

FOR IMMEDIATE RELEASE

The Neville Hair Creative Team, Led by Afroditi Koutsouki & Jack Merrick-Thirlway, Elevates Celia Kritharioti's SS25 Haute Couture Show with Sleek Power Ponytails & Modern Delicate Buns

In collaboration with SACHAJUAN and Showpony Hair Extensions

Backstage Photography by Nicole Gomes

Paris, January 2025 – A spectacle of elegance, contrast, and movement took centre stage at Celia Kritharioti's Spring/Summer 2025 Haute Couture show, with the Neville Hair and Beauty creative team, led by Afroditi Koutsouki and Jack Merrick-Thirlway, crafting two defining hair looks that perfectly echoed the collection's theme of strength and grace.

Inspired by the ethereal beauty and fluidity of flamingos, Celia Kritharioti's SS25 collection, "Take a Bow," explored the duality of delicacy and boldness through a striking palette of pink, black, and white. The Neville team brought this vision to life by designing sleek power ponytails and modern delicate buns, each emphasising confidence, movement, and refined femininity.

With SACHAJUAN Hair Care ensuring precision, control, and mirror-like shine, and Showpony Hair Extensions adding length, volume, and fluidity, the hair artistry became an extension of Kritharioti's exquisite couture.

Captured in stunning backstage imagery by Nicole Gomes, these hairstyles told a story of strength and sophistication, transforming models into living embodiments of Kritharioti's haute couture vision.

A Harmonious Fusion of Strength & Fluidity

Celia Kritharioti, Greece's oldest couture house, presented a collection defined by structured tailoring, voluminous fabrics, and whimsical embellishments. Her mini dresses and sweeping gowns were adorned with oversized bows, delicate ribbons, and trompe-l'oeil embroidery, evoking a sense of playful grandeur.

To complement this vision of elegance and movement, Afroditi and Jack developed two distinct hairstyles:

1. Sleek Power Ponytails – The Ultimate Statement of Confidence

- Ultra-gloss, razor-sharp ponytails embodied modern glamour and precision.
- SACHAJUAN's Shine Serum and Styling Products created glass-like sleekness and frizz-free control.
- Showpony Hair Extensions added dramatic length and movement, amplifying the flow of Kritharioti's couture silhouettes.
- A seamless blend of structure and motion, these ponytails mirrored the elegant curves of flamingos, evoking a sense of poise and confidence.

2. Modern Delicate Buns – Softness with an Underlying Strength

- An ethereal yet structured updo, designed to represent graceful power.
- Sculpted yet soft, the buns captured the balance between delicacy and confidence.
- SACHAJUAN's lightweight styling products maintained a controlled yet touchable finish.
- Inspired by the bows adorning Kritharioti's designs, this hairstyle emphasized femininity, refinement, and quiet strength.

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Together, these hairstyles formed a dialogue between modernity and classic couture beauty, allowing the models to move effortlessly between softness and strength.

Afroditi Koutsouki & Jack Merrick-Thirlway: The Creative Visionaries

At the helm of Neville Hair and Beauty's backstage artistry, Afroditi Koutsouki and Jack Merrick-Thirlway masterfully blended technical precision with high-fashion storytelling.

"Hair is an extension of the designer's narrative, and for Celia Kritharioti's SS25 collection, we wanted every model to exude both power and grace. The sleek ponytail and modern bun are two sides of the same coin—one fierce and commanding, the other poised and delicate. Both are timeless statements of confidence," said Afroditi Koutsouki.

Jack Merrick-Thirlway added, "The contrast between strength and fluidity is what makes couture so captivating. Our goal was to create hair that not only enhanced the collection but became a seamless part of its movement and emotion."

Their expertise ensured that every model radiated the essence of Kritharioti's vision, reinforcing Neville Hair and Beauty's legacy as a leader in high-fashion hairstyling.

A New Standard in Couture Hair Artistry

By merging sleek structure with delicate movement, the Neville Hair creative team set a new benchmark for runway hairstyling, proving that every detail—from a perfectly sculpted ponytail to the subtle softness of an up-do—plays a vital role in haute couture storytelling.

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

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

About Showpony Hair Extensions

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

#NevilleHairAndBeauty #CeliaKrithariotiSS25 #AfroditiKoutsouki #JackMerrickThirlway
#SACHAJUAN #ShowponyHairExtensions #HauteCoutureHair #PowerPonytail #ModernBun
#ParisFashionWeek #LuxuryHairArtistry #BackstageBeauty #NicoleGomesPhotography