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antoinette beenders

Over the past six years, Aveda has revamped its image from eco-friendly beauty brand to eco-friendly beauty brand with a high-fashion edge, thanks largely in part to the efforts of global creative director Antoinette Beenders, who travels the world creating strikingly beautiful imagery for the 33-year-old company. “It’s very much about creating wellness with the aesthetic of fashion,” she says, sitting behind a cluttered desk at Aveda’s headquarters in Blaine. “Yes, we sell shampoo, but we’re way beyond that.”

Born and raised in Holland, Beenders became interested in hairdressing at age 12 after seeing Bo Derek’s tiny beach braids in the movie *10*. Shortly afterward, she got a job sweeping floors at a local salon and by age 16 was seeing clients of her own. Only then did she enroll in classes to get the proper hairdressing certificates.

Around this time, Beenders saw world-renowned British hair stylist Trevor Sorbie at a seminar in Holland and realized there was a world beyond beauty parlors. She moved to London, speaking hardly any English, and asked Sorbie for a job. It took two attempts, but he finally hired Beenders as an assistant.

Over the next 11 years, she skyrocketed through the company, launching new markets, developing products and teaching seminars around the world. She began styling fashion editorials for magazines and doing runway shows for designers like Prada, Miu Miu, Dolce & Gabbana and Alexander McQueen. Her current office displays awards she’s won over the years, including British Hairdresser of the Year, which was huge, she says, because she was the first woman nominated and she’s not even British.

When Aveda’s founder, Horst Rechelbacher, approached her about coming to work for him, she was hesitant—the brand hadn’t yet established itself in England. “He said, ‘Come to America! I’ll put you in my spa in Osceola [Wisc.] and then you’ll do a little show,’” she recalls, laughing. “I said, ‘If anyone’s going to pay for me to go to the spa, I’ll do it.’”

The first thing Beenders did at Aveda was throw out all the old brand images and start from scratch, styling all the hair herself and shooting mostly outdoors—a rarity in beauty photography as weather poses such high risks. “Because I’m a hairdresser, I know how far I can push it with hair,” she says. “If I were just a creative director, I wouldn’t know that.”

Beenders has homes in Long Lake, London and New York City, but spends most of her time bouncing around the globe for photo shoots, seminars, product development and Aveda’s philanthropic endeavors. After a styling stint at New York Fashion Week last September, Beenders began orchestrating a performance at this year’s Aveda Congress, a three-day summit that draws stylists from around the world, at the Minneapolis Convention Center in early October. Her show is themed around “trashion,” with dresses made from water bottles, bottlecaps and newspaper—Beenders’ latest avant-garde inspiration. “I think we need to make people more aware of what happens to their trash,” says the creative director, “and I’m going to do that in an artful way.” —Mary O’Regan



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▼17 ANTOINETTE BEENDERS (SHORT BLONDE HAIR) AND TWO MODELS SHE STYLED



it—a limited time only. As a result, the clothes, shoes, accessories, housewares and décor are more affordable, constantly turning over and whittled down to only the best options. mightyswell.com, junk-love.com, piccadillyprairie.com, facebook.com/itsadate



18. VINTAGE POP-UP SHOPS

The phrase “limited-time offer” may sound like a marketing gimmick, but for the Twin Cities’ new crop of pop-up vintage boutiques, it’s the only way they operate. Shops like Mighty Swell Vintage, Junk Love, Piccadilly Prairie and It’s a Date are only open a few days a month, spreading the word via email, social media and good old-fashioned flyers. The owners spend the rest of the month stocking up on merchandise and selecting fellow vintage vendors to sell their wares out of the shop for—you guessed

19. PARC BOUTIQUE’S TOP-NOTCH TWEETS

Shop owners are finally starting to discover the ways that social media can help them interact with customers, and no one’s got it down better than Thao Bui of Parc Boutique. She posts about jewelry giveaways on Facebook, links to photos of new dresses on Twitter and reminds followers about in-store events like “Sip & Shop,” a Friday afternoon happy