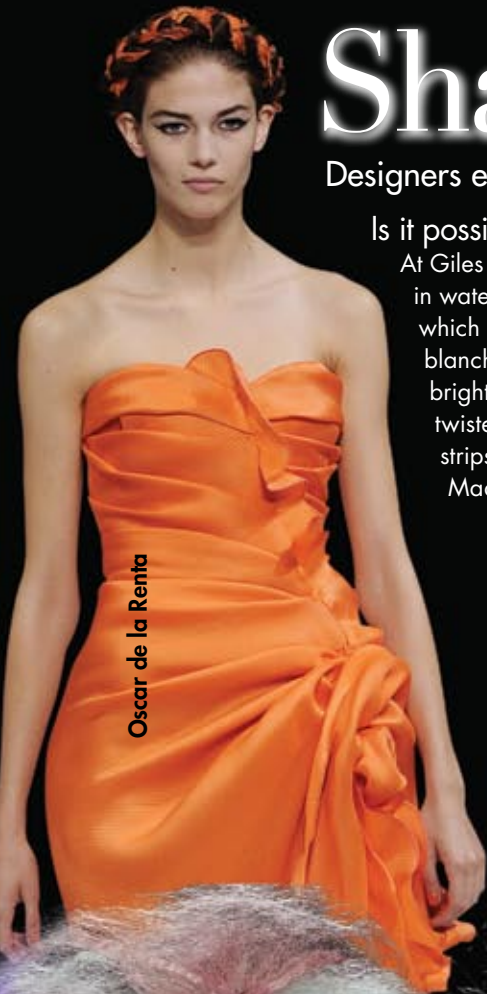


Shades Insistent

Designers embrace the latest chroma crazes for tresses.

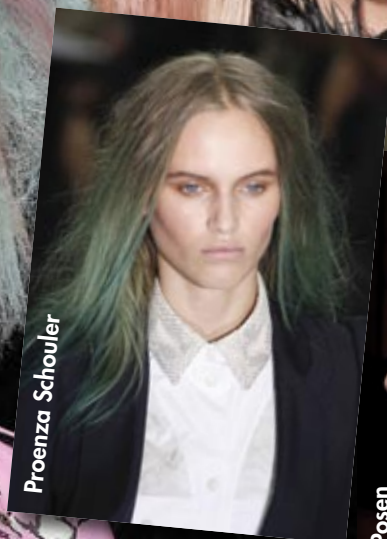
Is it possible that the Kool-Aid color craze of the '70s is having a resurgence? At Giles Deacon and Proenza Schouler, locks that are seemingly dip-dyed in watery hues, such as turquoise, emerald and pink, tone down shades, which lends an auroral effect that's quite brilliant despite intentional blanching. Skipping the temporary dyestuff, noncommittal rainbow-bright extensions are front and center (Jeremy Scott) or discreetly twisted (Zac Posen) to command hue-tiful impact. Equally chromatic: strips of colorful fabric braided into plaits at Oscar de la Renta. Made in the shades, indeed. —KLF



Oscar de la Renta



Jeremy Scott



Proenza Schouler



Giles Deacon



Zac Posen



Giles Deacon