

**Styling Lounge  
Media Case Study:  
L'oreal / Matrix**

**GOLD**  
**MEETS**   
*Golden*



# GOLD MEETS Golden



**WHAT:** Olympians & Globes-nominated Stars were styled at the “Gold Meets Golden” event hosted by Nicole Kidman on Jan. 7, 2017, and were gifted product for the Golden Globes in a sponsored Beauty Lounge. This case study features Matrix/L’Oreal who supplied hair product and styling for the attendees.



**RESULTS FOR BRAND** (\*highlights contained in following report):

Print Impressions: approx. **32 million**

Online Impressions: approx. **110 million**

Social Media Impressions: approx. **220 million**

TOTAL Impressions: **332 million unique hits**

Estimated Sales Lift from Direct Links: **450%**



## Team USA Just Slayed the Golden Globes Red Carpet

And Aly Raisman brought a date!

By Peggy Truong Jan 8, 2017

122   



### LIVE LINK:

<http://www.cosmopolitan.com/style-beauty/fashion/a8576266/team-usa-golden-globes-red-carpet-2017/>

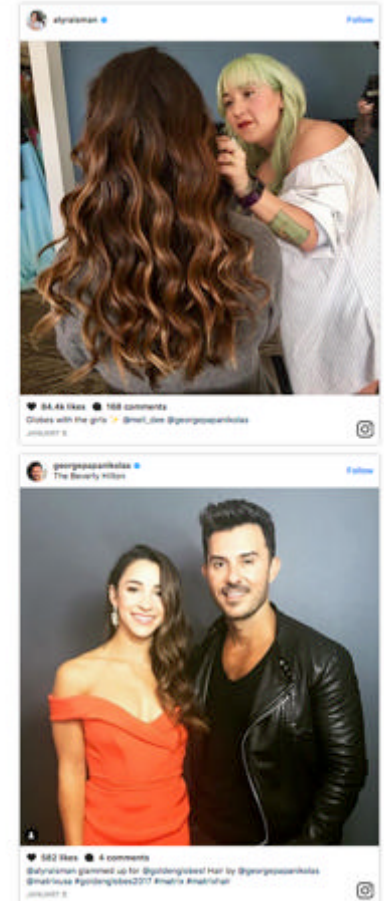
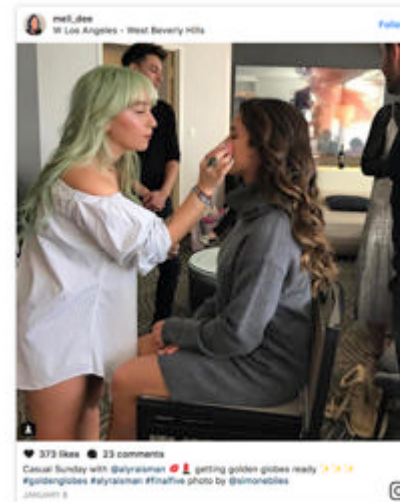
And Aly Raisman brought a date!



He also posed for photos with boyfriend, NFL player Carter Underwood, who famously asked the general out on social media last summer. The couple only made their red carpet debut in December at the Sports Illustrated Swimsuit of the Year Ceremony in Brooklyn.



Before hitting the red carpet, Aly and her glam team shared getting ready photos on Instagram. Those perfect curls deserve a Globe, TBH.



LIVE LINK:

<https://www.usatoday.com/story/sports/ftw/2017/01/09/aly-raisman-and-her-new-boyfriend-looked-stunning-at-the-golden-globes/96339754/>

**FORTHEWIN**

**Aly Raisman looked stunning at the Golden Globes**

Maggie Hendricks, USA TODAY Sports Published 10:53 a.m. ET Jan. 9, 2017

Papanikolas, a favorite of **Rashida Jones** and **Hailey Baldwin**, created loose curls for Raisman, 22, with a different product: mousse. "She already has amazing hair but I really wanted to maximize the volume and body that her hair has," Papanikolas notes of the athlete, who wore an orange off-the-shoulder Faviana number. "Mousse is key to apply prior to blow drying for volume. I used a 1-inch curling iron and created the Marcelle waves. The waves are always a classic look on the red carpet."



Olympians joined the stars of television and movies at the Golden Globes on Sunday night, and they ended up being some of the most sought-after people on the red carpet. Kerry Washington made sure to get a picture with four-time Olympic gold medalist Simone Biles.

Biles and swimmer Conor Dwyer posed for the requisite Simone and a tall person picture.



Three fifth of the Final Five attended: Aly Raisman, Biles and Madison Kocian, now a part of the UCLA gymnastics team.



Days after announcing their retirement, Canadian bronze medalist Brienne Theisen-Eaton and American two-time gold medalist Ashton Eaton



Charley C. Walters @OlympicChaz  
 .@Simone\_Biles Another great @GoldMeetsGolden moment between @Simone\_Biles & @kerrywashington in matching GOLD! #GoldMeetsGolden @CocaCola  
 6:02 PM - Jan 8, 2017 - Beverly Hills, CA  
 301 likes, 1,419 views

LIVE LINK:

<https://www.usmagazine.com/stylish/news/golden-globes-simone-b-aly-r-and-madison-ks-hair-deets-w460094/>

GOLDEN GLOBES

# 2017 Golden Globes Red Carpet Beauty: Simone Biles, Aly Raisman and Madison Kocian Show Us the Secrets Behind Their Hairstyles

By Khalea Underwood January 9, 2017

Still winning, even after the Olympics! Final Five gymnasts **Simone Biles**, **Aly Raisman** and **Madison Kocian** traded their leotards for gowns at the 2017 Golden Globes in Beverly Hills on Sunday, January 8. The girls graciously gave Stylish a behind-the-scenes glance at their glam sessions with Matrix Style Link Celebrity Stylists **Nick Stenson** and **George Papanikolas**, who gave the trio wavy hairdos that lasted all night.

PHOTOS: 2017 Golden Globes: Top Beauty Trends >



Simone Biles dress was styled by celebrity stylist Alexis Monsanto. Chelsea Lauren/ChelseaLauren.com

Biles, 19, didn't mind stepping out of her comfort zone for such a high-profile evening. "She is known for having her hair up, so we wanted to switch that!" Stenson, who also works with **Keltie Knight**, reveals. To create a softness that complemented the structure of her Alexis Monsanto gown with a gold embroidered bodice and blush skirt, he used lots of texturizer. "I applied it before blow drying, then again once the hair was dry before curling," he says. "I alternated a rope curl pattern throughout the entire head, then created a deep part for a soft side-sweep finish. Once the curls were placed, I broke them up for softness."



Aly Raisman Chelsea Lauren/ChelseaLauren.com

Papanikolas, a favorite of **Rashida Jones** and **Hailey Baldwin**, created loose curls for Raisman, 22, with a different product: mousse. "She already has amazing hair but I really wanted to maximize the volume and body that her hair has." Papanikolas notes of the athlete, who wore an orange off-the-shoulder Faviana number. "Mousse is key to apply prior to blow drying for volume. I used a 1-inch curling iron and created the Marcelle waves. The waves are always a classic look on the red carpet."



Madison Kocian Chelsea Lauren/ChelseaLauren.com

And for Kocian, 19, texture was the name of the game. "It's a departure from her usual stick-straight hair," Papanikolas said. To accompany the Olympian's navy blue Rita Vinieris column dress, the pro dried her hair and created all-around curls using a half-inch iron. Once all the hair was curled, he applied Matrix StyleLink Mineral Play Back Dry Shampoo (\$18, [matrix.com](http://matrix.com)) as a finishing touch.

LIVE LINK:

<https://www.bustle.com/p/simone-biles-aly-raismans-2017-golden-globes-dresses-are-sleek-chic-photos-28788/>

## Simone Biles & Aly Raisman's 2017 Golden Globes Dresses Are Sleek & Chic — PHOTOS



SOURCE: Frazer Harrison/Getty Images; Entertainment/Getty Images

By AMY SCIARRETTO  
Jan 8 2017

SHARE

What a pair of beauties. Olympians [Simone Biles](#) and [Aly Raisman](#) got ready for the 2017 Golden Globes along with their fellow athlete Madison Kocian. The lovely ladies certainly enjoyed getting primped and primed for the awards show. We would know, since they invited Bustle's Sara Tan to come along for the ride — peep our Instagram story for [the exclusive behind-the-scenes look at the athletes getting ready](#). In it, you get a sneak peek at the gymnasts and their dress options — there were lots of golds, neutrals, and reds there for the choosing — and of them getting their hair and makeup done. [Matrix](#) Style Link Stylists [George Papanikolas](#) and [Nick Stenson](#) were responsible for their absolutely gorgeous Globes manes. They also shared their fave beauty trends, BTW.

So, you loved that bird's eye view, those sneak peeks, and advance looks at the process of getting ready. But how about the end result? All I can say is "Whoa!"

Biles ultimately selected a champagne-hued and floor-sweeping dress with an intricate, deep V bodice and a high waist. She was, in a word, flawless. Did you notice those statement lashes in our backstage coverage?

Check out her full, final presentation below. Trust me, you are going to love it.

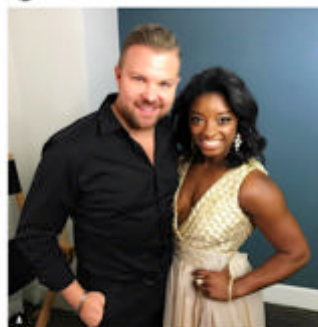


Frazer Harrison/Getty Images; Entertainment/Getty Images

The slit was subtle but it was there. Biles looked stoked to be wearing the dress.

Both of the athletes went mega glam with voluminous hair.

[nickstenson](#) • Follow



394 likes • 20 comments  
@simonebiles is red carpet ready! So great working with her for the #goldenglobes using my favorite #matrix products. #wearebeauty  
JANUARY 8

Raisman opted for an off-the-shoulder coral gown with a major slit, which showed off her strappy metallic heels. She wore her hair in loose waves.



562 likes • 4 comments  
@alysman glammed up for @goldenglobes! Hair by @georgepapanikolas @matrixusa #goldenglobes2017 #matrix #matrixhair  
JANUARY 8

Both of the athletes went mega glam with voluminous hair.

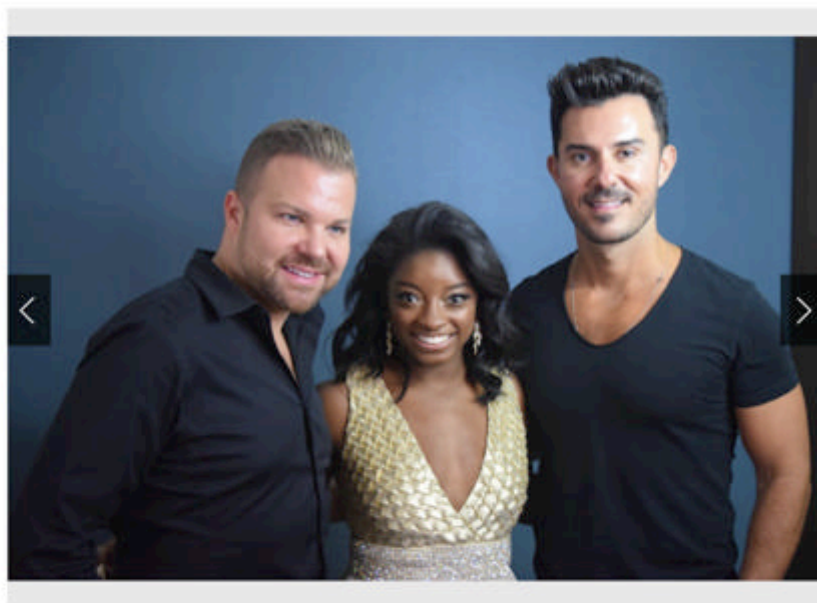
# MODERN SALON

LIVE LINK:

<https://www.modernsalon.com/article/78324/matrix-s-nick-stenson-george-papanikolas-style-simone-biles-aly-raisman-for-the-2017-golden-glo>

## Matrix's Nick Stenson & George Papanikolas Style Simone Biles & Aly Raisman for the 2017 Golden Globes

Lauren Quick | January 9, 2017 | 1:59 PM



Nick Stenson, Simone Biles and George Papanikolas before the 2017 Golden Globes.

Photo By Lauren Quick

Photo 1 of 9

Matrix Artists **Nick Stenson** and **George Papanikolas** styled Olympians Simone Biles, Aly Raisman, Madison Kocian and Conor Dwyer for the 2017 Golden Globes.

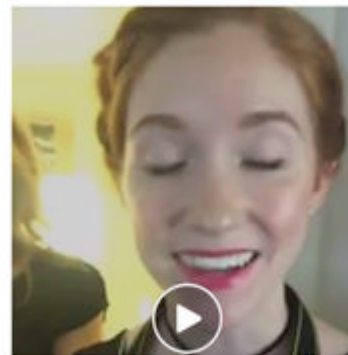
"It's all about texture," Stenson says. "We're used to seeing the gymnasts in top knots and really tight hairdos, so we wanted to keep it loose and fun and really show off the structure in the gowns."

Biles, Raisman and Kocian all wore their hair styled down with a range of waves and curls. Matrix products were used, and Stenson cited StyleLink Texture Builder medium-hold texturizing spray as the key product for styling Biles' hair, with some help from StyleLink Height Riser volumizing powder.

"With Aly, I don't think people really realize what incredible hair she has," Papanikolas says. "So what I wanted to do was really accent it and really show off the volume. Plus I've been doing her color as well, and you can really see it when we put the waves in."

Papanikolas has previously colored and styled Raisman's hair, and he also styled Kocian for the big event. Stenson worked with Biles and Dwyer before the red carpet.

"The looks are really soft; we don't want anything crunchy, and we don't want anything to be really tight," Stenson says. "It's all soft and flowy and beautiful and wearable."





LIVE LINK:

<http://www.esteticamagazine.com/look/item/16523-gold-medal-looks-how-to-aly-raisman-simone-biles-golden-globes-style-with-matrix>

## GOLD MEDAL LOOKS – HOW TO: ALY RAISMAN & SIMONE BILES' GOLDEN GLOBES STYLE WITH MATRIX

Wednesday, 11 January 2017 13:46 | Print



For the 2017 Golden Globe Awards, Matrix Celebrity stylist & Artistic Director Nick Stenson styled Simone Biles and Matrix Celebrity Hairstylist George Papanikolas styled Aly Raisman! Check out Nick & George's recommended products and how-to steps below!

### SIMONE BILES - GOLDEN GLOBES

Nick Stenson inspiration: "We wanted to create softness to compliment the structure of the dress. Plus, she is known for having her hair up so we wanted to switch it up for this big day."

1. Start with a light weight texturizer foam to lock in hold then rough dry hair.
2. Once dry, apply a texturizer spray. With a curling iron, alternate rope curl patterns throughout the entire head.
3. Create a deep part and use a comb to lightly brush and place the curls. This helps create a soft, side swept finish.
4. Lock in the look with a lightweight hairspray.

### ALY RAISMAN - GOLDEN GLOBES

George Papanikolas inspiration: "Aly spends so much time in the gym and training with her hair pulled back. We wanted to really pull out all the stops for the Golden Globes and went for glam Hollywood waves. She already has amazing hair and I really wanted to maximize its volume and body."

1. On damp hair, apply a volumizing mousse and root powder. Blow dry with a round brush for a smooth but full finish.
2. Once completely dry, take a 1-inch curling iron and create Marcel waves throughout. These waves are always a classic look on the red carpet!
3. Once the head is fully curled, finger brush hair lightly then apply a flexible hairspray to ensure hold with movement.

LIVE LINK:

<http://www.dailymail.co.uk/femail/article-4100842/From-Rio-red-carpet-Gymnast-Aly-Raisman-cuddles-boyfriend-Colton-Underwood-Golden-Globes-Olympic-teammates-Simone-Biles-Madison-Kocian-join-event.html>

## From Rio to the red carpet! Gymnast Aly Raisman cuddles boyfriend Colton Underwood at the Golden Globes as Olympic teammates Simone Biles and Madison Kocian join her at the event

- The 24-year-old gold medal-winning gymnast walked the red carpet at the glittering award ceremony arm-in-arm with the NFL player
- Aly and Colton confirmed their relationship in December when they attended the Sports Illustrated Sports Person of the Year event together
- In August, Colton posted a sweet social media video in which he asked Aly out
- As well as walking the red carpet with her boyfriend, Aly was also joined at the award ceremony by her teammates Simone and Madison
- Gabby Douglas and Laurie Hernandez, the other two members of the now-infamous Final Five team, were not in attendance

By DAILYMAIL.COM REPORTER

PUBLISHED: 23:41 EST, 8 January 2017 | UPDATED: 18:00 EST, 9 January 2017

And while Aly cozied up to her boyfriend, Simone and Madison, both 19, posed alongside one another, clearly delighted to be attending such a glittering event.

Staying true to her winning reputation, Simone wore a gold gown for the event, adding some extra bling in the form of a pair of glittering earrings and a large statement ring.

Madison meanwhile opted for an elegant blue number, keeping things simple in the accessories department with just a pair of gold drop earrings.

The girls got to enjoy a fun team hair session before the globes with Matrix SoColor celebrity stylists George Papanikolas and Nick Stenson getting their locks into medal-worthy styles.

The trio were missing two of their Final Five teammates; Olympian-turned-Dancing With The Stars winner Laurie Hernandez, and two-time Olympian Gabby Douglas, neither of whom chose to explain their absence on social media.

Olympic gymnast Aly Raisman and NFL player Colton Haynes only publicly confirmed their relationship one month ago, but the sporting power couple looked every inch the loved-up duo as they walked the red carpet at the Golden Globes together on Sunday evening.

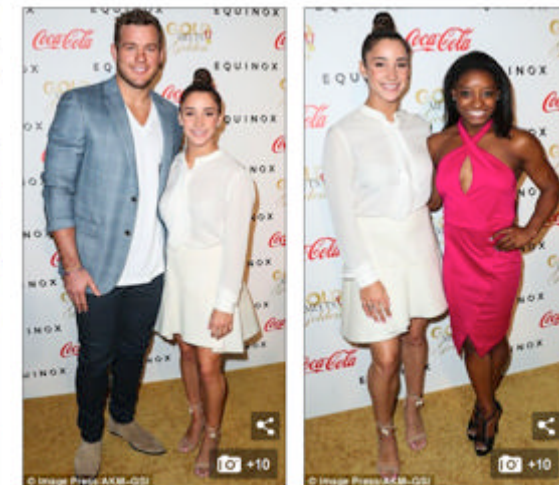
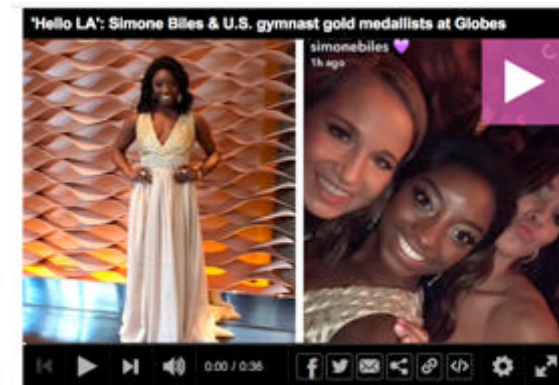
Both Aly, 24, and Colton, 24, looked delighted to be spending the evening with one another, and happily posed for the cameras with wide smiles on their faces.

The couple, who only confirmed their relationship last month, after weeks of speculation, abandoned their sports gear for the evening in favor of glamorous black-tie ensembles, with Colton wearing a dapper navy blue suit and bow tie, while Aly donned a stunning floor-length orange gown.

Scroll down for video



Love is in the air: Olympic gymnast Aly Raisman walked the Golden Globes red carpet with her boyfriend, NFL player Colton Underwood, on Sunday evening



Busy bees! On Saturday night, Aly, Colton, and Simone attended the Golden Meets Gold event

**LIVE LINK:**

<http://hollywoodlife.com/2017/01/08/golden-globes-best-hair-makeup-2017-red-carpet/>



**GOLD MEETS GOLDEN:** Olympians stunned with new Hairstyle makeovers provided by Matrix L'Oreal Celebrity stylists at the Nicole Kidman-hosted "Gold Meets Golden" event style lounge.

**Natalie Portman** channeled her character "Jackie" by rocking a retro-inspired hairstyle. Her gorgeous makeup look was done by **Pati Dubroff**, who used Dior makeup.

Gymnasts **Simone Biles** and **Aly Raisman** were styled by Matrix SoColor Celebrity Stylists **George Papanikolas** and **Nick Stenson**.

**Chrissy Teigen** rocked a [sleek and sexy ponytail](#) and gorgeous berry lip.

**Viola Davis** looked amazing with a sleek, stunning bob. Her red carpet skin prep includes **Vaseline** lotion. See her moving video for [Vaseline's Healing Project](#) here.

*Westworld's* **Evan Rachel Wood** looked flawless with a [pink lip and her hair in soft waves](#). **Peter Butler** styled her hair using **Leonor Greyl** products. Her makeup was done by **Toby Fleishmann** using **Burt's Bees**.

Golden Globes-nominated actress **Nicole Kidman** was styled by **Kylee Heath**, who used **Leonor Greyl** products.