

MANE ADDICTS



MANESPIRATION:

HALSEY GOES NEON BY DANNY MOON

She's the latest up-and-coming "it" girl, thanks to her honest lyrics, spot-on style and overall sound. Singer-songwriter Halsey (real name Ashley Frangipane) was also named this year's SXSW® festival's most-mentioned artist on Twitter and has already established a loyal cult following that continues to grow, solidifying her spot as one to watch this year. Not afraid of bright hair color, Halsey is currently rocking blue locks as she plans out her full-length album (planned to be released later this year) and tours this summer with bands Young Rising Sons and Imagine Dragons. She recently stated to NYMag.com: "Blue is my tour color because blue makes me feel creative."

Halsey recently visited Danny Moon of Andy Lecompte Salon, a PRAVANA guest artist, and the man responsible for Nicole Richie's lavender locks and Kylie Jenner's dip-dyed turquoise ends last year. The celebrity stylist brightened up Halsey's strands using a customized VIVIDS pastel blue and bright green shade for the all-over vibrant, long-lasting color.

When we asked about her look, Danny replied, "We wanted to create a very specific shade of blue that wasn't too green or too dark, so I combined two parts PRAVANA VIVIDS pastel blue with one part VIVIDS bright green for a lighter color that looked best on her skin tone. My inspiration for the bright side panel came from the idea of light beaming across her face. To recreate this on the hair, I used equal parts neon and bright yellow VIVIDS which really opened up her look."

As a symbol of their dedication to the artist, several Halsey fans shared their own blue hair looks across social media using the hash tag #BluelikeHalsey following a Tweet by the artist asking to see any hair looks inspired by her freshly dyed locks.