

ICON Hairspa during Copenhagen Fashion Week, February 2016

It was filled with fur on the catwalk, as Birger Christensen incurred huge AW16-fashion show at the Hotel D'Angleterre in Copenhagen during Copenhagen Fashion Week. The love of the sublime piece of skin, the passion for uncompromising craftsmanship and the art of designing these unique designs to rest light as a feather on the owner's shoulders, is the focal point for Birger Christensen. Marianne Jensen created the same feeling for ICON Hairspa with hairstyles for the show during Copenhagen Fashion Week.

Marianne Jensen was backstage to style the models at the Birger Christensen show with Organic Hairspa products in collaboration with ICON Hairspa.

There was fur everywhere at the Birger Christensen fashion show at Copenhagen Fashion Week, and it was both the male and female models who were wearing the sumptuous fur styles.

Today the brand Birger Christensen is led by Jens Birger Christensen, who represents the fourth generation of the house, and at the opening of the fashion show, he started with a special thank you to Copenhagen Fur, which makes great efforts to see that fur is evident in the fashion world.

French Lolita look

"The idea was to create a French Lolita look, with focus on highlighting the girlish look" says Marianne Jensen. "It was incredibly important for Birger Christensen to keep the very exclusive style because it fits with their image, but still with a very young expression". "For me it's about making a very expensive look," continues Marianne. "We achieved this by preparing the hair with Sea Salt Cream, drying it with Root Lift, so we achieved a fullness in the hair, and then curled all the hair with curling iron. We shaped the hair with Firm Mist, which is brilliant to comb in! Finally, we used Dry Shampoo and brushed the surface so that the product was not to be seen". "I love the look" concludes Marianne Jensen.





Foto: Julie Dam
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