



Inspired by the elegant, sculptured ponytails at the Ports 1961 show, this look is all about maximum impact with minimum effort. "This is the definition of easy party hair – striking, yet so easy to achieve," says Rowe. Gather a third of your hair at the top of one ear. Twist it down towards the bottom of the opposite ear, gathering hair along the nape of your neck into the roll as you go, to create a low, side ponytail. Fix it in place with a clear elastic band and secure with grips.

"This look is most dramatic with a sleek finish, so run some serum through your ponytail to add gloss and smooth flyaways," says Rowe.

MAKE-UP NOTE Let this style do the talking – a slick of mascara and soft lips are all you need.

5. SIDE TWIST