

FOR IMMEDIATE RELEASE

The Neville Hair Creative Team, Led by Jack Merrick-Thirlway, Brings Avant-Garde Glamour to Julien Fournié's "First Circus" Haute Couture SS25 Show

In collaboration with SACHA JUAN and Show PonyHair Extensions

Backstage Photography by Nicole Gomes

Backstage Photography By Joy Strotz

Paris, January 2025 – Julien Fournié pulled out all the stops at Théâtre Mogador, presenting "First Circus", a daring, boundary-blurring haute couture spectacle that transformed the runway into a surrealist dreamscape. A provocative fusion of fashion and performance, this spellbinding display of couture drama and carnival mischief saw the Neville Hair and Beauty creative team, led by Jack Merrick-Thirlway, craft a multitude of avant-garde, character-driven hair creations that matched the fantastical spirit of Fournié's world.

With SACHA JUAN Hair Care for structure, hold, and dramatic texture, and Show Pony Hair Extensions to enhance length, volume, and surrealist silhouettes, Jack and his team designed headpieces, wigs, sculptural shapes, and exaggerated styles that turned each model into a living work of art.

Captured backstage by Nicole Gomes, these runway-defining hair moments were an integral part of the designer's vision—where haute couture collided with fantasy, nostalgia, and fearless self-expression.

Theatrical Hair for a Fantastical Runway

Julien Fournié's SS25 haute couture collection was an unbridled tribute to childhood imagination and theatrical flair, a show that oscillated between dark gothic fantasy and playful, extravagant whimsy.

To match the bold contrasts and larger-than-life silhouettes, the Neville Hair and Beauty team created hair that was as performative as the garments themselves:

1. Avant-Garde Creations – A Hair Fantasy Unleashed

- A parade of couture headpieces, wigs, and sculptural forms, each uniquely designed to complement the character and narrative of the outfit.
- Gravity-defying up-dos, textured wigs, and oversized, theatrical styles brought the eccentric, surreal energy of Fournié's world to life.
- SACHA JUAN's Styling Products provided the hold, shape, and durability needed to keep these highly creative hairpieces intact throughout the performance.

2. Whimsical Runway Mayhem – Surreal, Playful, and Unapologetically Bold

- Exaggerated curls, hair sculptures, and oversized braids echoed the carnival-like chaos of the show.
- Show Pony Hair Extensions allowed the team to craft fantastical lengths, high-impact volume, and whimsical, surrealist touches—perfect for models who strutted down the runway firing glitter guns or rolling in oversized pink tutus and helmets.
- The hair became an extension of the costume, playing with proportions, textures, and silhouettes to fully immerse the audience in Fournié's avant-garde spectacle.

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Jack Merrick-Thirlway: Leading Hair into Couture Fantasy

As Neville Hair and Beauty's visionary creative director, Jack Merrick-Thirlway seamlessly translated Fournié's narrative of couture-meets-performance into high-fashion hair artistry.

"Julien's world is larger than life—full of characters, stories, and fearless creativity. The hair had to be just as bold, as theatrical, and as transformative as the collection itself," said Jack Merrick-Thirlway.

"This wasn't just about styling hair—it was about crafting headpieces, sculpting wigs, and pushing the boundaries of what couture hair can be. Working with SACHA JUAN for structure and Show Pony Hair Extensions for volume allowed us to play with exaggerated forms and avant-garde silhouettes that truly brought the collection to life."

A Defining Moment in Haute Couture Hair

The Neville Hair and Beauty team successfully turned runway hairstyling into performance art, proving that hair is just as integral to haute couture storytelling as fabric, movement, and theatrics.

With character-driven, sculptural, and imaginative styles, the team cemented Neville Hair and Beauty's reputation as a leader in high-fashion hairstyling, delivering a show where hair, fashion, and fantasy merged seamlessly.

For exclusive behind-the-scenes content and interviews with the creative team, please contact:

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Official Credit:

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About Neville Hair and Beauty

Neville Hair and Beauty is a globally recognised luxury salon, specialising in high-fashion hair artistry, with an extensive history of working backstage at the world's most prestigious fashion weeks.

About SACHAJUAN

SACHA JUAN is a pioneering luxury haircare brand, known for its high-performance styling solutions, delivering effortless shine, control, and runway-ready perfection.

About Show Pony Hair Extensions

Showpony is a leading luxury hair extension brand, offering premium-quality extensions designed for seamless integration, natural movement, and versatile styling.

#NevilleHairAndBeauty #JulienFournieFirstCircus #JackMerrickThirlway #SACHAJUAN #ShowponyHairExtensions
#HauteCoutureHair #AvantGardeHair #ParisFashionWeek #LuxuryHairArtistry #BackstageBeauty
#NicoleGomesPhotography