

## **FOR IMMEDIATE RELEASE**

### **Neville Hair and Beauty Crafts a Ballet-to-Ballroom-to-Street Hair Story for Yara Shoemaker's SS25 Haute Couture Show**

#### **In collaboration with SACHAJUAN and Showpony Hair Extensions**

Paris, January 2025 – The fusion of delicacy and boldness, grace and rebellion took centre stage at Yara Shoemaker's Spring/Summer 2025 Haute Couture Show. Led by Domenico Casella, the Neville Hair and Beauty team orchestrated a trilogy of hairstyling artistry, moving seamlessly from the refined intricacy of ballet, through the luxurious grandeur of ballroom, to the edgy, high-gloss sharpness of 90s street style.

With SACHAJUAN as the official styling partner and Showpony Hair Extensions delivering volume, length, and movement, the show celebrated contrasting textures, sculptural precision, and fluid motion, culminating in a powerful statement of modern couture hair.

#### The Three Acts of Couture Hair

##### Act I: Ballet – The Intricate Swan-Tail Bun

The first chapter of the show paid homage to the delicate precision of ballet. Hair was styled into intricate, sculptural buns with swan-tail detailing, evoking the poise and fragility of classical dancers. The look reflected the discipline, symmetry, and refinement seen in Yara Shoemaker's opening pieces.

- Intricate and ethereal, the buns were designed to mimic the arched grace of a swan's tail, with soft, feathered details creating movement within the structure.
- SACHAJUAN's finishing products provided a polished yet touchable texture, ensuring the intricate detailing remained defined and refined under the runway lights.

##### Act II: Ballroom – Glamorous Height & Extravagance

As the show transitioned, the hair took on grandeur and opulence, reflecting the movement and majesty of ballroom glamour. Here, elevated, voluminous styles reigned supreme, mirroring the flowing silhouettes and sweeping trains of Shoemaker's couture gowns.

- Height, movement, and elegance defined this look, with sculpted yet fluid, gravity-defying volume amplifying the drama of the collection.
- Showpony Hair Extensions played a pivotal role, adding luxurious length and density, allowing Domenico and his team to craft exaggerated yet effortless styles.
- Soft waves and lifted crowns captured the energy of extravagant ballroom couture, creating an air of regality and timeless allure.

##### Act III: 90s Street – Super-Straight, Ultra-Gloss High Shine

For the final act, the look shifted to a sharp, modern contrast, embracing the rebellious attitude of 90s street style. The elegance of ballet and ballroom gave way to razor-sharp, sleek, straight hair, exuding urban edge and minimalist sophistication.

- Ultra-high shine and glass-like straightness made an immediate impact, capturing the unapologetic cool of 90s supermodels and hip-hop culture.
- SACHAJUAN's Shine Serum and Styling Sprays were essential in achieving the mirror-like sleek finish, ensuring anti-frizz control and fluidity.
- Minimalist yet striking, the look cemented the idea that strength, simplicity, and polish can be as powerful as intricate styling.

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**Domenico Casella's Visionary Leadership**

For Domenico Casella, this show was about hairstyling as storytelling—a journey through movement, precision, and contrast.

“We wanted to take the audience through three worlds—graceful discipline, opulent extravagance, and modern rebellion. Each hair look was designed as an extension of Yara Shoemaker's couture vision, reinforcing the collection's play on elegance and edge,” said Domenico Casella.

**Redefining Couture Hair for the Future**

Neville Hair and Beauty's work for Yara Shoemaker's SS25 Haute Couture show proves that hairstyling is more than an accessory—it is an integral part of the couture experience, shaping the narrative and bringing each collection to life.

With precision, innovation, and a deep understanding of luxury fashion, Neville Hair and Beauty continues to push the boundaries of haute couture hairstyling, defining the future of runway hair artistry.

**For Media Inquiries & Exclusive Behind-the-Scenes Access**

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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 for runway, editorial, and red-carpet styling. Led by Domenico Casella, the creative team continues to innovate, shaping the future of couture hairstyling.

**About SACHAJUAN**

SACHAJUAN is a leading luxury haircare brand, known for its high-performance styling products, combining science, simplicity, and innovation for effortless beauty.

**About Showpony Hair Extensions**

Showpony is a premium hair extension brand, specialising in luxury, natural-looking extensions that enhance volume, length, and seamless styling for the world's top stylists.

#NevilleHairAndBeauty #YaraShoemakerSS25 #DomenicoCasella #SACHAJUAN  
#ShowponyHairExtensions #HauteCoutureHair #RunwayHairArtistry #LuxuryHairDesign  
#ParisFashionWeek #BalletMeetsBallroomMeetsStreet #90sHairRevival