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By Elizabeth Jakaitis | 09/24/2014 11:57:00 AM

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"BE WITCHED! and go beguiling this season," recommend the hair and make-up design team at the Gila Rut Aveda Salons in San Diego, CA.

As these artists unveil the magical and mysterious looks from their new MYSTIC Gallery collection, their first release, BE WITCHED!, is well-timed with the haunting season's striking silhouettes and dramatic Gothic glam.

Vintage New Orleans-style glamour was the inspiration behind the season's witchy woman, interpreted by the Gila Rut artists using smokey shadows (black and black/green), layers of iridescent eye liner, fake lashes on brows and eyelashes, and finally, deep red lips and nails that further define the haunting elegance. One of the BE WITCHED! make-up effects shows a dramatic half-moon mask, artfully drawn with liners connecting forehead and eyes with intrigue and allure.



BE WITCHED! hair features Gila Rut's new softly-structured GEO-SHAPES; edgy techno-cuts are finely chiseled all around with a defining GEO-FRINGE at the heart of each look. Stylists pin, comb and wrap creatively with fine black netting used to anchor and adorn the hair, hug the bare shoulders and accessorize vintage black dresses with endless skirted layers.

Hair Design: Lisa Harris and Andrea Roy

Make-up Design: Michael P. Hart
Wardrobe Design: Hallie Eshleman
Photographer: Robert Lynden.

Gila Rut Aveda Salons has several locations in San Diego. For more information visit www.gilarut.com.

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