

Softstyler

Braun | Model No. PG S 1000
Germany, 1982

Without the diffuser, the Softstyler would be just another pistol-shaped blow-dryer, of which Braun had already released many. But as soon as this big, round attachment is put in place, it becomes an entirely different product. The air ventilation holes on the front resemble

those on the back. The megaphone-like shape becomes an immediate shorthand for big 1980s hair. Another spectacular element of this piece is the shade of green, an excellent hue of '80s avocado, which is the only color in which the product was available.

