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BUSTLE



SAND ART-INSPIRED HAIR, AND IT MIGHT CONVINCING YOU TO GO RAINBOW BRIGHT THIS SUMMER

Dyeing your hair a vivid shade of blue or pink used to be somewhat taboo, but today's culture is all about embracing the look that makes you feel your best. From Kylie Jenner's constantly-changing hair color to hair stylists like Instagram-famous Rebecca Taylor, it's easier than ever to find bright-hair inspiration.

Taylor is graduating from photographs to videos as she collaborates with hair-color line Pravana to produce a series of three color tutorials. The first video shows a look that's meant to emulate the bright colors of the Sand Art Collection from LA-based design company Clashist.

Taylor's model is fashion blogger Hieu Cow, who's no stranger to bright hair. At the beginning of the video, her bleach blond locks had a subtle purple ombre look. By the end, Taylor had transformed her hair using eight shades of PRAVANA's VIVIDS Locked-In line, which launches in July. The brand promises the colors don't bleed, which is a bonus feature that's especially relevant to blonds. In a before-and-after Instagram Hieu posted, the lack of color bleeding is especially obvious next to her more subtle blond and purple look.