GET THE LOOK **BLOND**

THE SHADE

Garnier Nutrisse Ultra Color DB Intense Bleach



THE GARNIER HAIR EXPERT

"Blond hair—especially when you have a pixie cut, like Sauret—always conveys a cool-girl vibe," says Roger Medina, Garnier's hair expert. "It's so chic and so powerful." If you're considering going blond, here are more of Medina's **TOP TIPS**: **1.** If you're lightening your hair, don't shampoo it for at least 24 hours beforehand as your natural oils will block any irritants from reaching your scalp. **2.** Colour your hair in a room-temperature environment. If it's too air conditioned, your hair may not process the colour evenly. **3.** Using purple shampoo once or twice a week will revive the brightness and tonality.

THE CHALLENGE Stephanie Moscall-Varey wanted her bleach blond-inspired outfit to resemble grass undulating in the wind, so she nailed fabric samples to a tree in her parents' backyard before deciding she liked the breezy movement of the 101-centimetre-long fringe best. Moscall-Varey, who is also passionate about science, wanted the fringe to resemble the movement of cells.





THE CHALLENGE "My piece for Garnier is a coming-of-age story," says Alexandra Armata. "It has elements that are iconic to a specific time in your life when you're transitioning from being seen as a girl to being seen as a woman." Armata incorporated sequins (as a nod to a prom dress: "a cheesy but quintessential eveningwear fabric"), a deconstructed leather jacket ("It reminded me of my first moto jacket, which made me feel like a badass") and a bra top ("Women wear bras and girls don't!") into her design.



THE MAXIMALIST

Alexandra Armata was always interested in art, but after she saw *Savage Beauty*, the Alexander McQueen design retrospective at the Metropolitan Museum of Art in 2011, she knew fashion was her mission. Before she and her father drove to New York to visit the exhibit, she read about it and memorized all of the details about the pieces. “At the end of the show, my father said, ‘You should definitely study fashion,’” recalls the 24-year-old designer, who was born in Scarborough, Ont. “I think that was the biggest moment because it felt like I had my parents’ permission, which was important to me.” Armata graduated from Ryerson University’s Fashion Design program in 2016 and was nominated for an award in the Fashion Design Student category at the Canadian Arts & Fashion Awards. She was also a finalist in New Zealand’s iD Emerging Designer competition, and she has worked as a contract designer for Vejas Kruszewski, the Canadian wunderkind who won the prestigious—and lucrative—LVMH Prize last year. When she worked with Kruszewski, Armata helped create the wardrobe for Drake’s Summer Sixteen tour. Her handiwork has graced the superstar Canadian rapper and, by association, come in close contact with Rihanna. Armata spied a photo taken of Drake grinding on Rihanna while wearing Vejas denim. She couldn’t believe it. “Rihanna’s ass touched the jeans I made,” she says. “It’s amazing.” Though her approach to design is thoughtful and intellectual, Armata sometimes finds that her best work comes when she improvises. “As much as there’s that understructure and there’s a sketch and it’s planned, I want a part of the design to be spontaneous,” she says.

BEFORE



THE MODEL

On her 13th birthday, Abigail Pew was enjoying brunch with her family at the Dundas Street Grille in Toronto when a photographer suggested to her parents that she be a model. Pew did eventually sign up with an agency, and she is now a working model.

For this assignment, Pew says she was a little nervous about going violet but loved her new colour as soon as she saw it. “It’s kind of punk rock,” she says with a smile. Pew resembles a modern Edgar Allan Poe-esque heroine, and the hue isn’t too far of a departure from her raven locks. Now that she has experienced an offbeat hair colour, she says she is more open to adventurous shades.

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GET THE LOOK VIOLET



THE SHADE
Garnier Nutrisse
Ultra Color 326
Deepest Violet



THE GARNIER HAIR EXPERT “Violet hair is beautiful yet impactful,” says Roger Medina, Garnier’s hair expert. “It complements almost every skin tone.” If you’re considering going violet, or any other colour, here are more of Medina’s **TOP TIPS**: **1.** Before colouring, place a towel on the surface you’ll be working over. Have wet wipes nearby in case you spill anything. **2.** Leave your hair down while the colour is processing. If you put it in a bun, the dye will pool and you will end up with uneven colour. **3.** Use a wide-tooth comb to spread the dye evenly in your hair. **4.** Rinse your hair with cool water. This closes the cuticle, locks in the colour and adds shine.