

Text

CREATE CURLS WITH
STAYING POWER THANKS
TO GHD CURVE®



A DAY WITH A TWIST

Fashion stylist Kavita Sodha
road tests 24-hour curls with
the new ghd curve®

How many times have you spent ages curling your hair only to look at your limp locks an hour later and think, 'Was it worth it?' You need never feel that way again. The new ghd curve® range creates gorgeous, healthy-looking curls and waves that last around the clock, with four curling tools to create a variety of different looks.

Fashion stylist Kavita Sodha (@Kavitacola) was keen to try it. "In this industry, it's important to feel good about my hair at all times," she says. Kavita had her hair curled at John Lewis Oxford Street with the ghd curve® soft curl tong, to create full, covetable curls. Here's how her day went.

Visit ghdhair.com/curve-free-trial to book a free trial at Selfridges or selected John Lewis stores



THE NEW MUST-HAVE
GHD CURVE®
CURLING RANGE

ghd curve



10AM A spot of shopping

After trying on Saint Laurent boots in search of my perfect investment piece for autumn, I decide to walk to my meeting at Fenwick as the weather is so fresh. I'm slightly unnerved by the moisture in the air, as my hair tends to get a bit frizzy, but my ghd curls stay in place.



11AM Brunch meeting

I haven't had a chance to eat yet but thankfully my first appointment is a brunch meeting at Bond & Brook, the restaurant inside Fenwick of Bond Street. I order eggs royale and a cappuccino, served with Smarties. A bit weird, I know, but it's delicious and I love it!



1PM Fashionista do

I jump in a cab over to Somerset House to attend a talk about digital creativity and commerciality. The buzz of London Fashion Week is dwindling but the grounds are still swarming with cool-cat fashionistas and my hair in soft waves is looking chic.



2PM Art exhibition

Taking another taxi, I head straight to Chelsea en route to the Saatchi Gallery to view Sam Taylor-Johnson's wonderful photography exhibition of Coco Chanel's apartment. After that, I take a stroll back to my flat so I can change into something more comfortable.



5PM Home time

At home, I catch up with a few work emails and round off my working day with a nice mug of herbal tea. Soon after, it's time to head out into Mayfair to Sketch for dinner and cocktails with friends. All I need is an upside down flick of my hair for it to still look fresh and bouncy.



9AM The morning after

I wake up and my hair feels nicely textured – no volume has been lost from the night before. I have a cuppa on my terrace before showering and jumping in the car to the Good Life Eatery on Sloane Avenue for my morning almond matcha drink – no need to style my hair again.