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Hollywood's Blond Whisperer on Her Red Carpet Hair Color Secrets

*Alexis Brunswick**Hair February 23, 2015 | 12:00AM*

Get golden strands like Reese Witherspoon, Jennifer Lawrence, and Rosie Huntington-Whiteley.



Photo: Getty; BFA NYC

In a city of seasonless blonds, colorist Lorri Goddard—the woman responsible for A-listers such as Jennifer Lawrence, Reese Witherspoon, and Rosie Huntington-Whiteley—has the Midas touch. With her 20-plus years of experience, she's no stranger to prepping Hollywood's leading ladies (and their strands) for trips down the crimson carpet. “Los Angeles hair is not quarterly,” Goddard explained of the city's unique color calendar. “We move from June gloom to Indian summer then through a bit of a cold spell before spring fever, which then leads back into a summer blond,” she explained. “It's a matter of kicking up or adding brighter pieces, or adding a background of depth so that blonds stay bright and glossy,” she continued of her signature stroke. To ensure that she never loses sight of the grain and movement of hair, Goddard employs her very own “foilage” technique (an approach that combines both foil and balayage). The result is the envy of women worldwide. Having just opened her first salon, the cozy yet modern Goddard + Bragg, alongside hairstylist Chris Turner-Bragg, Goddard spoke exclusively to Style.com about Oscar prep and those 50 shades of blond that keep her services on speed dial.





Photo: BFA NYC

Reese Witherspoon's Femme Fatale Blond

Signature color: “Reese’s iconic blond is reminiscent of femme fatale blonds from classic Hollywood films. The innocent-yet-sexy baby blond pieces are strategically placed to frame her face and bring out her gorgeous smile and honey-toned skin.”

To achieve the look: “Three different formulations are combined and hand-painted on specific strands to provide a natural-yet-glamorous effect. I adjust the different patterns of blond and apply different washes to Reese’s hair depending on the roles she’s involved in.”

Awards season styling: “We stayed true to the femme fatale blond for this Oscar season.”



Photo: Getty

Jennifer Lawrence’s Belize Blond

Signature color: “Jennifer is such a fresh beauty that it’s only natural for her gorgeous hair to reflect her inimitable, playful spirit. The customized placement of the color is inspired by a summer on the beach in Belize.”

To achieve the look: “Two formulations are combined and then specifically applied to fine-tune her beachy look. They’re then feathered throughout her strands and applied more intensely around her face to achieve a sun-kissed, surfer look.”

Award season styling: “As a naturalist, Jennifer grows out her color, and we sporadically update throughout the year.”



Photo: BFA NYC

Rosie Huntington-Whiteley's Bohemian Blond

Signature color: “Rosie is a mogul on the rise, and her hair is such a dream to work on. I simply place ‘sunshine’ throughout her natural color. I take her hair where it would naturally go if she had time to frolic on the beach instead of jetting around the world for her multiple ad campaigns, modeling, and film [gigs].”

How to achieve the look: “I thread light through strategically placed panels, adding a bit of creamier blond on the exterior layers.”

Award season styling: “There is no set pattern to update Rosie’s look—I update as needed or desired.”

To book an appointment, visit: Goddard + Bragg, 656 North Robertson Boulevard, West Hollywood, 310-321-4035





Photo: Courtesy of Lori Goddard

Beauty / Hair: Reese Witherspoon, Jennifer Lawrence, Rosie Huntington-Whiteley Blond Hair Color - Lori Goddard Salon

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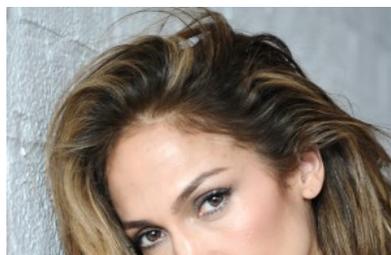


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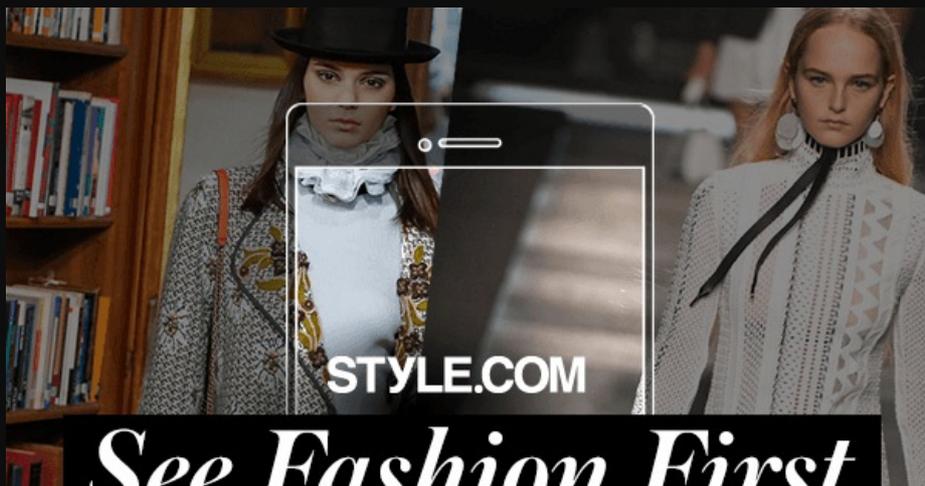
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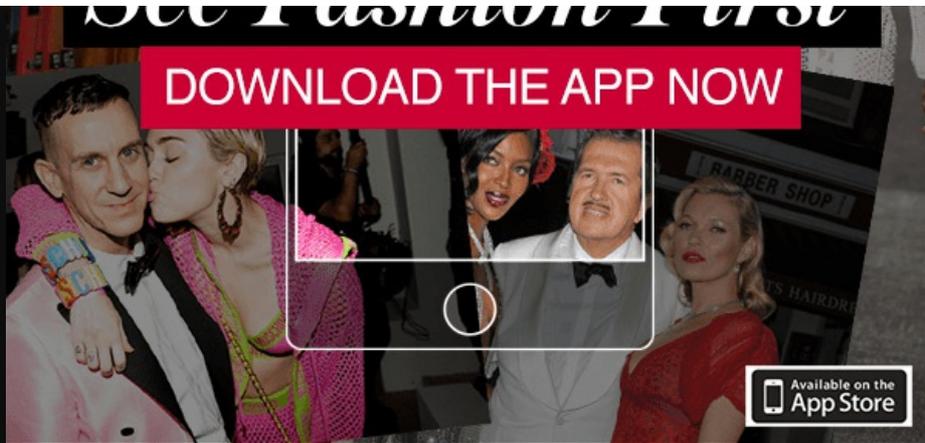
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