



## BACKSTAGE BEAUTY: AVEDA KICKS OFF FASHION WEEK WITH M MISSONI IN LOS ANGELES

*Reuse, remix and respect were common threads for the two brands who consciously incorporated elements of sustainability backstage and at the event*



**FEBRUARY 4 2020 (LOS ANGELES)** – Aveda, the plant-based, high-performance hair care brand with a mission to care for the world, kicked off Fashion Week at M Missoni with guest Artist Tomo Jidai who created a vibrant hair look inspired by the colors and patterns of the iconic brand. Aveda and M Missoni connected via a common thread of incorporating sustainability into their brands, and the notion of “reuse, remix and respect” was prevalent throughout.

### Reuse

**Aveda:** Aveda products used backstage maximize the use of post-consumer recycled plastic in packaging. The brand gives an estimated 753,000 KG of the material a second life every year.

**M Missoni:** M Missoni has reused 798 meters of Rashel fabric, 25,000 of knitted lining and over 1,228 kilos of various yarns.

### Remix

**Aveda:** Aveda guest Artist Tomo Jidai was the lead stylist for the event and was inspired by 1980’s hair, and designer Zandra Rhodes to create individual hair looks for each model. “We didn’t want to change the character of the hair, but rather define it and add some essence, accenting it with the signature Missoni pizzaz,” he said. Models’ hair color incorporated shades of pinks, orange and blue-green, and, inspired by the signature Missoni zigzag, was crimped or braided.



# AVEDA

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Products used to achieve these looks included [Nutriplenish™ Leave-In Conditioner](#) for easy detangling and smooth, shiny hair; [Phomollient™ Styling Foam](#), made using air-infused technology that transforms a liquid into a foam without hydrocarbon propellants, [Brilliant™ Universal Styling Crème](#) to create curls in baby hairs and [Control Force™ Firm Hold Hair Spray](#) for an extra strong hold that held up through an afternoon of dancing.

**M Missoni:** M Missoni's main event took place at Pink's Hot Dogs, serving up a Signature M Dog, a twist on the landmark restaurant's iconic menu made from Beyond Meat®'s plant-based hot dogs.



## Respect

**Aveda:** Out of respect for the planet, Aveda funds renewable wind energy to offset the CO2 associated with the manufacturing, transportation and use of **air control™** and **control force™** hair sprays, to help ensure it has a net-zero impact on the Earth's climate. Aveda also is, and always has been, cruelty-free.

**M Missoni:** Rather than having them drive, M Missoni transported models from backstage to the show via bus. M Missoni has also offset emissions through the Bonneville Environmental Foundation.



For more images of the event, please click [here](#).