

# RUFFLED FEATHERS

## ALLURE SALON

*Written by Kayleigh Capelle Photography by Doug Betzold*

Splashed across the runways and fashion photo shoots, this season has proven to draw much influence from the style of the 1970s. Wide leg pants and big-rimmed hats have made a dramatic impact in the clothing realms, but in the hair and beauty world there's a trend that represents this style with a new twist: feather extensions. In both subtle and eccentric bundles, feathers are a perfect way to change up your hairstyle for this spring and summer.

There's a good chance many of you have already seen feather extensions, but I'm here to tell you just how awesome they actually are. My first feather extension experience happened at Allure Salon in Belltown with owner Amani Anderson. Anderson is extremely devoted to staying up to date with trends fresh off the runways. By attending hair and beauty shows in Los Angeles and New York City, she is the first to hear about new treatments and styles. Needless to say, Anderson was very excited to bring her new feather knowledge back to Seattle. This was a trend she knew would catch on. And so it has. I first saw feather extensions

on musicians and movie stars like Ke\$ha and Jennifer Love Hewitt, and in multiple fashion blogs in the LA area. Now I'm seeing more and more in this city.

The actual process of inserting the feather extensions is extremely easy and fast (not to mention very affordable). Allure's most common feather extensions come in a bundle of seven feathers, with a mixture of neutral and vibrant colors. The extensions are clamped on the bundle of hair with plastic that is not heat sensitive. The feathers themselves can be washed, brushed and styled with the hair. Once you have your feathers in, like regular extensions, the hair they're attached to will grow out. This only gives opportunity to change up your feathers, whether it be moving their location in your hair or changing the feathers entirely. If you're looking to move the original feathers, Allure Salon will re-insert them for free. Chances are you're going to want some extra bundles or individual feathers to add to your already rock star-like appearance. ■



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