

**SMART
STREET STYLE
COLLECTION
2016**

SMART STREET STYLE COLLECTION 2016

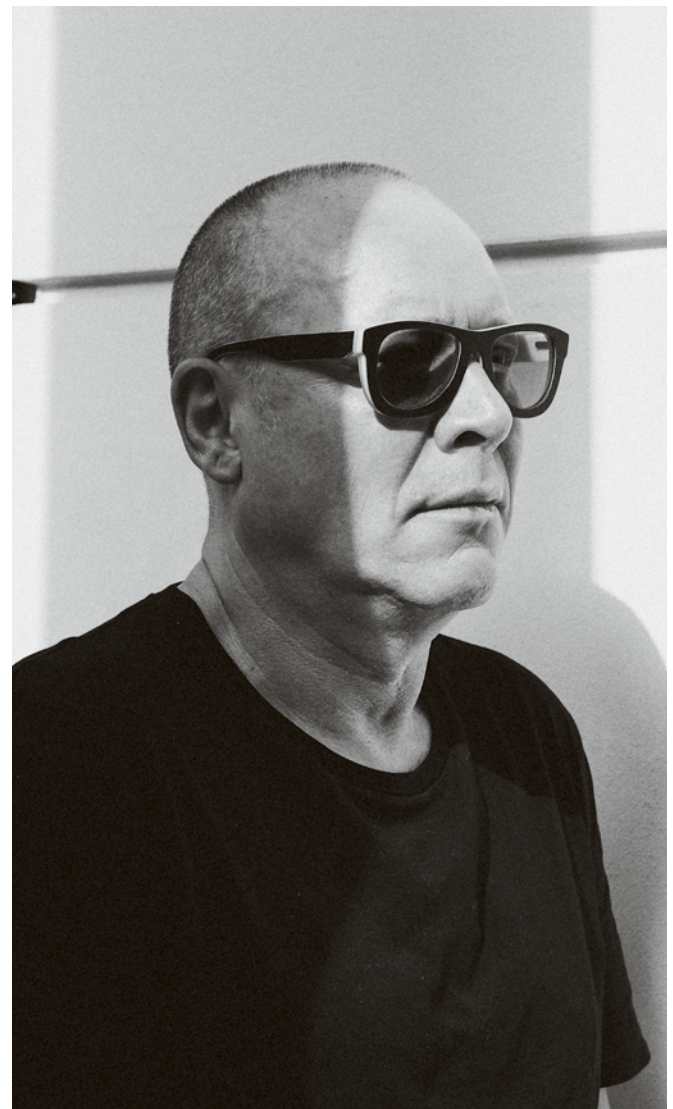
WELCOME

The Indola Street Style Collection you have in your hands is part of a new global movement where STREET STYLE – worn by real people all over the world – is shaping rather than following fashion trends.

Every look you'll find inside can be put to WORK IN YOUR SALON for guys as well as girls – after all, MALE GROOMING is here to stay. I'm really excited about this issue and can't wait to see how you all use it to inspire your work and business.



SIMON ELLIS / CREATIVE DIRECTOR



MEET THE TEAM...

The Indola Street Style Collection is the work of an incredible, global team - bloggers, stylists, colourists, photographers, make-up artists - all working together to interpret the most exciting trends emerging right now. And every look they've created can be made to suit every woman – and man – that steps into your salon.



ANNA PONSA LOPEZ / BLOGGER

Since last year's Street Style Collection, Anna's life has got even busier. Her blog won the best in Spain (Zalando Blogger Awards), she's featured in short films, been spotted in front rows worldwide, headed guest lists at launches and premieres and starred in some of fashion's hottest shoots.



KARIN KRATZEISEN / HAIR STYLIST

Working from Berlin, as Creative Director in one of the city's coolest hair destinations, Karin now splits her time between the salon floor and professional shoots where her skills and innate understanding of trends give her the springboard to create 'totally new looks with just small variations in techniques'.



VIOLA LANDSKY / COLOURIST

Viola, our colour queen, is in demand at shoots and shows from Berlin to Russia and Japan. Inspired by her professional life and own personal projects, she sums up her creative spirit, 'the wheel won't be reinvented but it's great fun to turn it the other way around to discover new things'.

GAIJESS / BARBERS

Raymond Schulte and Danny Verheijen have reinvented the barber experience for the modern man who wants trend awareness with traditional quality. With their salon Gaijess the go-to destination in The Netherlands we were thrilled to have this talented duo, who have been Indola clients for over 10 years, at our shoot to cut and style our guys.



PETER GEHRKE / PHOTOGRAPHER

You might think a snapper of Peter's pedigree – campaigns for Acne, H&M, Esprit, Diesel, Levis, Louis Vuitton and Triumph – might want to spend more time on his beloved skateboard but we're delighted to have his calm energy and unique vision on the Street Style Collection again.



NATASHA EICHLER / FASHION

To really capture the dynamic energy of street style trends you need boundless passion. Natascha has all this and more. Her true understanding of fashion tribes around the world means she's never happier than creating looks that mix savvy high street with vintage and DIY pieces.



GUDRUN MÜLLER / MAKE-UP

From fashion shoots, music videos, runway shows, global campaigns and editorials for such big league names as Pierre Cardin, Hugo Boss and Escada, Gudrun's diverse experience means she ticks every box on our wishlist for a make-up artist that can channel street trends into exciting and wearable looks.









Miss Nobody



OUR FASHION EYES

HANGING *with* **ANNA PONSAL LOPEZ**

Blogger Anna Ponsa Lopez's 71,000-plus Instagram followers clearly know a good thing. With her quirky style, whimsical fashion eye and pass behind every velvet rope, she curates an inspirational lifestyle journey. A spirit she brought to Hamburg – shooting on her 35mm analogue camera, to showcase her unique take on all of our key trends. And, seduced by our gorgeous nude shades, she took time out for Viola to colour her perfectly glossy brunette hair.



OUR FASHION EYES ANNA PONSAL LOPEZ

*Discover the SMARTEST STREET
STYLE COLLECTION for 2016*



by **INDOLA**
EXCLUSIVELY PROFESSIONAL



SMART STREET STYLE COLLECTION 2016



TREND ONE



AQUATIC GLAM



TRENDING ON THE STREET

By **ANNA PONSÁ LOPEZ**

Inspired by the enchanting beauty of underwater worlds, this is a great trend to dip in and out of on the street. If you imagine sub-aquatic landscapes of shimmering blues and greens with flashes of silvery light - you've got the mood here. Firmly rooted in everyday life this is a great trend to mix into your casual look with a sequin top or sparkly accessory.



TREND ONE AQUATIC GLAM

CONTRIBUTING BLOGGER/DESIGNER
K.T. Reed — SAN FRANCISCO

I first spotted this trend in Los Angeles' fashion district. Obviously, in a city like LA there's a real mix of people but sequins in the day can really help you stand out, although I like to dress mine down with a simple t-shirt or tennis shoes.

ktrstyle.com
instagram.com/officialktr



TREND ONE

— LOOK #1

AQUATIC GLAM

— Whether shapes are fluid and flowing or perfectly simple, we've picked materials that shimmer and shine with sparkling finishes and iridescent effects. But these aren't evening luxe, red carpet or beachy looks. This is a trend firmly rooted in the street, so we've taken casual shapes and given them a jolt of personality with flashes of brilliant metallics.



LOOK #1

It might be finished with sequins, but this look is all edgy youthfulness. A simple shaped tee dress, encrusted with sequins, is toughened up with a denim jacket and metallicised creepers. Hair is sleek yet choppy with mineral blue lights. Jewellery is bold while make-up layers aqua eyes and a sheeny lip over a natural, dewy base.

TREND ONE AQUATIC GLAM

TREND ONE

— LOOK #1

HAIR TECHNIQUE

THE COLOUR

This is a look for really dark hair, surfing an aquatic wave of deep, shimmering blue. We wanted the colour to feel free flowing, like the ocean, so the blue is applied on cleverly placed pre-bleached slices. Really simple to achieve, it's a rebellious but super subtle, wearable way to rock the trend.

PRODUCTS USED:

- PCC NATURALS 3.1
- RAPID BLONDEE+ BLEACHING POWDER
- BLONDE EXPERT P.11
- PCC CREATOR 0.11+



THE CUT

We wanted to create something short, soft and ultra versatile, so we went for a really contemporary choppy, cropped bob. Cut in three panels, each one a different length, the results are asymmetric and easy to style. Adding up to a fab, low-maintenance look you can style any way, from edgy to elegant - at any age.



MUST-HAVE PRODUCTS



PRO-CARE TIP

"Strong hair holds its shape for longer which is why we used INNOVA HYDRATE SHAMPOO and TREATMENT on this look because the bamboo milk extract not only strengthens but also adds bounce, making restyling super easy."

Viola

VIOLA LANDSKY / COLOURIST

TREND ONE AQUATIC GLAM

PRO-STYLING TIP

"For an extra smooth look, add INNOVA SMOOTH SERUM to wet hair before drying. It will give you much easier styling and handling as well as super silky smoothness."

Karin

KARIN KRATZEISEN / HAIR STYLIST



TREND ONE

— LOOK #2

RESTYLE

THE HAIR

Add bags of natural-looking movement and volume by drying hair from all four directions with a paddle brush. Ruffle the smoothness by running Innova Clay through the hair with your fingers, then tease out individual sections and twist and hold them for a few moments for a real tousled finish.

THE CLOTHES

Dial up feminine and dial down toughness for a dash of edgy chic and contemporary self-confidence. Luxe fabrics in the simplest shapes keep the sparkly look modern, while directional, high-shine jewellery adds wearable drama. This is a really grown up way to master dressed-down glamour, working the sequin trend to perfection.



MUST-HAVE PRODUCTS



PRO-STYLING TIP

"To reinvent your style throughout the day or even turn up the roughness for a night out, use a small amount of INNOVA CLAY on your fingertips and work through short dishevelled styles. The non-burdening formula lets you re-mould over and over without the risk of falling flat."

Karin

KARIN KRATZEISEN / HAIR STYLIST

TREND ONE AQUATIC GLAM

GET THE LOOK

JEWELLERY / VINTAGE



DRESS / ASOS

LOOK #1



LOAFERS / ASOS

"To nail this trend it needs to feel a bit edgy and not 'pretty-pretty' - so simple, even basic shapes work best with loads of sequins or a metallic finish."

Natascha

NATASCHA EICHLER / FASHION



LOOK #2

SHOES / ZARA



TROUSERS / ISABEL MARANT FOR H&M

JEWELLERY / VINTAGE



*"We wanted this look to feel more feminine.
So we chose luxe fabrics in simple shapes toughened
up with megawatt leggings and a fierce cuff."*

Natascha

NATASCHA EICHLER / FASHION



*"A creamy, aqua shimmering eye and pearly pink lip is the
easiest way to wear this trend in an instant. Then, if you
want to add more drama, choose a bright blue mascara,
an iridescent eyeshadow or frosted green nail varnish."*

Guida

GUDRUN MÜLLER / MAKE-UP

TREND ONE AQUATIC GLAM



TREND TWO



NEW ARTISAN



TRENDING ON THE STREET

By **ANNA PONSÁ LOPEZ**

This trend has emerged from a shared desire for authentic style that can be totally customised and worn by almost everyone. The resurgence of traditional handicrafts like knitting and crochet is a big part of this too, making it perfect for mixing high street buys in classic denim, fine corduroy and coloured suede with vintage pieces in '70s shapes – now's the time to raid your mother's retro wardrobe.



TREND TWO NEW ARTISAN

CONTRIBUTING BLOGGER
Megan Ellaby - LONDON

For me, this is the ultimate London trend because it's a really fresh way to mix current trends with retro, vintage and thrift store pieces. The result is so British because it looks so effortless.

pagesbymegan.com
[instagram.com/asos_megan](https://www.instagram.com/asos_megan)

TREND TWO

— LOOK #1

NEW ARTISAN

— Our New Artisan has rustic textures, flared trousers, A-line skirts and embroidered waistcoats for this new DIY generation. We scoured thrift stores for key pieces and teamed them up with modern basics for guys as well as girls in natural leather, distressed denim, supple suede and patchwork anything. Make it cool, make it effortless, make it yours.





LOOK #1

Gorgeous tousled shaggy blonde waves and a morning-after fringe, this chic boho look offers fresh-faced '70s seduction. Dark denim flares – check; vest over long shirt – check; vintage handcrafted waistcoat – check; platform sandals, soft eyes and frosted lip – check; multi-layered jewellery – check. We shouldn't be biased but we adore this look.

TREND TWO

— LOOK #1

HAIR TECHNIQUE

THE COLOUR

With finely woven highlights of baby blonde around the face, lighter in the lengths and more natural underneath and at the roots, this is seriously low maintenance colour for blondes. While it's a bit '70s and a little bit Woodstock, it's also expensive-looking, easy-to-wear and looks great on all hair types.

PRODUCTS USED:

- BLONDE EXPERT 1000.1
- RAPID BLONDE+ BLEACHING POWDER
- KERA BOND BOND SERUM
- KERA BOND SEALING MASK



THE CUT

For this long, ruffled style, we moved away from classic layering techniques and layered mainly into the ends. The fringe is slightly graduated, skimming the eyelashes for a retro, sexy finish. While this look makes a real boho statement it's also a great cut for clients trying out a fringe, or growing out heavy layers.



MUST-HAVE PRODUCTS

PRO-COLOUR TIP

*"To preserve the natural structure of the hair and prevent damage when bleaching, add **KERA BOND BOND SERUM** into your colour mixture and then, immediately after the colour service, use **KERA BOND SEALING MASK** as a backwash treatment to give your blonde a naturally healthy look and feel."*

Viola

VIOLA LANDSKY / COLOURIST



PRO-STYLING TIP

"INNOVA SALT SPRAY is the perfect product to pack for festivals because it will deliver artisan styles with a crucial undone feel on damp or dry hair – even without washing. Simply spritz through lengths for instant grip and a matt finish, then air dry in the fields."

Karin

KARIN KRATZEISEN / HAIR STYLIST



TREND TWO NEW ARTISAN

TREND TWO

— LOOK #2

RESTYLE

THE HAIR

Carefully styled to look like she did it herself, this low maintenance twisted topknot shows off the natural-looking colour to perfection. Simply pull up the hair – no brushing – into a high ponytail, knot and fasten with a couple of pins. Then tease out a few hairs and twist them to create a some wavy strands – for a super soft finish.

THE CLOTHES

Less retro, more contemporary, a fashion-forward look for anyone into the trend. Our girl rocks a mini in woven textural fabric, while the raw-edged denim vest gives a customised twist. Her belt is tied however she likes for that ‘just thrown together’ vibe while the suede boots give the whole look a bit of an edge – by the way, knee-high boots are going to be top of all fashionistas’ wishlists.



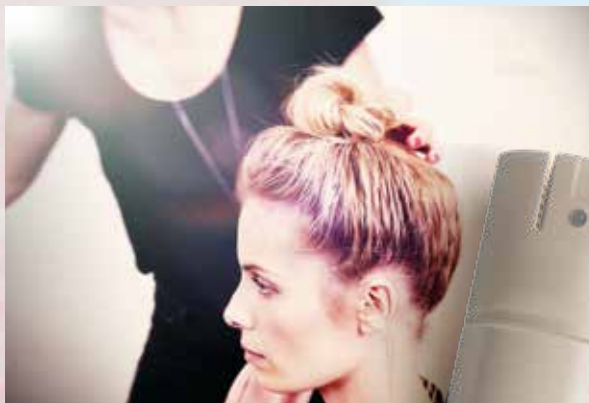
MUST-HAVE PRODUCTS

PRO-STYLING TIP

"For a less-polished finish yet with loads of hold, INNOVA STRONG LACQUER is the perfect choice because it dries in an instant so you can play with a few strands here and there to break up a 'perfect' look."

Karin

KARIN KRATZEISEN / HAIR STYLIST



TREND TWO NEW ARTISAN

TREND TWO

— LOOK #3

NEW ARTISAN

— New Artisan for men couldn't be easier to tailor to the individual, just follow the lead from the girls and mix rustic with modern. A free-spirited mood is the inspiration behind relaxed layers in contrasting rough and softer textures while worn-in jeans or destroyed denim in a contemporary cut with real leather boots add a tougher contemporary edge. Hair is all undone cool, like hers, in a style that looks as if he's just run his hand through it - no mirror required.



LOOK #3

This is a more urban boho than thrift store so each piece is chosen for quality and then customised for an effortless mood. Dark denim jeans, softened cotton shirt and loose-laced boots create a laidback mood while patchwork waistcoat and easy-going jacket lend a crucial handcrafted feel.

TREND TWO NEW ARTISAN

TREND TWO

— LOOK #3

RESTYLE

THE HAIR

We wanted this cut to look really laidback, so we made a little disconnection in the hair and cut different length layers in from the nape of the neck up to above the ears, giving it a soft, really natural shape and highlighting the model's jawline. With the beard, we shaved up to a mid-neck line before drawing the blade away to create a graduated line. Then we trimmed the edges with clippers – this looks much more natural than using clippers all over.

THE CLOTHES

To give this gently undone theme a more urban direction, add slim layers for a relaxed look that's never scruffy. Variations of blue link all the textures together, from the raw denim jeans, fresh cotton shirt and pre-loved loose knit jumper. While the accessories add the crucial individual touch - a vintage cravat worn as a neckerchief and more braided leather thongs for the wrists.



MUST-HAVE PRODUCTS



PRO-STYLING TIP

"To get the lived-in feel for this look you need to create extra grip and hold. Spritzing wet hair with INNOVA #STYLE SALT SPRAY before drying naturally will give you a more wild result than adding to dry hair. Then, when dry, scrunch through INNOVA VOLUMISING POWDER for a rough feel without losing body."

SCHULTE / BARBER



TREND TWO NEW ARTISAN

GET THE LOOK

JEANS / ZARA



LOOK #1



SHOES / CHLOE



JEWELLERY / MANGO



TOP / VINTAGE



SHIRT / VINTAGE

WAISTCOAT / ZARA

"Layering beautifully crafted pieces keeps this look modern – it should feel more homespun artisan than student or festival-goer."

Natasha

NATASHA EICHLER / FASHION

DRESS / ZARA



DENIM VEST / ZARA

"This trend is all about DIY and customisation so shop around – from vintage stores to market stalls, independent boutiques to the high street chains – snap up everything with a handmade feel and then just mix it up."

Natascha

NATASCHA EICHLER / FASHION



LOOK #2



"A fresh, wholesome look is the secret here so be a free spirit and love your natural quirks. If you have freckles show them off - and keep eyes, lips and nails really youthful with soft shades."

Gudrun

GUDRUN MÜLLER / MAKE-UP



TREND TWO NEW ARTISAN



TREND THREE



ELEMENTAL LUX

TRENDING ON THE STREET

By **ANNA PONSÁ LOPEZ**

This is a trend where urban sophistication meets pure simplicity. Lines are clean and shapes modern but it doesn't feel cold and stark, instead Elemental Lux tempts with effortless luxury. Up close, fabrics are crisp cotton, silk and fine leather in soft milky shades, stark white, steely grey and rich navy. And there's a polished finish in the details with jewellery in muted gold, copper, silver and simple gemstones. This trend proves that sometimes, less really is more.



CONTRIBUTING BLOGGER

Dany Dos Santos - PARIS

French style has always had a place for chic masculine styles for women, so this trend has run away with the fashion set in Paris. You can see it everywhere now in pure, modern and casual shapes in simple colours. It's simple yet mysterious for both men and women - very French - I think it could become timeless.

alkarus.com
[instagram.com/alkarus](https://www.instagram.com/alkarus)

TREND THREE

— LOOK #1

ELEMENTAL LUX

— When the street is buzzing with competing looks, the effortless confidence of Elemental Lux is a beacon of urban cool. Simple shapes in beautiful fabrics are the easiest way to build this look in a palette dominated by pure whites with touches of navy. The contemporary casual mood is finished with single pieces of polished jewellery in architectural shapes while hair is suitably refined with a fabulous cut and expensive-looking colour.



LOOK #1

Nothing rocks the minimalist trend better than a perfectly cut white shift dress. That timeless contrast of simple, casual cut in the highest quality fabric gives a look that's utterly chic – and one you can wear anywhere. On the street we're seeing it with unfussy sandals and slides or subverted with an asymmetric hem, twisted up and knotted at the knee.

TREND THREE

— LOOK #1

HAIR TECHNIQUE

THE COLOUR

Nude is a huge colour story this season with soft depths, understated shimmer and gorgeous texture. Working on the model's naturally pale brunette hair, we used three different nude shades, in diamond sections to give fabulous movement. This is luxurious colour that's effortless and elegant on all mid-brown or blonde shades, and every hair type.

PRODUCTS USED:

- PCC 7.38
- PCC 9.38
- BLONDE EXPERT 1000.38



THE CUT

This cut embodies the ethos of pure simplicity with clean lines and meticulous details in a long bob. To maintain the weight in the outline with a soft luxe feel, we cut long layers in the ends of the hair and a few on top for more flexibility when restyled and changing the parting. This is a good option for clients who want a change from wearing their hair just one length.



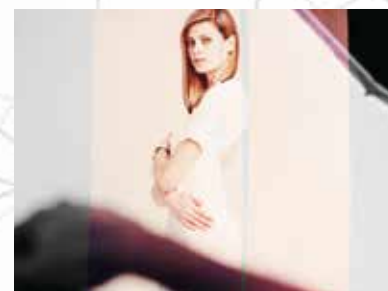
MUST-HAVE PRODUCTS

PRO-COLOUR TIP

"You can make this nude effect softer or stronger to suit each client. For a more dramatic effect choose nude highlights with more contrast. Shades more similar to each other will give a gentler, more subtle effect."

Viola

VIOLA LANDSKY / COLOURIST



TREND THREE ELEMENTAL LUN

PRO-STYLING TIP

"You've got to be careful not to overload fine hair with products but you still want something that's going to help you style and finish. We used INNOVA GLAMOROUS OIL GLOSSY OIL on our model's fine hair because its weightless formulation gave us the control and shine we wanted without compromising the style."

Karin

KARIN KRATZEISEN / HAIR STYLIST

TREND THREE

— LOOK #2

RESTYLE

THE HAIR

To inject more movement and volume into this cut - and draw more attention to the highlifted layers - we created a deep side parting then blow-dried the hair in every direction using a paddle brush then finished with a round brush to flick out the ends. It's a very simple but quick way to add versatility to the cut.

THE CLOTHES

Play on the contrast of black against white but choose navy for a more sophisticated spin. Culottes in a heavy washed fluid fabric lend this look a young feminine feel while the boxy cropped top with full sleeves and shaped neckline, keeps the look graphically sleek. The cape jacket is a more refined version of a shoulder throw and just so easy to wear.





MUST-HAVE PRODUCTS

PRO-STYLING TIP

"Fine hair like our model's often needs daily washing but there is a way to fast-forward with INNOVA WONDER BLOW DRY. It accelerates drying as it smoothes and detangles while protecting each strand so you get a finished look with more shine and frizz-free hold."

Karin

KARIN KRATZEISEN / HAIR STYLIST



TREND THREE

— LOOK #3

ELEMENTAL LUX

— Our aim with Elemental Lux is for a look of tailored elegance that's relaxed not stiff and formal. So we kept lines clean in fabrics that have real comfort. Longer line shirts are worn buttoned-up but un-tucked for a casual feel while the trousers are worn cropped or neatly rolled. The colours complement our girl in a palette of elemental shades - soft whites, stone grey and inky blue or black.



LOOK #3

Move close-up on this outfit and you can spot the details that give it a modern feel. Trousers are slim cut with a crisp finish to match the shirt and the shoes are a classic sneaker shape but in quality leather. Detailing is kept minimal with no collar on the shirt and no lapel on the flowing long blazer – yet both have a structure to keep the silhouette smart not sloppy.

TREND THREE

— LOOK #3

RESTYLE

THE HAIR

This trend needs a clean sleek style that's sophisticated and smooth with a very soft finish so we went back to classic barber skills using clippers for a sharp outline. Then with comb and scissor technique, we took the sides short leaving one side slightly longer for a graphic shape and disconnect. The top was left long so it can be dried slick to the side for daytime smart or with more volume for a fun variation.

THE CLOTHES

This guy chooses quality materials. So details are always kept to a minimum for a look that feels simply natural, never over-styled. Here we've gone for new modernism in a pure white top with relaxed polo neck. The slightly structured neoprene fabric gives a contemporary silhouette while the detailing is pared down to a single pocket flap.



MUST-HAVE PRODUCTS

PRO-STYLING TIP

"If you have a client with coarse or thick hair, as our model did, INNOVA STRONG GEL can be used to shape and slick a more controlled look. Work through damp hair and style carefully before leaving to dry naturally. For a more textured variation, work a small amount of INNOVA CLAY through the length and style forward."



DANNY VERHEIJEN / BARBER

TREND THREE ELEMENTAL LUN



GET **THE** LOOK



SHOES / H&M



LOOK #1



DRESS / BAND OF OUTSIDERS



JEWELLERY / WEEKDAY

"A plain dress in pure white perfectly captures the single colour theme of this contemporary trend so all you need to finish is a choice of architectural-inspired accessories."

Natasha

NATASHA EICHLER / FASHION

"If winter whites seem a practical nightmare, steely greys and deep navy can be added to the mix of this trend to make it more wearable when the summer sun has gone."

Natasha

NATASHA EICHLER / FASHION

CULOTTES / SANDRO PARIS



BRACELET / VINTAGE

LOOK #2



SNEAKERS / H&M



"For a polished yet natural look, aim for a flawless base that still looks healthy. Define eyes with soft matt browns and beiges, then give lips and nails all have a sheer nude finish."

Guida

GUDRUN MÜLLER / MAKE-UP

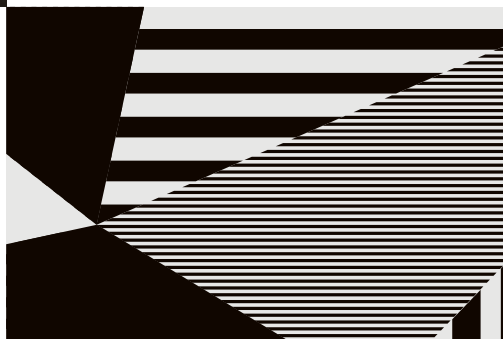
CAPE JACKET / ZARA



TREND THREE ELEMENTAL LUN



TREND FOUR



GRAPHIC CLASH



TRENDING ON THE STREET

By **ANNA PONSÁ LOPEZ**

The colour-blocking theme of the last few seasons has taken a new twist in this trend with an explosion of geometric patterns, prints and three-dimensional volume. Think pleats, asymmetry and structured shapes worn in clashing colours or stark monochrome and you've got Graphic Clash. An easy way to wear this trend is to add it as an accent, like a bright graphic bag or jacket.



CONTRIBUTING BLOGGER

Anna Brain – MOSCOW

I think this trend is all about being experimental which really works on the streets of Moscow as the fashion-conscious here are confident about mixing different colours, graphics and prints – you could say it's part of our Russian heritage.

www.an-van.com
[instagram.com/anna_brain](https://www.instagram.com/anna_brain)



TREND FOUR

— LOOK #1

GRAPHIC CLASH

— This is where we work the three-dimensional theme to the max, teaming prints with bold graphics, colour with shading, stripes with colour blocks as well as structured volume with pleats and tucks. Head-to-toe prints might be daunting but a single statement piece for this trend like a colour clash bag or, best still, a boxy cropped top, work perfectly too.





LOOK #1

More clash than colour, look away now if you like a quiet life! Monochrome gives a retro vibe to this graphic mash-up, while the asymmetric, knife-pleated skirt, statement top and abstract spotty shoe ensures the final look is absolutely right now. The only understated thing is the make-up – fresh, dewy and totally natural.

TREND FOUR

— LOOK #1

HAIR TECHNIQUE

THE COLOUR

Our urban red colour technique lets every client wear gorgeous flaming hues in a smart way. We used just two shades – with fiery red really popping on the front section and heavenly copper chocolate on the rest of the hair. With our model's pale skin and naturally red hair, the colour is dramatic. On darker hues, these red shades will add warmth, richness and shine.

PRODUCTS USED:

- PCC 6.38
- PCC 6.66X



THE CUT

Super vibrant colour works best in a graphic, modern shape, so we cut hair into a graduated bob with layering for added movement. Cutting from the nape of the neck into two disconnected front sections, hair was layered all through to add texture. Really easy to wear, and care for, in this cut the colour's the star.



MUST-HAVE PRODUCTS

PRO-CARE TIP

"To keep this colour vibrant, bright and salon fabulous for longer, make INNOVA COLOUR SHAMPOO and LEAVE-IN TREATMENT part of your care regime as the UV filters and gemstone extract protect from fade and maintain brilliance."

Viola

VIOLA LANDSKY / COLOURIST



PRO-STYLING TIP

Think again about how you use your mousse, it doesn't just have to be for body or volume. We used INNOVA STRONG MOUSSE here to control the overall shape, particularly good with coarse or thick hair. Then we finished with INNOVA SHINE SPRAY for a really healthy looking gloss.

Karin

KARIN KRATZEISEN / HAIR STYLIST



TREND FOUR GRAPHIC CLASH

TREND FOUR

— LOOK #2

RESTYLE

THE HAIR

A smooth restyle adds sleek sophistication to this look with the longer front sections swept back to show off the dramatic red shades. A classic bob shape, we dried hair with a paddle brush from all four directions to create a little natural volume, then spritzed with Innova Flexible Spray for lasting hold and healthy shine.

THE CLOTHES

Not for the shy or retiring, this season's mega co-ordinated trend will get you noticed for all the right reasons. The patterned shorts and matching boxy jacket give good clash with the make-a-statement shirt. Look closely and you'll see that both graphic prints show clear batik influences as this season geo gets an ethnic makeover. Jewellery is dramatic to keep pace while shoes make a two-tone statement.





MUST-HAVE PRODUCTS

PRO-STYLING TIP

"For hold that doesn't compromise movement – which was crucial with this look – we set the whole style with INNOVA FLEXIBLE SPRAY so we get a long lasting fix without a hint of 'helmet effect'".

Karin

KARIN KRATZEISEN / HAIR STYLIST



GET THE LOOK



SWEATER / RAOUL



SHOES / PIERRE HARDY



LOOK #1



SKIRT / AVIU

"Working this trend in monochrome helps put the focus firmly on the graphic details but if you do want to add a shot of colour, simply throw over an acid yellow or electric blue jacket."

Natasha

NATASHA EICHLER / FASHION



JEWELLERY / VINTAGE



LOOK #2

"I love the way this print mash-up works in different fabrics too - the shorts and jacket are in a structured weave while the shirt fabric is really fluid."

Natasha

NATASHA EICHLER / FASHION



SHORTS + JACKET / ASOS

SHOES / FENDI



BRACELET / VINTAGE

"The trick here is to highlight the features so they don't disappear with the vibrant hair colour. A well-defined look on the eyes or lips is the best solution, but keep it natural - you don't want to compete with the clothes".

Guido

GUDRUN / MAKE-UP



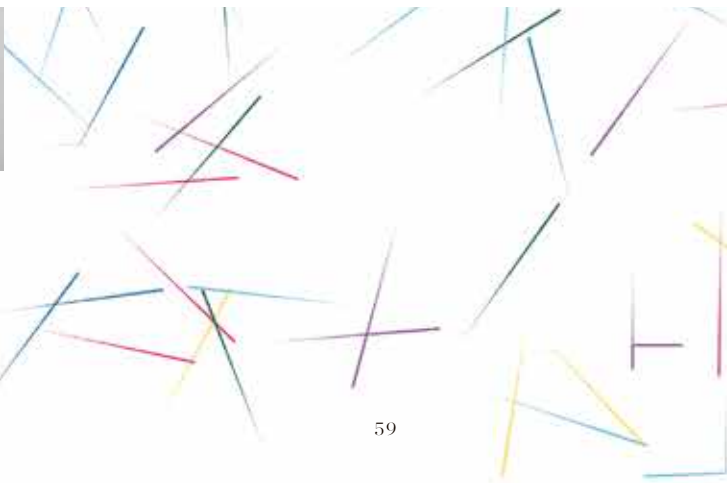
TREND FOUR GRAPHIC CLASH



THIS
IS
NOT
THE
END



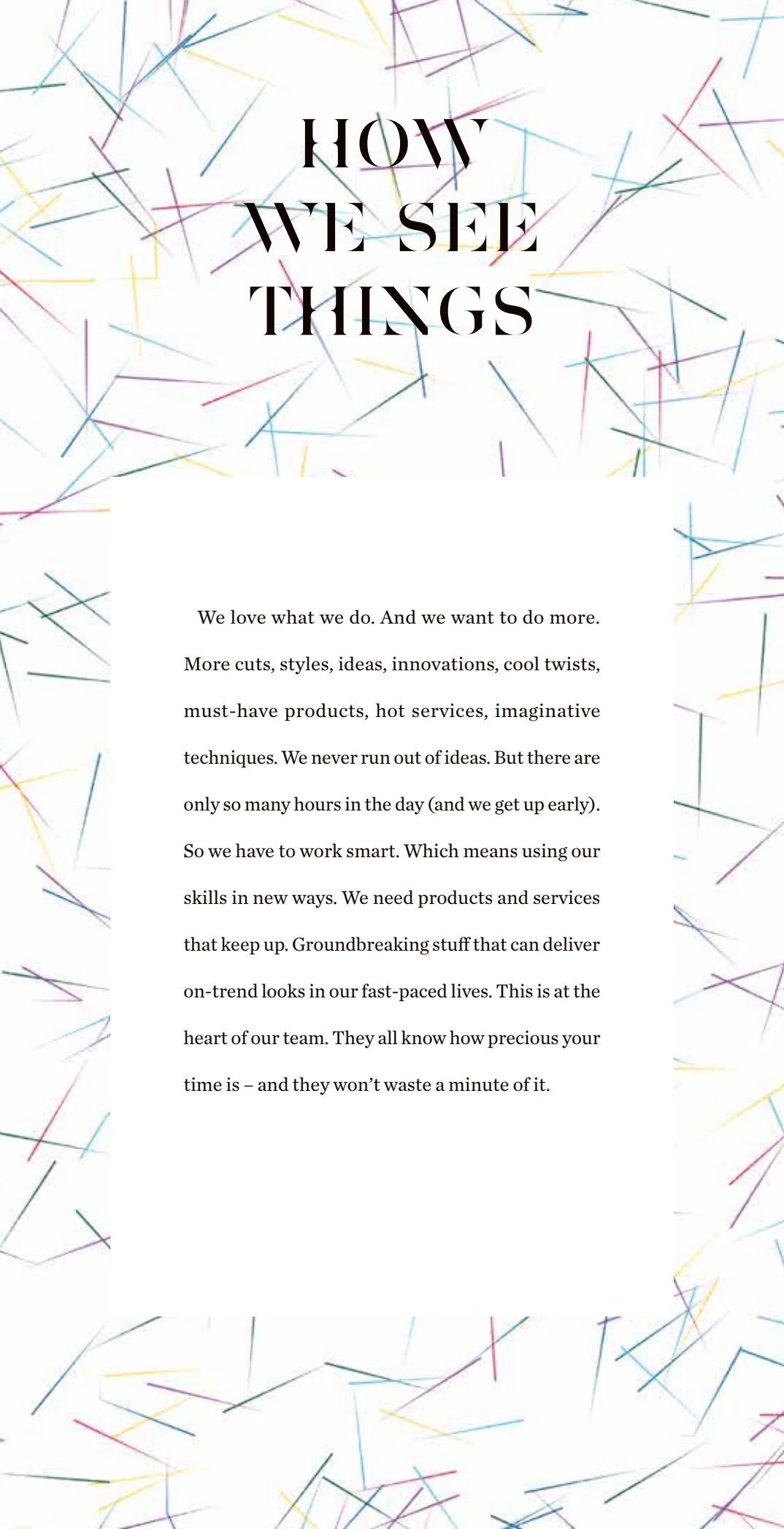
This is *YOUR* jumping off point, a spark of inspiration that will fuel a year of *CREATIVITY*. This is where you take over and run with the *IDEAS INSIDE*. There are no rules. This is Street Style. So, strip it back, embrace minimalism, whisper luxury, build it up, throw patterns on patterns, layer colours, clash textures, shout excess, take it any direction you like. You make it live – *THIS IS JUST THE BEGINNING...*



INDOLA
EXCLUSIVELY PROFESSIONAL



Think smart, think Indola.

The background of the entire page is a dense, chaotic pattern of thin, overlapping lines in various colors including blue, green, yellow, pink, and purple. These lines are oriented in many different directions, creating a sense of movement and complexity.

HOW WE SEE THINGS

We love what we do. And we want to do more. More cuts, styles, ideas, innovations, cool twists, must-have products, hot services, imaginative techniques. We never run out of ideas. But there are only so many hours in the day (and we get up early). So we have to work smart. Which means using our skills in new ways. We need products and services that keep up. Groundbreaking stuff that can deliver on-trend looks in our fast-paced lives. This is at the heart of our team. They all know how precious your time is – and they won't waste a minute of it.



VIOLA # DREAMING IN COLOUR

I took my inspiration from the trends and adapted each one to suit our individual models. I kept the process smart with colour looks that can be created quickly and easily in the salon, using just two or maximum three shades. Keeping it really simple, and versatile to work for every client – and salon!



GAJESS # SHARP GROOMING

Guys' hair can be a challenge so we have used some classic barber clipping techniques to get great results. The looks here can be adapted for every male client, whether they have a really groomed style or they prefer the laidback look. Our smartest tip, though, is to work with the individual to get it just right.



KARIN # CUTTING EDGE

My secret to effortless-looking hair is in the cutting technique. On this shoot I've focused on really simple, but smart techniques for the most versatile results – that are super easy to create in the salon. Obviously it was really important to showcase the colour effects, so my work was a really close collaboration with the colour team.

