



Backstage Beauty

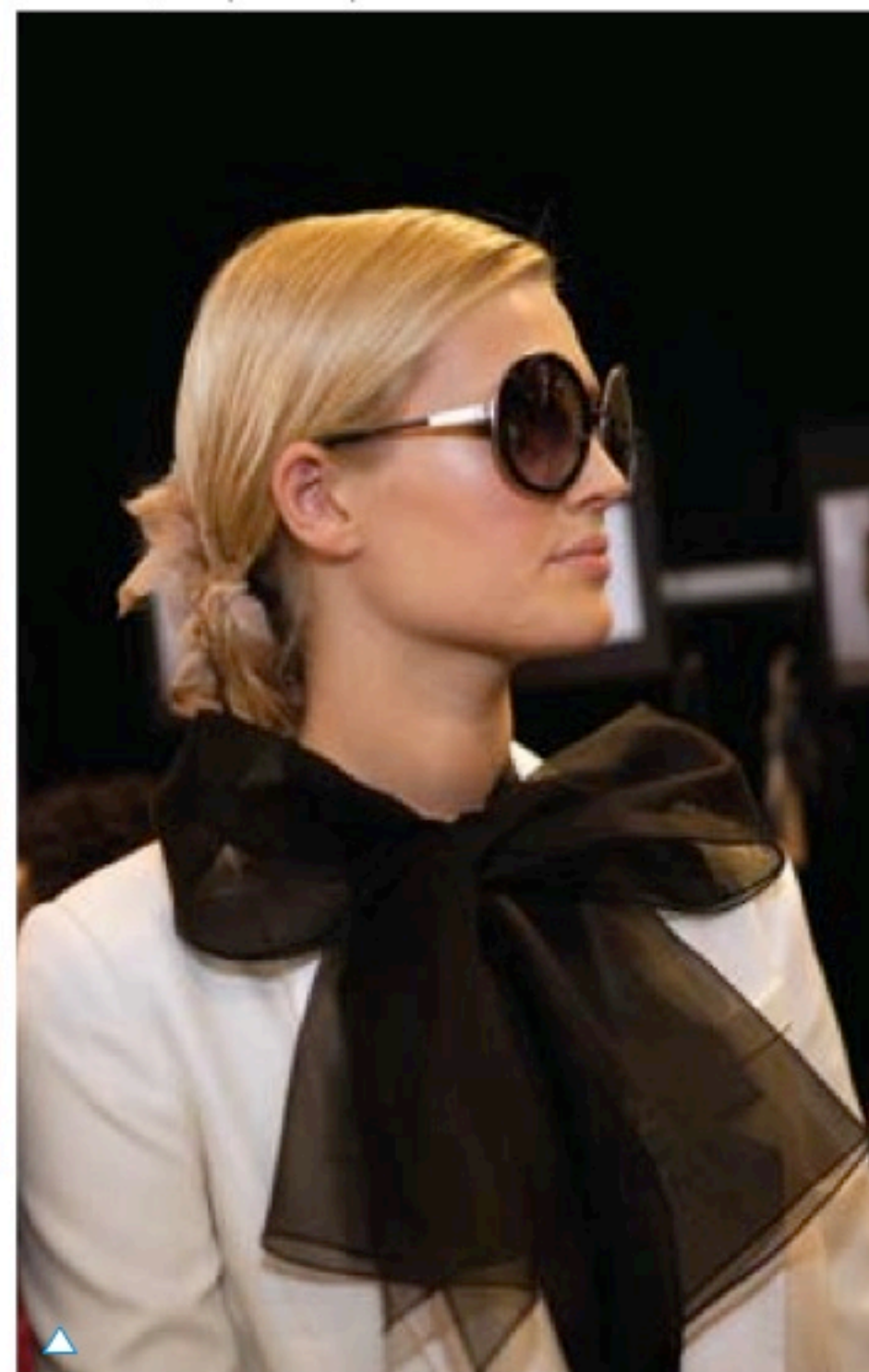
Aveda styles Rodarte, Christian Siriano and others at New York Fashion Week.

by mary o'regan

Roughly 30 Aveda stylists from salons around the world are off to New York this month for Fall Fashion Week at Lincoln Center. The Blaine-based beauty powerhouse is styling hair for Rodarte, Christian Siriano, Jason Wu, Sophie Théallet and ORGANIC by John Patrick. Per Aveda's "Green Backstage" initiative, designers must follow strict environmental guidelines: Fur is not allowed in the collection; all drinking water must come from the tap in reusable bottles; food must be organic or locally sourced; and printed materials must be made with recycled paper. We rounded up photos of Aveda stylists at work during last season's Fashion Week to give you a glimpse into the glamour and creativity behind the scenes.



Project Runway is but a distant memory for up-and-comer Christian Siriano, whose spring collection included bright reds, stark whites and smooth, sculptural updos.



Michelle Obama is one of several big names seen in Jason Wu's opulent yet timeless designs, shown here with low braided chignons.



Rodarte's mixed prints, high waists and sideswept hair drew an elite crowd last fall, including fashion fan Kanye West.

