

BEAUTY — SEPTEMBER 18, 2023

The Dyson Airwrap: Because Bad Hair Days are So Last Season

by VOGUE ARABIA — PRESENTED BY **dyson**



In the ever-evolving world of beauty and grooming, the goal is no longer just looking good. It's all about feeling good — effortlessly. And when it comes to revolutionary hairstyling, there's one name that has taken the industry by storm: the Dyson Airwrap. If you've been living under a rock, it's time to step into the future of hairstyling with this trending device.

Since its debut in October 2018, the Dyson Airwrap has grown to become a game-changer in how the world approaches hairstyling. Seen as the brand's most efficient edition yet, it creates an at-home salon styling experience without the fear of heat damage. For those who've faced the packing dilemma of lugging around three separate hairstyling tools, Dyson has the ideal solution. With its revolutionary design built on the Coanda effect — a specific form of airflow that goes around the barrel to style hair without damage — it allows users to curl, smooth, and dry hair simultaneously, saving precious minutes in your daily routine — and lots of space in your suitcase. No more juggling between a hairdryer and a styling tool; the Airwrap does it all in one elegant motion.

Understanding different hair types, Dyson also added a wide-tooth comb attachment to its arsenal of hairstyling superheroes. Perfect for curly haired goddesses, it gives volume, shape, and length, ensuring every strand is protected, caressed into shape, not harmed. It also comes with a round, firm smoothing, and soft smoothing brush. So whether you're

looking for smooth sophistication or voluminous drama, Dyson's Airwrap always delivers, leaving you with salon-level results every time.

Dyson's multi-styler isn't a one-time wonder; it's everything your hair needs, wrapped into a single device. Perfectly styled locks? Yes. Protected strands? You got it. Sleek design? Absolutely. Say hello to healthier, more beautiful hair, with a simplified routine. After all, why settle for less when you can have it all?

Direction: Zeus Merhi

DOP: Elias Trad

Steadicam operation: Atef Amiri

Senior editor: Emiliano Arganaraz

Creative set design and art direction: Fuad Ali and Rahat Kunakunova from Duette

Hair: Deena Alawaid

Makeup: Kasia Domanska

Style: Polina Shabelnikova

Producers: Rama Naser, Danica Zivkovic

Talent: Lana Al Beik

Production assistant: Raisha Shrestha

Assistant editor: Riffai Muhammad

Fashion credits:

Look 1: Dress, Magda Botrym (That Concept Store); Shoes, Vivetta; Pink ring, Stylist's own; All other jewelry, Swarovski

Box: Necklace, Swarovski; Bags, L'Afshar (Ounass); White glasses, Loewe (Ounass); Purple glasses, Philo (Ounass); Hat, &Other Stories; Black boots, Fendi; All Heels, Amina Muaddi (Ounass)

Look 2: Pink dress with bow, Rotate (Ounass); Necklace, Swarovski; Shoes, Jimmy Choo

Look 3: Blue dress, Rami Al Ali; Jewelry, Swarovski; Shoes, Jimmy Choo; Bag, Amina Muaddi (Ounass)

Dresses in room: Yellow and pink, Mar Mar Halim; Blue, Self Portrait (Ounass); Shoes (purple), Le Silla (Ounass);

Look 4: Dress, Kristina Fidelskaya; Jewelry, Swarovski; Shoes, Jimmy Choo

Box: White big bag, Fendi; Big pink bag, Jimmy Choo; Small pink bag, Jacquemus (Ounass); Small bag, L'Afshar (Ounass); Light pink bag, Mach&Mach; (Ounass); Silver Shoes, Stylist's own; White shoes, Jimmy Choo; Pink Shoes, Vivetta



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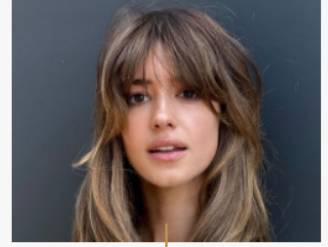
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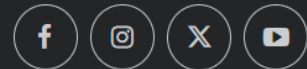


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ARABIA



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