



## **Set Wet Chief Styling Officer Hakim Aalim Showcases 2018 Men Hair Trends at the ongoing Amazon India Fashion Week**

### ***Stages Sada Sexy Hairstyles with Set Wet Wax Fashion Show***

**Delhi, 17<sup>th</sup> March, 2018:** Set Wet Hair Wax is the official male grooming styling partner at the fashion forward FDCI Amazon India Fashion Week 2018. Who better than Set Wet Chief Styling Officer Hakim Aalim to create trendy hairstyles that whip up a storm on the runway! The celebrity hairstylist known to create magic with the likes of the experimental whiz Ranveer Singh put out a trendsetting show at the FDCI Amazon India Fashion Week 2018 on the evening of 17<sup>th</sup> March 2018.

The fashionable male show 'Nought One' by designers Dhruv Vish and Sahil Aneja, presented by SET WET had male models taking to the ramp with hair styled by Set Wet Chief Styling Officer Aalim Hakim, showcasing big trends of 2018 in the male grooming industry. Each of these hairstyles were created using Set Wet Wax range- Set Wet Wax Matte and Set Wet Wax Glaze! Hairstyles like The Volume Game, Messy is Sexy, Flawless Waves and Curly, Set Wet Out of Bed Looks were a rage on the show and don't be surprised if you see trendsetters of India sporting one of these hair styles in the near future!

Talk about stylish hairdo's for men and some fashion spilled off the ramp too! The Set Wet Lounge at the Amazon India Fashion Week was buzzing with sexiness on Saturday evening with wall musing giving a clear message to all men stepping in, up your hairstyling game with Set Wet Wax and SADA SEXY RAHO YAAR! Doling out expert advise Hakim Aalim presented a cracker of masterclass to male bloggers and male fashion influencers from across the country.

**Hakim Aalim stated,** *" The idea for the show was to ensure that we put across some great looks and hairstyles that set the pace for male grooming in 2018. With Set Wet being the male grooming partner for the fashion week, we did a lot of hairstyling experiments by using Set Wet Hair Wax for this specific show. From having models sport easy hair do's to edgy looks, it was hairstyling that took centre stage!"*

The makeover masterclass was an interactive session with bloggers and predicted the biggest hair trends that would take over in 2018 like The Punk, Bleached Crop and the Long Sweep. Aalim also talked about his journey so far, his star-studded clientele and his future vision on how Set Wet Hair wax will take hairstyling and grooming a notch higher among men in India.

The masterclass was followed by the fashion show that reactivating sexiness on the ramp styled exclusively by the Set Wet Guru himself and every hairstyle we'd say looked très très chic!

## *Press release*

### **About Set Wet:**

Set Wet is a brand with an agenda of making men feel great again by bringing back confidence in them. Set Wet plays a key role by standing by the man of today, showcasing the very best of him to boost his confidence and self-esteem. With an array of products ranging from deodorants, Hair gels to Hair wax, Set Wet had indeed carved a niche for itself in the world of male grooming.

### **About Amazon India Fashion Week:**

Through years, Amazon India Fashion Week has cultivated the power of design on this extraordinary platform. Behind the buzzing, blooming chaos of this convention is systemic change that we're trying to initiate within the industry. This year the fashion week celebrated the 31st Edition of the Amazon India Fashion Week in association with Nexa Autumn Winter 2018, from March 14-18 at Jawaharlal Nehru Stadium, New Delhi.