

### SMART STREET STYLE COLLECTION 2016

Think smart, think Indola.

### *Discover the* SMARTEST STREET STYLE COLLECTION *for 2016*









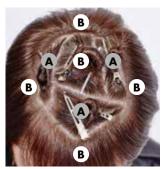
## AQUATIC GLAM

— 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.



## QUATC

### THE COLOUR



### STEP 1

- Create a large section at the top of the head leaving out the fringe.
- Divide the hair inside this top section as shown:
- $\mathbf{SECTIONS}\,\mathbf{A} = a \ horseshoe$ shape closed at front and open towards the back
- SECTIONS B = the inside of the horseshoe shape plus all the rest of the hair.



### STEP 2

- Start with SECTIONS A.
  - Take a very small back-to-back slice and apply RAPID BLONDE **BLEACHING POWDER** first at the mid-lengths and ends on the foils, leaving out 0.5 cm at the root area.
- Continue in slices along the same section.
- Repeat throughout the remaining SECTIONS A.
- **SMART TIP**

Back-to-back foils create a cleaner colour placement and let you apply the main colour without the risk of blotting or intermixing.



### STEP 5

- Apply the following colour mixtures to the pre-bleached sections:
- COLOUR MIX 2 on the re-growth area.
- COLOUR MIX 3 on the mid-lengths and ends.



### STEP 6

- Leave to develop for 20 mins (or until desired result is achieved, depending on base).
- Then rinse off, shampoo and treat with appropriate product from INNOVA COLOR range.



### STEP 3

- Leave bleach to develop until hair is as light as possible.
  - SMART TIP If the hair is really dark and coloured, leave the bleaching foils to develop up to yellow, before applying COLOUR 2.



- Apply COLOUR MIX 1 to the rest of the hair, starting at the nape of the neck, from roots-to-ends.
- Leave to develop before rinsing off.
- Then rinse off bleach in foils.

### **COLOURS USED**

### BLEACH

- Rapid Blonde Bleaching Powder
- 6%/20 vol Developer
- Mixing ratio 1:2

### **COLOUR MIX 1**

- 40g PCC 4.1 Medium Brown Ash
- 20g PCC 1.1 Black Ash
- 2 %/7 vol Developer
- Mixing ratio 1:1

### **COLOUR MIX 2**

- 1g PCC 1.1 Black Ash
- 5g Blonde Expert P.11
- Pastel Intense Ash • 5g PCC Creators 0.11
- Intense Ash
- 2% / 7 vol Developer
- Mixing ratio 1:1

### **COLOUR MIX 3**

- 1g PCC 1.1 Black Ash
- 10g Blonde Expert P.11
- Pastel Intense Ash • 10g PCC Creators 0.11
- Intense Ash
- 2% / 7 vol Developer
- Mixing ratio 1:1







BEFORE Natural base: 5.0 Light Brown

Mid lengths and ends base: 5.3 Light Brown Gold



A short, soft and ultra versatile, choppy, cropped style is cut in three panels for an asymmetric finish that's easy to style up or down to reveal the shimmering blue colour effect for a cool contemporary look.

### THE CUT



### STEP 1

- Create an asymmetric horseshoe section at the top.
- Divide into 3 sections as shown D, E & F.



### STEP 2

- Start at the centre of the back with a flat graduation.
- Over-direct the following section to the previous.
- Continue towards the sides.
- Maintain more length in the front by using the cutting line behind the ear as the guide to over-direct the sides.
- Continue the same technique on the other side of the head.
- Crosscheck horizontally, starting in the nape area.



### STEP 3

- Define the outline, starting at the nape of the neck.
- Use the natural growth pattern as your guide.



### STEP 4

- Then, again using the natural growth pattern, define the outline at the front.



### STEP 5

- Release SECTION D from the horseshoe .
- Use the length of the back as a guide to create your disconnection and set the length from short to long.
- **NOTE** SECTION D of the horseshoe is the longest disconnected section.



### STEP 6

- Release **SECTION E** from the horseshoe.
- Use the length from the back area as a cutting guide.
- Follow the shape of the head with 90 degree round projection, from the crown to the front.

### NOTE

SECTION E from the horseshoe is the shortest disconnected section.



### STEP 7

- Release SECTION F from the horseshoe.
- Use the length from the back area as a cutting guide.
- Disconnect from previous section and elevate the length up to the front hairline.

### NOTE

**SECTION F** from the horseshoe is the middle length of the disconnected sections.



- Blow-dry the hair.
- Personalise the final look with point cutting and slicing details.



# NEW S.

A trend born from a desire for authentic style that can be customised by almost everyone with a love of traditional handicrafts like knitting and crochet. It's the perfect choice for those looking to mix high street buys with vintage pieces in classic denim, fine corduroy, coloured suede and textured knits.



## $\frac{\text{NEW}}{\text{NRES}}$

### THE COLOUR



### STEP 1

- Divide the hair into sections as shown:
- SECTION A = two middle sections from the top of the head to the nape of the neck.
- SECTION B = half moon at the front hairline from temple to temple.



### STEP 2

- Start on one side of SECTION A.
  Taking small diagonal sections, start at the natural hair and
- apply Colour 1 with freehand balayage technique.Continue to the mid-lengthsand an de with BLONDE EXPERIMENT.
- and ends with BLONDE EXPERT BLEACHING POWDER.



### STEP 3

- Work your way up the section using the same technique.
- **SMART TIP** For a softer end result, take diagonal sections in the hair.



### STEP 4

- Release SECTION B.
- Weave very fine strands in the front section and apply COLOUR 1 to the natural hair and BLONDE EXPERT BLEACHING POWDER on the previously coloured mid-lengths and ends.



### STEP 5

- Leave to develop according to instructions for use before rinsing out.
- Shampoo and apply KERA BOND SEALING MASK to the hair. Leave to develop for 10 mins before rinsing thoroughly.

### COLOURS USED

### BLEACH

- Blonde Expert Bleaching Powder
- 2%/7 vol Developer Mixing ratio 1:2

### COLOUR 1

- Blonde Expert 1000.1 Blond Ash
- 12%/40 vol DeveloperMixing ratio 1:2

### COLOUR TIP

Mix the required amount of KERA BOND BOND SERUM into both colour mixes to fortify hair bonds during the lightening process.



Natural base: 7.0 Medium Blonde

Mid-lengths and ends previously highlighted



For a modern boho feel, we layered mainly into the ends of this long style with a slightly graduated, eyelash-skimming fringe. The laidback sexiness is turned up by weaving fine, baby blonde highlights throughout the fringe.

### THE CUT



### STEP 1

- First create a big horseshoe section on top from both temples over the crown.
- ${\rm Create}\, {\bf SECTIONS}\, {\bf C} = {\rm split}\, {\rm the}\,$ top section, to create two side sections.
- Create SECTION D = a triangle section in the front.
- Create SECTIONS E = the sections above the ears on both sides.



### STEP 2

- ${\rm Create} \ {\bf SECTIONS} \ {\bf F} = {\rm split} \ {\rm the}$ back part from ear to ear crossing over the occipital bone.
- Create SECTION G = split the back section below the crown in the middle.



### STEP 3

- Start with the horizontal SECTION G in the nape area and set the horizontal outline.
- Starting in the middle, take vertical sections and elevate.
- Over-direct sections back to the previous to maintain the length at the side.
- Crosscheck.



### STEP 4

- Release one of the SECTIONS F.
- Use the length from the nape area as a cutting guide to connect with a 90° projection.
- Over-direct sections to maintain length.
- Horizontal crosscheck.
- Repeat on the other side.



### STEP 5

- Release one of the SECTIONS C.
- Cut in a slightly diagonal forward projection.
- Create a disconnection between back and top section.
- Lift every section slightly higher to create graduation.
- Repeat on the other side.



### STEP 6

- $\operatorname{Release} \textbf{SECTION} \, D \, \text{and} \, \text{create}$ the first horizontal section at the front hairline.
- Take small sections and set the length of the fringe in a round outline.



### STEP 7

Release both  $\operatorname{SECTIONS} E$ and refine the outline.



- Blow-dry the hair.
- Refine and graduate the fringe with a point cut technique.

## $\frac{\text{NEN}}{\text{NEISAN}}$

### THE CUT



### STEP 1

- Divide the hair into sections as shown:
- Create **SECTION A** = a horseshoe section from temple to temple and below the crown.
- Create SECTION B = a halfmoon section between the temples, at the front hairline.



### STEP 2

- Start at the middle of the back area.
- Take a 1 cm wide section at a 90° projection, increasing the length towards to the nape of the neck.



### STEP 3

- Continue towards the side.
- Repeat on the other side.



### STEP 4

- Release **SECTION A** and use the length of the back section as a cutting guide.
- Over-project the top section to your cutting guide to maintain the length and weight, working up to the front hairline.



STEP 5

 Refine and crosscheck with a point cut technique in horizontal sections.



STEP 6

Release **SECTION B** refine the length and leave it disconnected with the rest of the hair.



STEP 7

Refine the outline with a point cut technique.



### TREND THREE

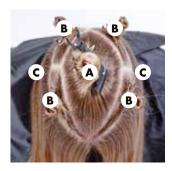
## ELEMENTAL IJUN

This is where urban sophistication meets pure simplicity in a trend of clean lines and modern shapes. Cashmere, silk and fine leather in soft milky shades, stark white, steely grey and rich navy bring effortless luxury while understated jewellery in muted gold, copper, silver and simple gemstones add a polished finish.



## ELEXIENTAL LUX

### THE COLOUR



### STEP 1

- Divide the hair into sections as shown:
- Create **SECTION A** = a diamond shape from the top of the head to the occipital bone at the back
- Create SECTIONS B = four small sections underneath the diamond, following the shape as shown.
- Create SECTIONS C = remaining hair above ears on both sides towards the nape.



### STEP 2

- Release one of the SECTIONS C and start at the nape of the neck, applying Colour 1 to the roots only, continue up the sides.
- Repeat on **SECTION C** on the other side.



### STEP 3

- Continue to the mid-lengths and ends applying COLOUR 2.
- Repeat on SECTION C, the other side of the head.
- SMART TIP Use foil for a clean application and to protect the skin at the nape of the neck.



### STEP 4

- Release SECTION B below the diamond shape and apply COLOUR 1 to the first 2 cm of the re-growth area.
- Then apply COLOUR 3 to the mid-lengths and ends.
- Repeat on the other SECTIONS B.
- Use foils to avoid colour bleeding from SECTION C.
- **SMART TIP** For a soft colour effect smudge **COLOUR 1** and **COLOUR 3** into each other.



### COLOUR 1

- PCC 7.38 Medium Blonde Gold Chocolate
- 2%/7 vol Developer
- Mixing ratio 1:1
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### COLOUR 2

- Blonde Expert 1000.38 Blonde Gold Chocolate
- 12%/40 vol Developer
- Mixing ratio 1:2
- **COLOUR 3**
- PCC 9.38 Very Light Blonde Gold Chocolate
- 9%/ 30 vol Developer
- Mixing ratio 1:1



- Release the diamond SECTION A and apply COLOUR 1 from roots to ends.
- Leave to develop before rinsing, shampooing and treating with the appropriate INNOVA COLOR range product.



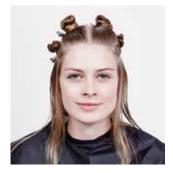
BEFORE Natural base: 7.0 Medium Blonde.

Natural sun-kissed mid-lengths and ends.



This cut embodies the ethos of pure simplicity in a long bob with well-placed layering for softness and versatility. The hand painted subtle balayage technique places high and low lights through the lengths for an effortless elegant result of soft depths and shimmering nudes.

### THE CUT



### STEP 1

- Divide the hair into sections as shown:
- Create a middle parting on top of the head to the occipital bone.



### STEP 2

- Create **SECTIONS D** = a horseshoe section around the middle parting.
  - Create **SECTIONS E** = a 3cm wide section around the head below Section D.



### STEP 3

- Take a horizontal section at the back and create a horizontal outline.
- Work your way up with horizontal sectioning, using the outline as a guide.
- Continue towards the sides.



### STEP 4

- Release one side of SECTIONS E.
- Use the previously cut lengths as a cutting guide.
- Work in vertical 90° projections to create a shorter disconnection.
- Repeat on **SECTION E** on the other side.



### STEP 5

- Release one of **SECTIONS D** and starting at the left side, use the length of the previous section as your cutting guide.
- Over-direct all the hair to the cutting guide to create length and weight at the front hairline.
- Repeat on SECTION D on the other side



### STEP 6

Crosscheck horizontally and refine the outline.

## ELENIENTAL IJUN

### THE CUT



### STEP 1 - SECTIONING

- Create a horseshoe section overlapping the crown area.



### STEP 2

- Start on the side of the head above the ear using a clipper and a 6mm clipper-guard.
- Continue up to the temple, with a little increase in length going upwards.
- Continue to the back and sides.



### STEP 3

- Change to a 4mm clipper-guard to create a clean outline in a shorter length.
- Use the contour clipper to sharpen the outline but do not make a blunt outline.



### STEP 4

- Define the sides using the scissor-over-comb technique.



### STEP 5

- Release the top section.
- Start at the top and over-direct all the sections to the crown to create length and weight at the front hairline.
- Crosscheck and refine with a point cut technique.



- Refine the disconnection with a tapering scissor.
- Finally, refine the outline.



### TREND FOUR

## GRAPHIC CIASH

—— Colour-blocking has taken a new twist in this trend with an explosion of geometric patterns, prints and threedimensional volume through pleats and structured shapes worn in clashy colours or stark monochrome. Can easily worn as an accent with a bright graphic bag or jacket.



## GRAPHIC CLASH

### THE COLOUR



### STEP 1

- Divide the hair into sections as shown:
- Create an asymmetric zigzag parting at the front as shown, ensuring the biggest point of the zigzag is in the natural side parting of the hair.



STEP 2

 SECTION A = everything behind the parting to the nape of the neck.



STEP 3

- SECTION B = everything in front of the parting towards the face.



### STEP 4

- Start at the back of SECTION A with a middle parting, and apply COLOUR MIX 1 from roots to ends.
- Work through whole of SECTION A.



### STEP 5

- Apply Colour 2 from the roots to ends of SECTION B.
- Use foil to keep the hairline and nape area clean.



### STEP 6

Leave to develop, then rinse out, shampoo and treat with suitable product from INNOVA COLOR range.

SMART TIP

Use other colour combinations for a more subtle or more fashionable end result.

### COLOURS USED

### COLOUR MIX 1

- 45g PCC 6.44 Dark Blonde
- Intense Copper
- 15g 6.84 Dark Blonde Chocolate Red
- 2%/7 vol Developer
- Mixing ratio 1:1

### **COLOUR 2**

- PCC 6.66X Dark Blonde Extra Red
- 6%/20 vol Developer
- Mixing ratio 1:1

BEFORE Natural base: 7.4 Medium Blonde Copper.



A vibrant colour works best in a graphic, modern shape like this layered graduated bob. Styling can reveal more or less of the dramatic red colour effect in the front section, while the choice of shades used can be toned up or down to suit each client.





### STEP 1

- Divide the hair into sections as shown:
- Use the natural side parting as a guide to divide the top section, from the front hairline to the occipital bone, into left and right.



### $\operatorname{STEP} 2$

- Create **SECTIONS C** on the top-right and top-left of the head, following a horseshoe outline and splitting at the natural parting.
  - Make small triangular **SECTIONS D** above each ear.
- Create SECTIONS E above the parting line from behind the ear, over the occipital bone towards other side.
- Finally, split the remaining section in the nape area horizontally, to create SECTIONS F and G.



### STEP 4

- Start at the nape of the neck work in vertical sections to create a flat graduation in **SECTION G.** Maintain the length of the outline.
- Continue to the sides and over-direct back to the previous section.
- Horizontal crosscheck.



### STEP 5

- Release SECTION F.
- Take vertical sections, using the previous section as a guide and create a disconnection
- Back-to-back projection.
- Repeat on the other side.



### STEP 6

- Working up the head, repeat the disconnection cutting technique for **SECTION E** using the lengths of the previous section as a cutting guide.
- Repeat on the other side.



### $\operatorname{STEP7}$

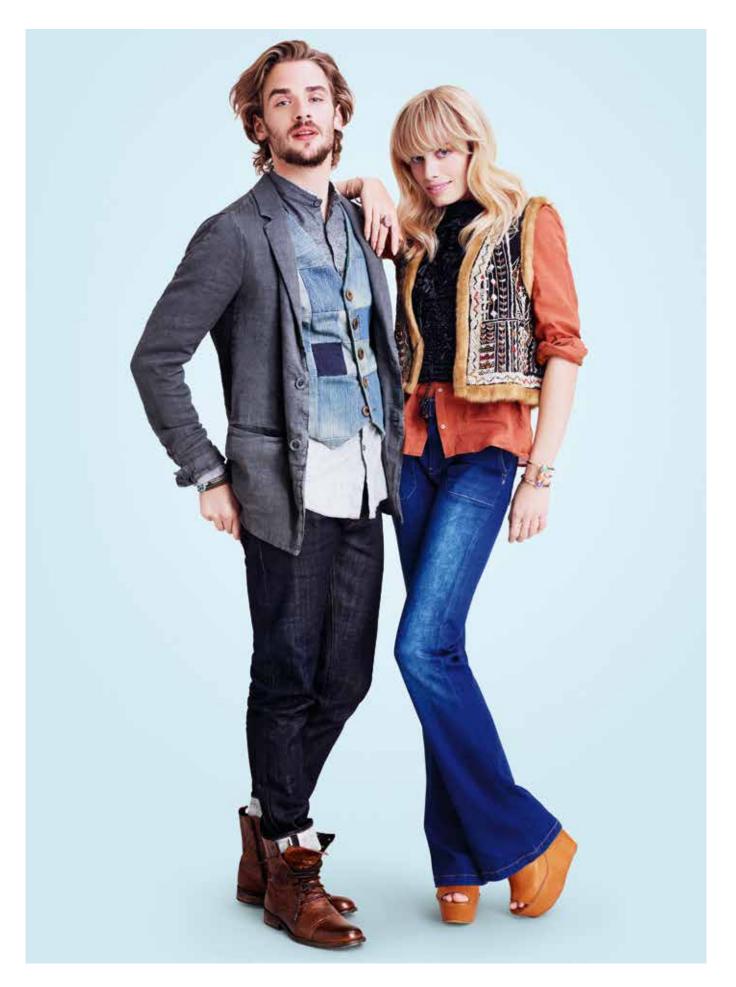
- Release the larger of the two **SECTIONS B** at the natural parting.
- Take horizontal sections at a 90° projection.
- Leave the two small **SECTIONS A** in front of the ears disconnected to maintain length and weight.



- Release the smaller **SECTION B** at the natural side parting.
- Take horizontal sections at 90-degree projections.
- Use the length of the back as a cutting guide.
- Blow-dry and iron the hair.
- Refine the final look.







Think smart, think Indola.