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2.  
BRAIDED  
UPDO

Plaits are huge this winter – just look at Valentino and Fendi – and transforming them into a pretty party look couldn't be simpler. "Split hair into a centre parting and braid into two plaits, then fix each one to the opposite side of your head with grips," says Rowe. "Make sure you tuck the ends under so they're hidden." The key to this look is the tousled finish. "For the best result, create this updo on one-day-old hair so it has hold and texture. Slightly pull the plaits apart before you pin them up, then pull a few strands out of the finished do for a messy feel," he suggests.

**FRAGRANCE NOTE** When it comes to partying, scent is as important as hair and make-up. Go for fragrances with heavy base notes, like amber, vanilla and sandalwood, and dab generously on your neck and behind your ears to make a lasting impression.