

There's a little corner of Norwich where, on one day a week, you could be forgiven for thinking we were still living in the generation of seamed nylons, net petticoats and Victory Rolls.

This blast from the past with a contemporary twist is down to vintage hairstylist Amy Taylor and Conor O'Brien, the owner of Flint, one of the latest hairdressing salons to open in the city.

The duo is bringing the glamour of the golden age up to the minute by offering partygoers a hairstyle that will really turn heads at this summer's places to be seen.

Conor and Amy provide a bespoke vintage hairstyling service from the salon in Bridewell Alley every Saturday, and are building a burgeoning clientele.

"Ever since I was a child growing up in Norwich, I have had a fascination with the styles of the 1940s and 1950s and I thought Amy's work was fantastic as soon as I saw it," says Conor.

"Lots of salons do 'hair up' or wedding hair but nobody does period hair like Amy, and there's a big demand for it."

Known as Flamingo Amy and a regular at popular rock 'n' roll weekend events, Amy started styling her own hair five years ago.

"What you look like and what your hair looks like is a really big part of the weekend," she explains, dressed head to toe in vintage style and sporting a big beehive.

"I do love big hair," she smiles. "For me, the crazier it is, the better."

It was at the beginning of last year that Amy decided she wanted to make a living from vintage hair-styling, and began training at one of just a handful of specialist vintage hair salons in London.

BELOW: Carefully tonged curls.



ABOVE: Conor O'Brien, owner of Flint hairdressing, with stylist Amy Taylor who specialises in vintage hairstyles.

Today, clients travel from across the country and around Norfolk for an appointment at Flint with Flamingo Amy.

Period hair is in huge demand with women turning to the hairstyles of yesteryear to make the right impression at weddings, parties and nights out on the town, as Conor explains. "The vintage look is hugely popular and it is appealing to a new generation because people are looking for something a bit different these days."

Amy's price list starts at £35 for "hair down" and a "hair up" style costs from £40.

Although Amy's vintage hairstyles can include anything from an elaborate Georgian design to the big hair of the 1960s, the most requested styles are the classic waves as seen on the 1940s American film star Veronica Lake, and the wartime Victory Rolls.

Think of the painted cover girls that adorned the sides of the second world war American bombers, and it's easy to see why they have such enduring appeal.

"Victory Rolls are really tricky to achieve and people struggle to do them in their own hair. Even I have trouble doing them on myself," says Amy.

For those brave enough to try the style at home – don't forget practise makes perfect – Amy recommends washing your hair the day before you want to create the style so the hair will be less flyaway and more manageable.

Also, follow her lead and choose two

or three photographs of the hairstyles you like so you can study how they have been put together, and gain a clear understanding of what you are trying to achieve.

Finally, and just like any other hairstyle, think about how the vintage look will work with the shape of your face, and your outfit.

"Our hair reflects our personality, so I always make sure a vintage style complements the client's personality," comments Amy.

"For instance, Victory Rolls are quite striking, so I wouldn't recommend them for somebody who is quite shy.

"It's important that a hairstyle works well for the client and obviously, they must be happy with the result. I always look forward to seeing the end results and I get so excited; I've had some really lovely comments from clients.

"Some people say they look like their Nan, which I always take as a compliment because it must mean the hairstyle looks authentic – and anyway, my Nan was gorgeous." 🦋

Flamingo Amy is at Flint in Bridewell Alley, Norwich, on Saturdays. Appointments 01603 616117. www.flinthair.co.uk and www.flamingoamy.co.uk. Individual one-to-one tutorials are also available. Additional photographs taken at Bishop's Dining Room and Wine Bar in St Andrew's Hill, Norwich, 01603 767321.