



From left: Erin Wasson in Antonio Berardi, Asia Argento in Riccardo Tisci, Cheryl Cole in Stephane Rolland.

FASH TRACK

WHAT TO BUY, WEAR AND KNOW NOW *By Merle Ginsberg*

Cannes Go Over the Top

ON MONDAY NIGHT, WE SAW THREE newcomers to Cannes 65, and each wore something that broke the mold of the chiffon or the chiffon and beaded evening gown look. European actress **Asia Argento**, star of **Dario Argento's** *Dracula 3D*, went for South of France goth in her Givenchy couture. Seems she's the European **Rooney Mara**. This dress is mostly black suede studded

patchwork with long sleeves — perfect for the nasty, rainy, intrusive weather — but the midsection is wrapped alligator skin. And the back is all open. This has got to be one of **Riccardo Tisci's** weirdest dresses ever. **Cheryl Cole** wowed the Palais crowd for *Amour* in a **Stephane Rolland** couture gown — she wore the French couturier Cannes last year as well. This white jersey hot number ombres into a long red feather train. Model **Erin Wasson** showed up at the *Amour* premiere in another red and pale dress, this one with a severe asymmetrical hemline by **Antonio Berardi** for his spring 2012 collection. It's actually a very pale shade of blue with ruby leather petals sewn on. Leave it to a model to pull out the stops.

he has some great tips on hair preservation and conservation for laypeople: The best color comes from well-treated hair. Use vegetable oil — not mineral oil — as a hair treatment once a week; vegetable oil goes *in* the hair. Use a hair conditioning mask, also once a week. Use nonsulphate shampoo, at best twice a week — not more. And he has a great tip for men, too: When coloring gray on your own, don't make the color too dark; it looks fake. And leave some gray at the temples — in other words, keep some pepper in the salt. "This makes men look sexy," he advises.



Dress du Jour

Just when you think Diane Kruger's Cannes wardrobe can't get any better — voila!! At the premiere of *Amour*, she donned a rose gold strapless molten Vivienne Westwood draped down with a built-in corset. *C'est magnifique*. The same dress in silver is actually being sold on Netaporter.com for about \$2,500.

The Haircolor of Money

CHRISTOPHE ROBIN IS ONE OF THE MOST famous haircolorists in Europe; he started doing haircolor at age 17 in Paris and wound up inventing the famed hair painting method known as "balliage." He has a major salon in the Hotel Meurice in Paris, develops many haircolor products for L'Oreal and colored hair for **Diane Kruger** and **Tilda Swinton** before he got to Cannes this year. "One in two women do their color at home," he explained on the terrace of the Martinez. "That's why I created "Ombre" for L'Oreal, so women in Europe can do that look of having lighter hair at the ends. Next year, it will come out in America." Robin penned a major book for professional colorists, and

How to Get That Big Screen Glow

JUROR KRUGER AND *RUST & BONE* STAR **Marion Cotillard** have been the belles of the Cannes ball this year with their flawless faces showing up on red carpets everywhere. So what's their beauty secret? Both actresses are fans of organic French beauty line Les Douces Angevines. Kruger loves the Aube d'été luminous day fluid that includes jojoba, calendula, musk rose and ylang ylang among other exotic all-natural ingredients. **Jennifer Garner** is also an Aube d'été devotee.



Haircolorist Christophe Robin colored Diane Kruger and Tilda Swinton prior to Cannes.

Cotillard uses several products but prefers Lia eye serum, a mix of 26 different plants like Japanese green tea, black cumin seed oil and jasmine. She may be having sleepless nights as both a new mom and a regular on the Cannes party circuit, but Cotillard certainly doesn't show it thanks to Lia's anti-under-eye circle magic. **THR**