

Smart Street Style Collection — 2017

Lookbook



indola.com

#SimplySmarter



24 / 7

street style

3 >

Wherever you are, look around, you'll see we're living in the middle of a digital revolution that has broken down barriers around the world. Facebook, Instagram, Twitter, Pinterest and Snapchat are at the forefront of this compulsive movement, bringing people closer than ever as they share their lives and experiences as they happen. Exciting times.

In this dynamic new digital landscape, blogger-driven street style has emerged as an irresistible force, one that's inspired us to explore new directions.

Indola is, after all, the first hair brand to create a totally wearable collection around street style accessible 24/7 at the touch of a button, click of a mouse and swipe of a screen.

#SimplySmarter




We are also making the lives of independent hairdressers easier with smarter online education, professional tutorials for salon techniques, innovative product formulas and sensational new colour that opens up a new world of creativity.

So, what you hold in your hands is an invaluable tool designed just for you. It's a key that can unlock a more exciting, profitable and colourful professional future. Just flick, swipe and click your way to a new world - we're waiting to connect.

Use your smart phone to access even more inspirational content wherever you see this code throughout the book.



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Jessie Bush
Blogger, Digital Entrepreneur

The future is digital

“Digital makes everything possible - people can see trends evolve right before their eyes.”
Jessie Bush echoes our new mission as we take the next smart step across the digital divide to bring real street style direct into our followers’ lives.

It’s hard to remember a time before we all held portals to 24/7 fashion in the palm of our hands. Digital media has transformed our world and street style is leading the way as Jessie Bush knows.

One of a global band of bloggers, she left her native New Zealand 6 years ago and hasn’t stopped since. We’re now taking inspiration from her to grow a loyal following, tracking and creating real life trends in real time.

“

Street style now
has just as much
influence as the
classic runway
shows.”



Jessie Bush

trend tracker

Passport to inspiration

‘Sometimes I can almost smell a trend and just know it is coming’. This might sound strange but Zina Charkoplia knows a thing or two about street style. In the last seven years her indispensable blog has taken her round the world several times.



@zinafashionvibe

fashionvibe.net

FASHION NATIVE

Zina Charkoplia
Blogger, Fashion Consultant

This Barcelona-based fashionista is rarely home these days, (it's just where she keeps her 200+ pairs of shoes!), as her innate fashion sense has taken her from working with fashion brands to blogging full-time on all digital channels – capturing trends on Twitter, Facebook and Instagram.

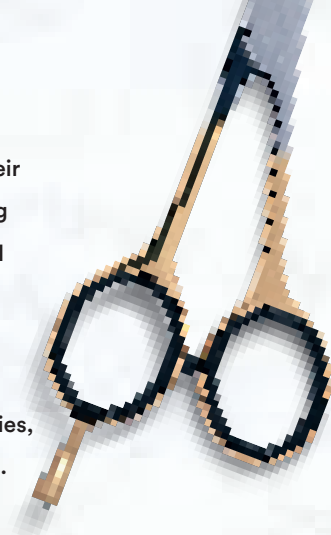
We've now put Zina's keen eye, ear (and nose) to work on our Street Style collection, getting her expert insight on what's emerging on the street for the coming year. After all, we share the same passion for wearable trends so it's a perfect fit. Street style never stands still - and neither do we.



Zina Charkoplia

Our team

Andy, Mustafa, Chanel and Niki bring their world-class cutting, styling and colouring talents to salons, fashion weeks, editorial shoots and celebrity clients every day. And they bring their A-game to us. Here, we discover the witty, clever, visionary personalities behind the shelves of trophies, bulging portfolios and client waiting lists.



Chanel Nott

SENIOR COLOURIST,
REAL HAIR, LONDON

Chanel Nott

Chanel's innate understanding of colour and trademark finesse has put her on the speed dial of international celebrities, style icons and top model agencies. Career highs to date include working with Louis Vuitton on stunning editorials and at international fashion weeks.

Who is your current style
obsession? GIGI HADID.



9 >

Niki Nguyen

BLOGGER & RAW STUDIO'S COLOURIST, CALIFORNIA

Niki Nguyen

Niki's fearless enthusiasm for colour has earned her thousands of followers online where she shares her expertise. Her rising profile has helped grow her team who, she says, inspire her to work harder, break boundaries and create awesome work.

Rules or freestyle? RULES ARE MADE TO
BE BROKEN, I ALWAYS EXPERIMENT.



Andy Smith

Andy Smith

CREATIVE DIRECTOR, REAL HAIR, LONDON

Andy leads his team by example with an obsession for shape and structure to create bespoke styles for every client. His work has featured in iconic magazines including Vogue and made him a fixture at fashion weeks worldwide.

What's your own style in three words?
FRESH. CASUAL. STREET.



Mustafa Yanaz

Mustafa Yanaz

SESSION STYLIST, NEW YORK

With a childhood spent in his mother's salon, it was surely no surprise that Mustafa became a leading stylist. His relentless dedication to honing his craft earned him German Hairdresser of the Year title, three years in a row.

Favourite city for inspiration?
NEW YORK - WHERE I LIVE!

8 >



Dark Sensuality



Trend #1

Dark Sensuality

WORDS

Jessie from @wethepeoplestyle

I never get tired of black so I love this trend because it embraces inky shades in really plush textures. I've spotted it all over the world with layers of velvet and lace in long and A-line shapes. Plus loads of silver jewellery helps channel that dramatic glamorous vibe.

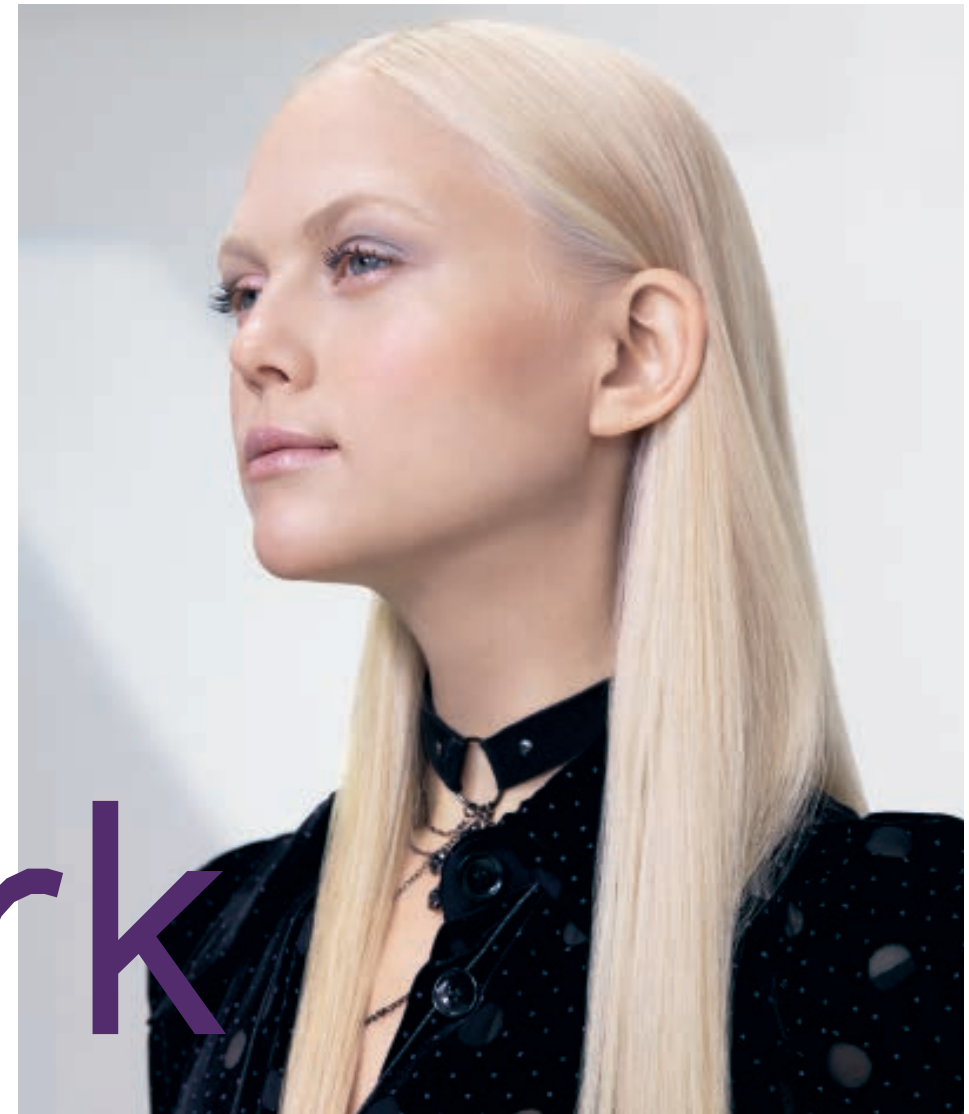
Dark Romance

Velvet Crush

Midnight Spirit

#SimplySmarter





Dark Sensuality

With a trend that's a clash of dark contrasts we wanted the hair to embrace the light with a startlingly simple, long straight, cool metallic, blonde style.



#SimplySmarter

By CHANEL NOTT

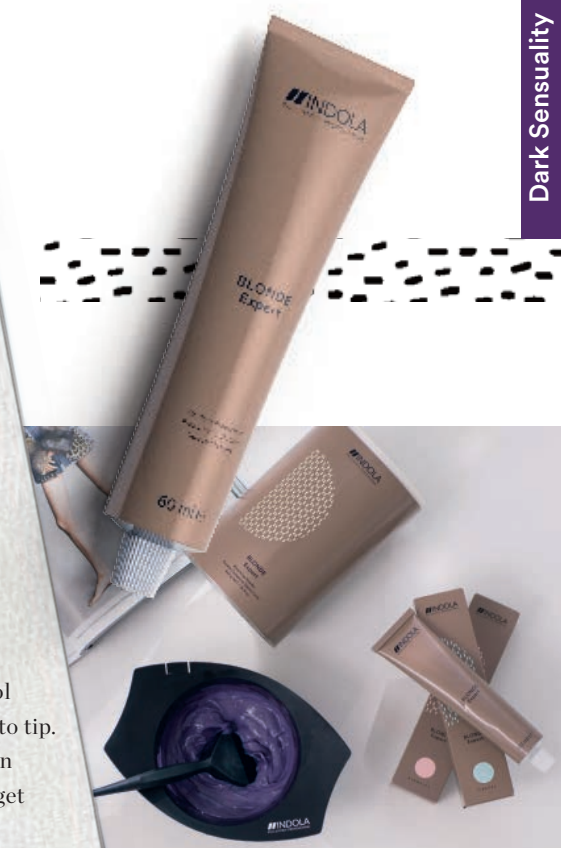
This INVISILIGHTS technique is not difficult, it just takes time to place cool highlights in microfine sections from root to tip. If you use shades that are no more than 2-3 lighter than the base colour, you'll get a really natural-looking result. It works with dark hair too!

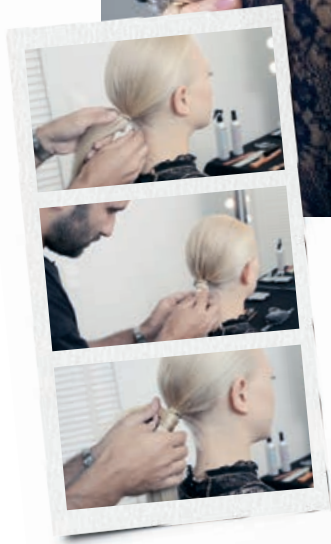


#SimplySmarter

By ANDY SMITH

For a clean bold look, I kept things simple. I wanted a strong outline so did a one-length cut that put all the weight and movement in the ends. I softened the finish slightly by creating a disconnection halfway through the front to frame the face when worn loose or up.





#SimplySmarter

By MUSTAFA YANAZ

For an immaculate twist on a ponytail, I prepped with **INDOLA THERMAL PROTECTOR** before using **INDOLA SMOOTH SERUM** to pull lengths back to the nape fixing with two bands spaced apart. Then, using a section of hair from the middle, I wrapped the tail up to the first band before fixing with a grip. Silky, soft, sleek and simple.



Fashion

For a youthful mood we didn't go full length but instead layered lace, velvet and silk in A-line short lengths, topped with long sleeves and high necklines. Chunky shoes give an urban edge with silver chains and black chokers, while make-up is kept fresh and wearable with soft rose metallic shades.



6.



Get the look

Keylook 1. Playsuit: MAISON MARGIELA 2. Shoes: ZARA 3. Tights: FALKE
4. Bag: ASOS 5. Accessories: ZARA & VINTAGE Alternative 6. Lace Top: VALENTINO VINTAGE



Trend #2

Activ 80's

WORDS

Zina from @zinafashionvibe

Of course, sport-inspired fashion left the gym a long time ago but its stamina is a thing of beauty.

I've seen this next generation from LA to Paris, mixing performance and unexpected fabrics in body suits, cropped tops and bomber jackets – they're everywhere!

Flash of Neon

Workout Style

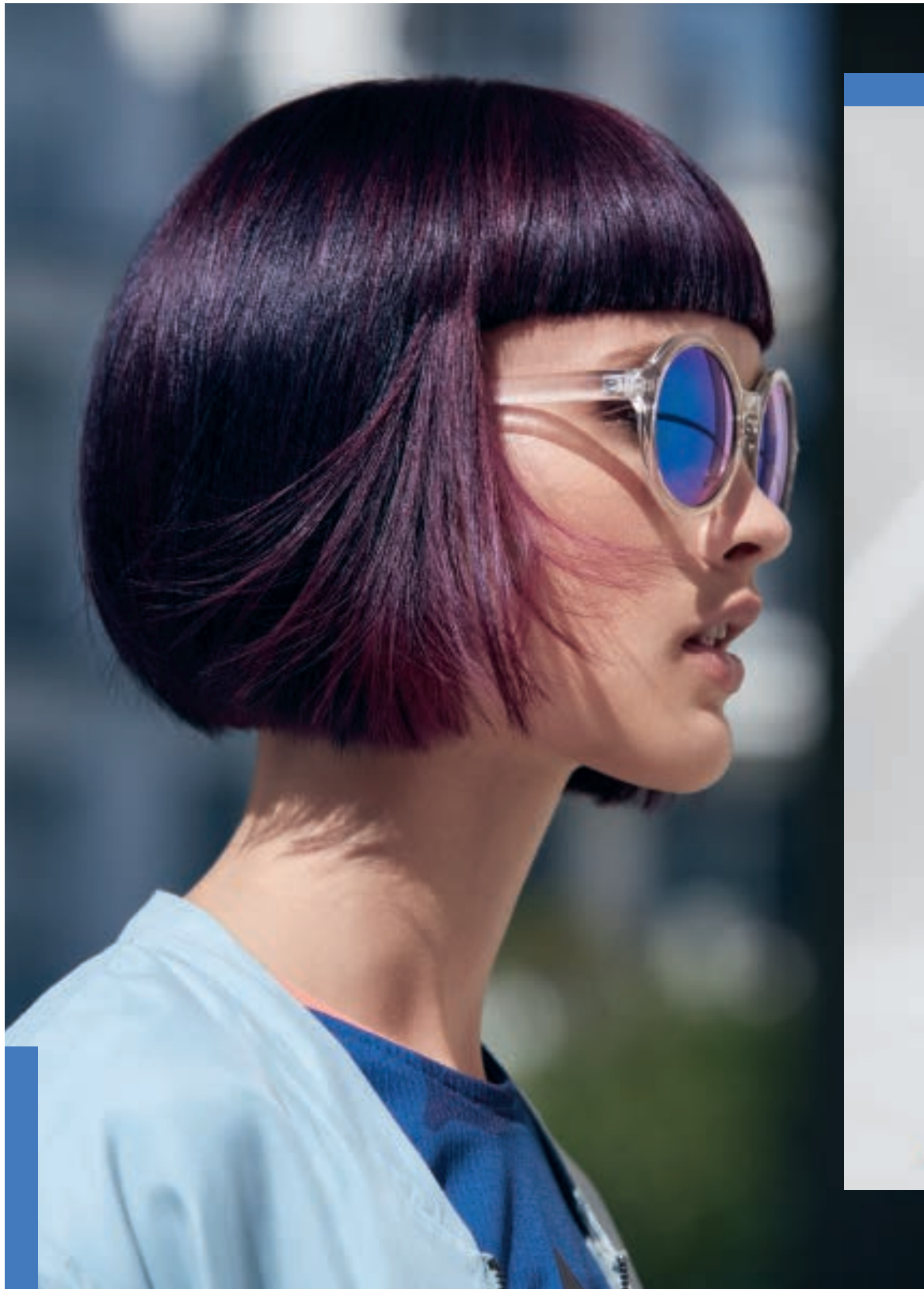
Performance Fabrics

#SimplySmarter



Activ 80's





Activ 80's

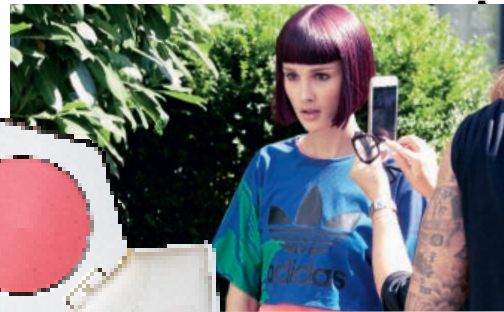
For this energetic trend we created a look that's ready to go day and night. The streamlined shape can be worn sleek or ruffled and the colour has effortless hidden depths.



#SimplySmarter

By CHANEL NOTT

I created the illusion of layered colours with this DARK SHIMMER technique by combing a dark shade all over the hair, then leaving it for half the time before adding a tint on top. The dark shade smudges through to give you an all over, shimmery result that works best on short solid styles.

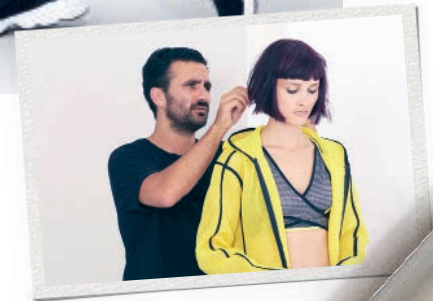


#SimplySmarter

By ANDY SMITH

Meet the new bob. I created the graphic lines and strong shape of this with an undercut section (up to the occipital bone) that reduced the weight, bringing in more movement and helping the cut sit closer to the head, avoiding the dreaded bowl effect. And it works with wavy or curly hair too.





#SimplySmarter

By MUSTAFA YANAZ

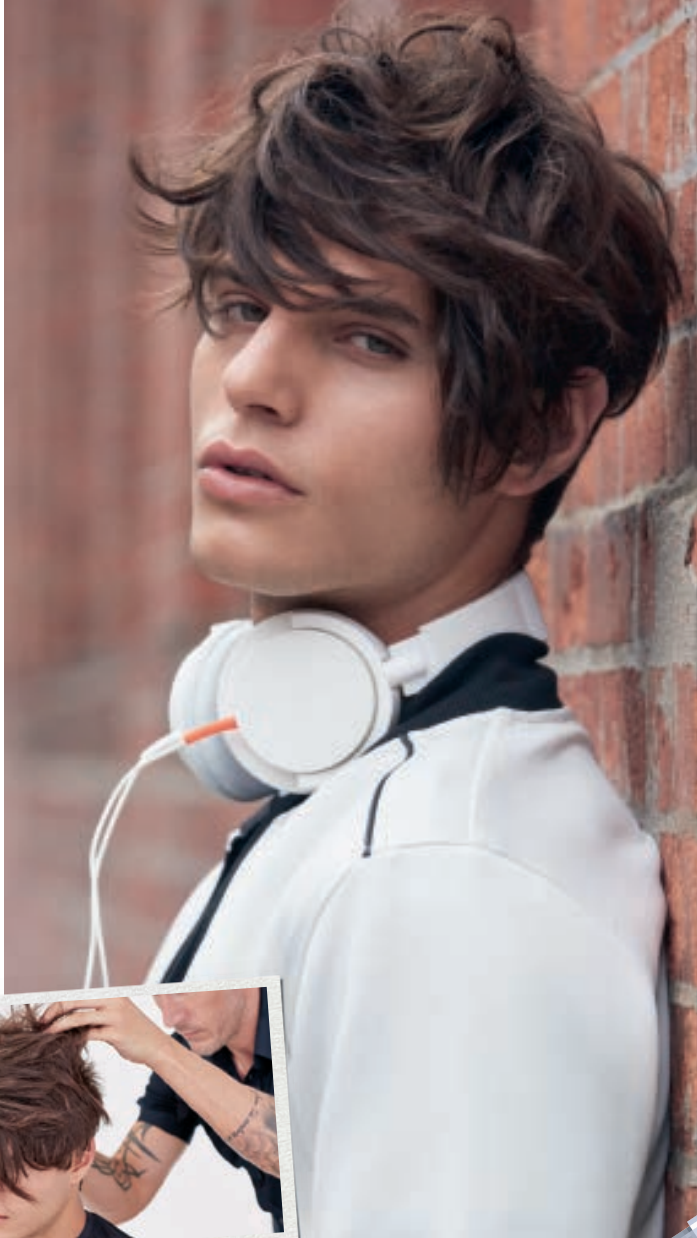
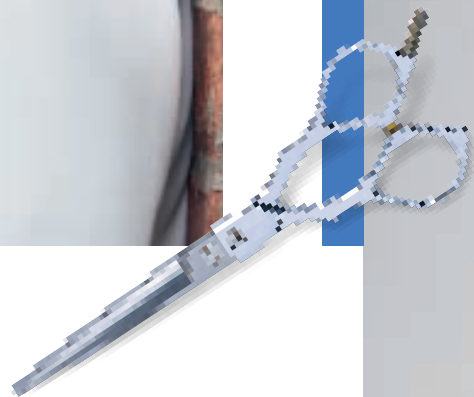
To reveal a more radical side of this cut I used INDOLA STRONG MOUSSE for more body and volume before sprinkling INDOLA TEXTURE POWDER through the internal lengths. Using my fingertips to twist and shape, I changed sleek to a more roughed up look with a matt finish.



#SimplySmarter

By ANDY SMITH

I was inspired by Johnny Depp for this style – wanting to create a flexible cut that can look both rough and undone, then slick and smart. Starting with a square outline, I did two offset undercuts on each side and styled it with a heavier undone top and ruffled outline.





#SimplySmarter

By MUSTAFA YANAZ

I changed the whole look of this cut from dishevelled to smart by simply combing new INDOLA MOULDING GEL through the top lengths and then creating a flip-over from a dead-straight parting on the higher undercut side. It gave me a sharp tailored finish but with great movement.



Fashion

To channel the sporty energy of this trend we mixed athletic shapes in luxurious silks like the shorts set or performance fabrics like the workout leggings and cropped gym top - all in a bright bold palette with pops of pure 80's neon.

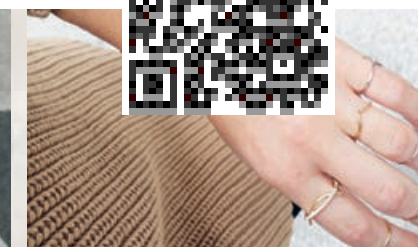


6.



Get the look

Keylook 1. Cropped Top: ADIDAS 2. Shoes: ADIDAS 3. Vest: H&M 4. Watch: VINTAGE
5. Blouson & Shorts: POP COPENHAGEN Alternative 6. Trainers: MONKI



Trend #3

Raw Bohemia

WORDS

Jessie from @wethepeoplestyle

Make the bohemian trend your own with a cool take on downtime dressing focusing on the femininity of the late 60's. Tone things up with raw flowing fabrics, play with opaque patterns, toughen up with chunky boots and finish with delicate jewellery for easy summer wear.

Undone Cool

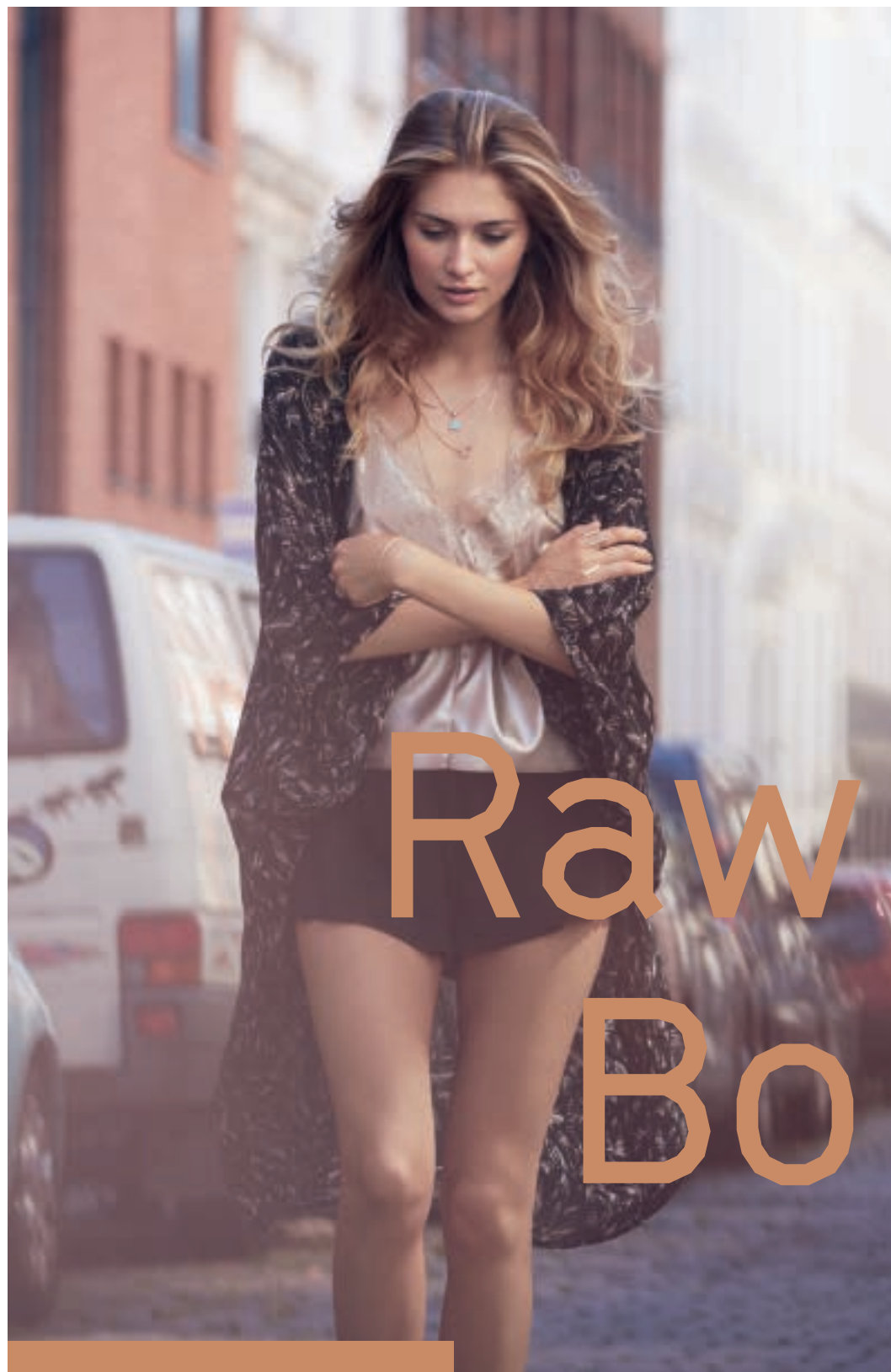
Festival Fun

Pretty with an Edge

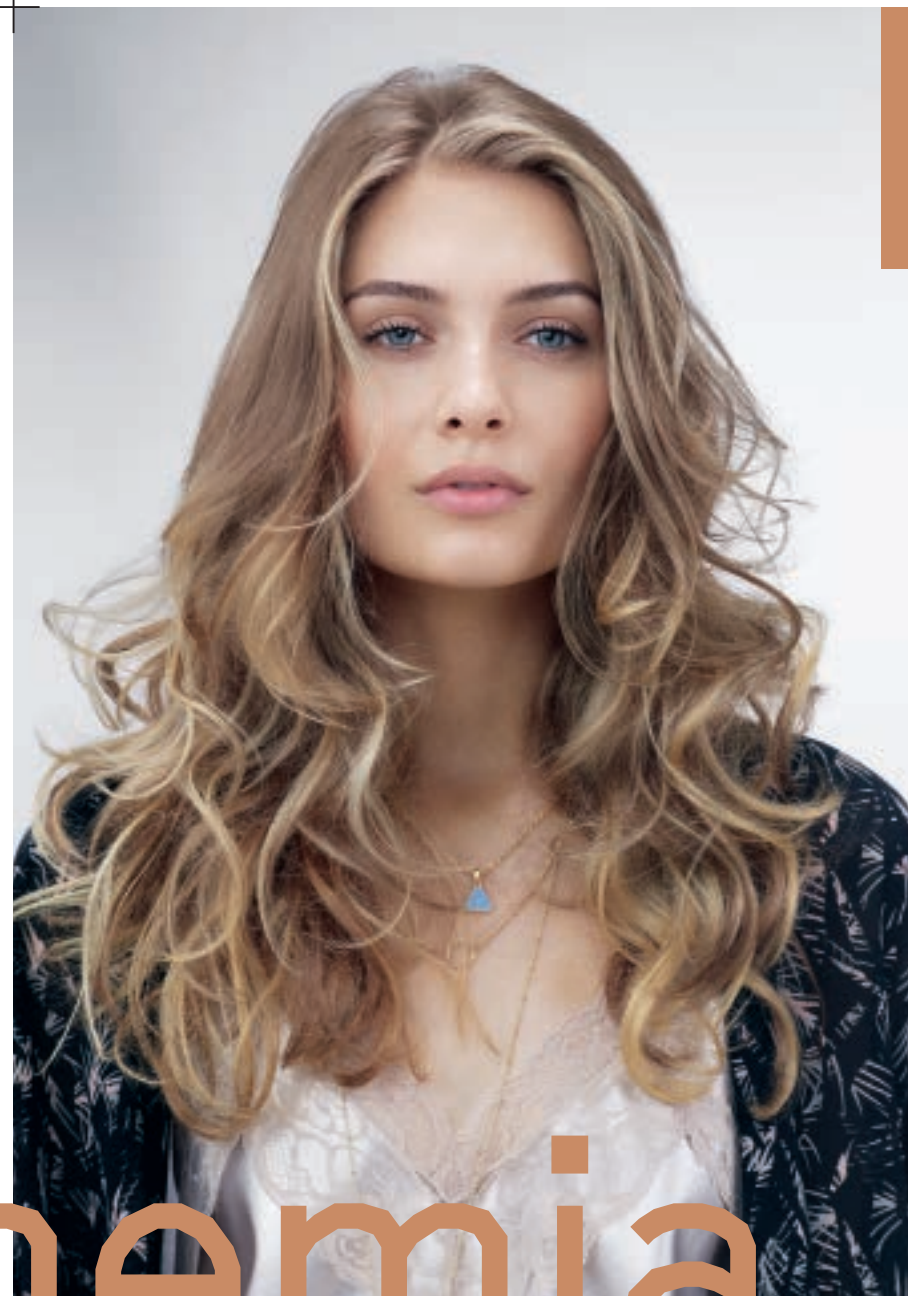
#SimplySmarter



Raw Bohemia



Raw Bo



hemia

For a carefree festival feel the cut is key so we created a soft shattered shape to make every restyle effortlessly cool with colours that channel a sun-kissed summer vibe.



#SimplySmarter

By CHANEL NOTT

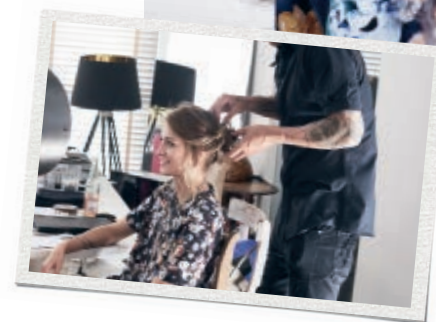
I love combining micro BABYLIGHTS around the face with BALAYAGE because it gives a flattering, laidback effect that's really easy-to-wear. The only rule here is to keep the proportions in thirds and start the balayage at eye level on short hair, jaw level on medium hair and at the collarbone on long hair.



#SimplySmarter

By ANDY SMITH

I wanted to create a long boho style with loads of movement without losing the length, so I left the top long but cut internal layers to release the weight. Cutting the baseline freehand helps finish a look that's really modern, soft, naturally pretty and free-flowing - and works with any hair type.



#SimplySmarter

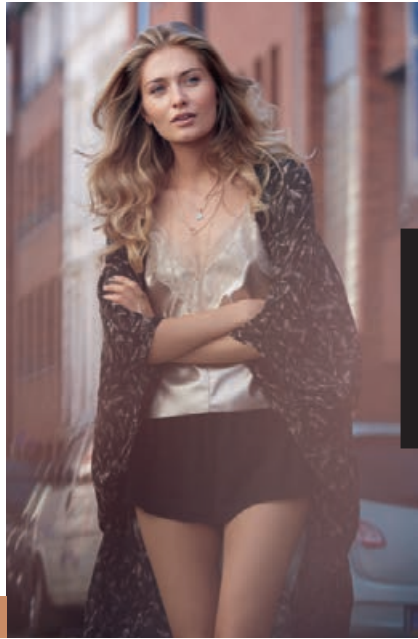
By ANDY SMITH

For three-day festival styling, when you can't wash your hair, the secret is to add more structure. I used INDOLA STYLE REVIVER to absorb oiliness and provide grip for a Dutch braid on one side while leaving the rest loose and relaxed. You could always add more braids of different sizes and styles, a topknot or hoops and beads, fixing it all with INDOLA FLEXIBLE HAIRSPRAY.

Fashion

To capture the 'effortlessly put together' mood of this trend we mixed vintage finds with modern separates in soft fabrics, throwing a large flowing shirt over silky shorts and a cami top. Double up on flower prints for a more coordinated look but keep the vibe relaxed with failsafe masculine flats and loads of fine chains.

Raw Bohemia



Get the look

Keylook 1. Accessories: VINTAGE 2. Top: ZARA 3. Kimono: 25hrs 4. Shorts: 25hrs
5. Shoes: ACNE Alternative 6. Top: ZARA

Colour Report

Niki Nguyen, also known as 'TheNiksters', is the must-visit, attention-grabbing upcoming Instagram colourist for all colour enthusiasts. From her Raw Studio in California's sunny San Jose, Niki shares every shade of her passion with the world. We caught up with her in Hamburg to get the colour-saturated truth about expressive shades and take notes on her expert insights.

@theniksters



I'm also loving variants of PEACHY ORANGE SHADES. They give a new twist to the coppery tones that have been popular here on the west coast for a while.

Model – Thekla
@kleidereii



NEW ACCENTS



NATURAL WITH A LOT OF 'FLAVOUR' is a real movement as people move away from fun brights (which I personally love), they're going back to more natural colours with interesting accents, like rose and blue.

Model – Anna
@annaangelinawolfers



Pink POWER



My current colour OBSESSION IS – PINK. It's been around for a while but my particular crushes at the moment are delicate rosy and blush shades.



LOVE IT, LIVE IT

Colour is one of the most accessible style signatures we have, so have fun! Breakout of the cookie-cutter approach and experiment. If you KEEP TRYING NEW THINGS you'll always find a solution.



NY STATE OF MIND



NEW YORK RULES BALAYAGE. With a lot of serious careers going on in the city I suppose it's no surprise that classic balayage and beautifully done variants are always going to be big here.



Trend #4

Modern Muse

WORDS

Zina from @zinafashionvibe

Let's face it, romantic never goes out style and this modern version is popping up everywhere because it can be worn by anyone. The flowing shapes in floaty fabrics show how full length dresses can be casual street wear. I like to mix in some metallic details or fine jewellery to spice it all up a bit.

Everyday Elegance

Sheer Beauty

Fluid Shapes

#SimplySmarter



Modern Muse





Modern Muse



To embrace the classic renaissance inspiration of this trend we turned voluptuous curls to the max in a soft seductive shape and then blended in a series of luxuriously, rich shades.



#SimplySmarter

By CHANEL NOTT

I used a brush and sponge for this FLAMBOYAGE technique to create a soft, blended look.

Pick two or three colours of the same tone at different depths, I chose coppers, then apply with a sponge and brush to blend them along the lengths. The result is shimmery and natural with no stripes.



#SimplySmarter

By ANDY SMITH

Any shape with corners (squares or triangles) can be a problem for curly hair so I created a rounded form for the curls to sit on, with some shaping around the fringe. Then, using a dryer I blew out the curls, using my fingers to stretch the lengths.





#SimplySmarter

By MUSTAFA YANAZ

Whether you work with natural or tonged curls, I recommend prepping the hair with INDOLA THERMAL PROTECT SPRAY then, work INDOLA CURL CREAM through the lengths to define and hydrate the curls before drying. Keep the roots flat and diffuse the ends for more volume and width.

Fashion



To let the hair colour take centre stage and capture the ethereal mood of the trend we chose pure white for the fashion with refined cuts in silk mixes. Minimal details, everyday flats and delicate chains keep the simple shift dress and culotte jumpsuit super wearable.



Get the look

Keylook 1. Jumpsuit: ASOS 2. Accessories: ASOS & ZARA 3. Sandals: JILL SANDER NAVY
Alternative 4. Dress: RICK OWENS



Trend #5

New Gender

WORDS

Jessie from @wethepeoplestyle

From Berlin and London to Tokyo and Brooklyn, androgyny never really disappears from the streets.

But, as gender lines blur more every day, I've seen this trend emerge with a super minimalist, neutral look and the same oversized shapes for all.

It makes a really strong statement everywhere.

Blurred Lines

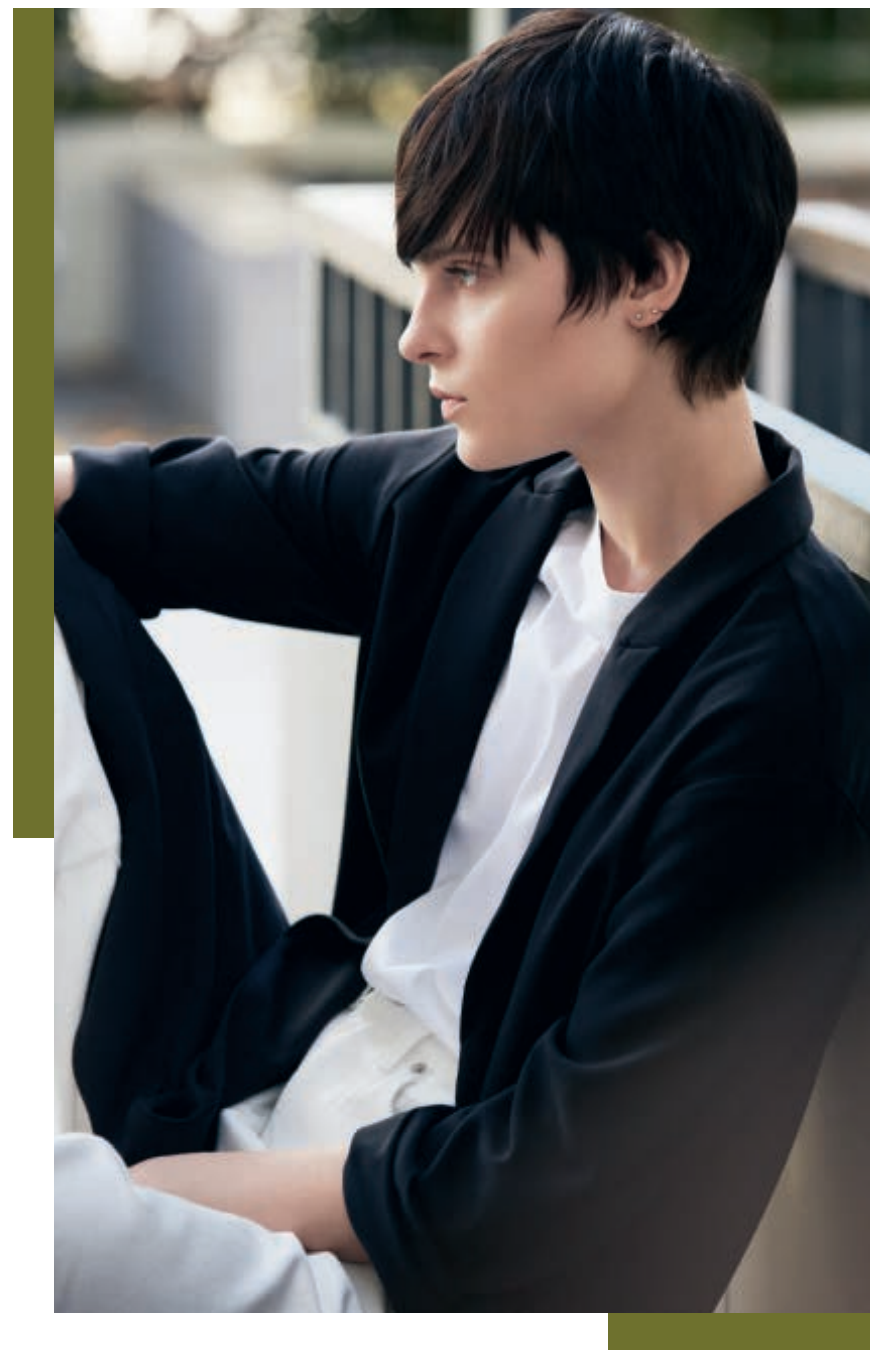
New Rules

Unisex Appeal

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New Gender



We wanted a gender-neutral look that balanced cool with flattering so we avoided severe fringes and instead went long at the front for flexible styling options that reveal subtle colour effects.



#SimplySmarter

By CHANEL NOTT

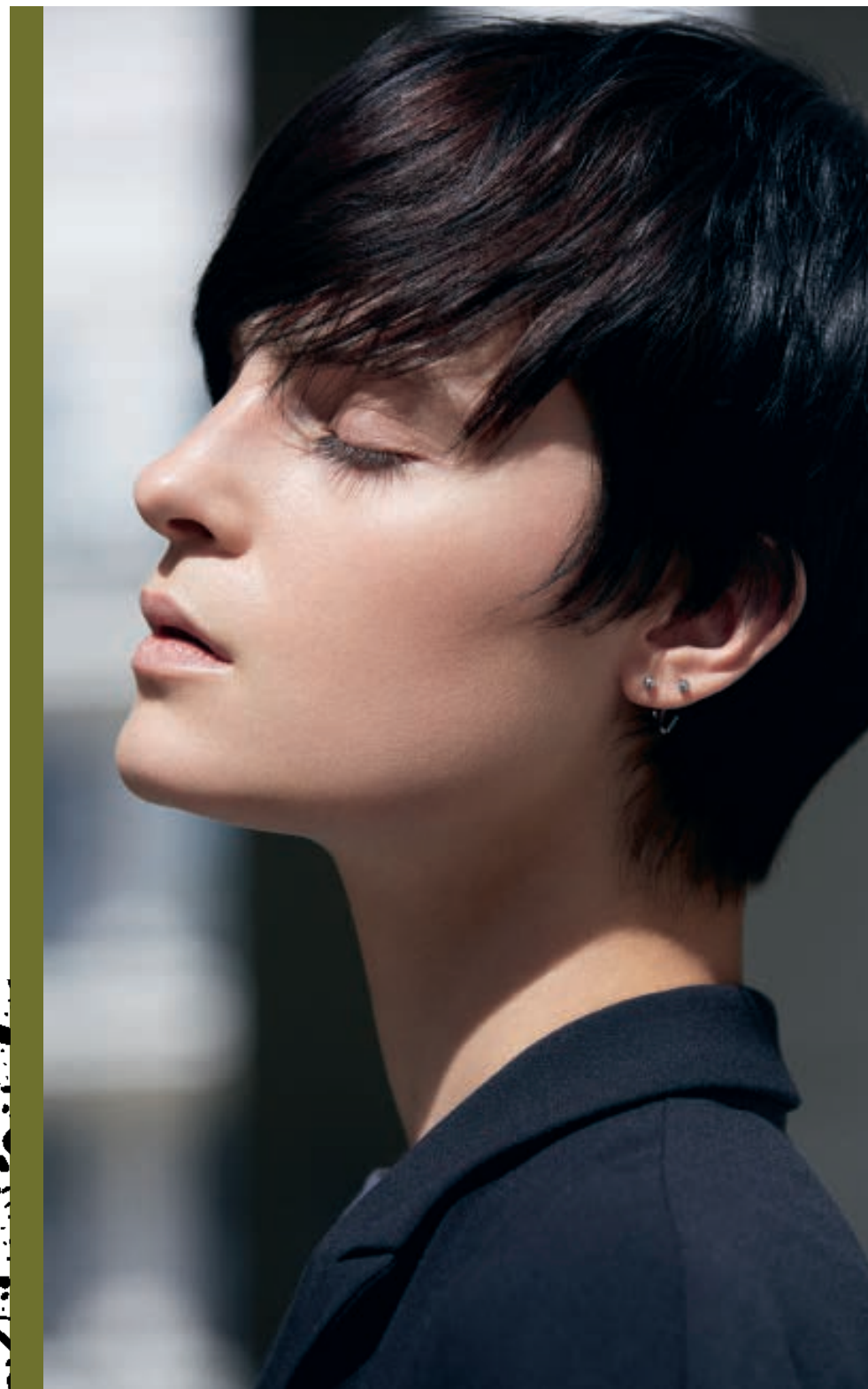
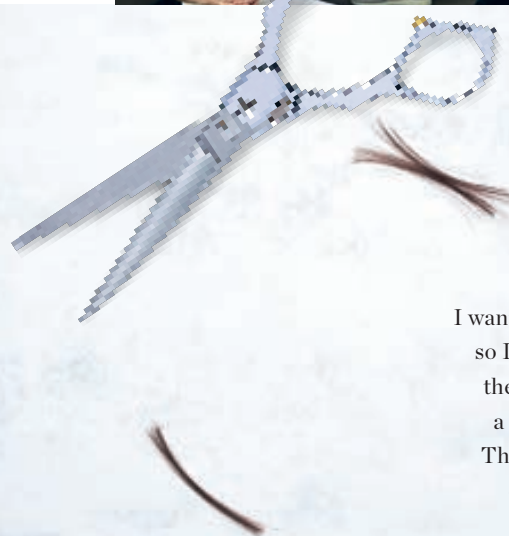
I wanted to give this look a subtle effect that could be covered or revealed through the styling so I placed a warm tint in a SINGLE PANEL under the lengths. This can be done on all neutral bases as long as you choose a warm shade that's only two depths apart.

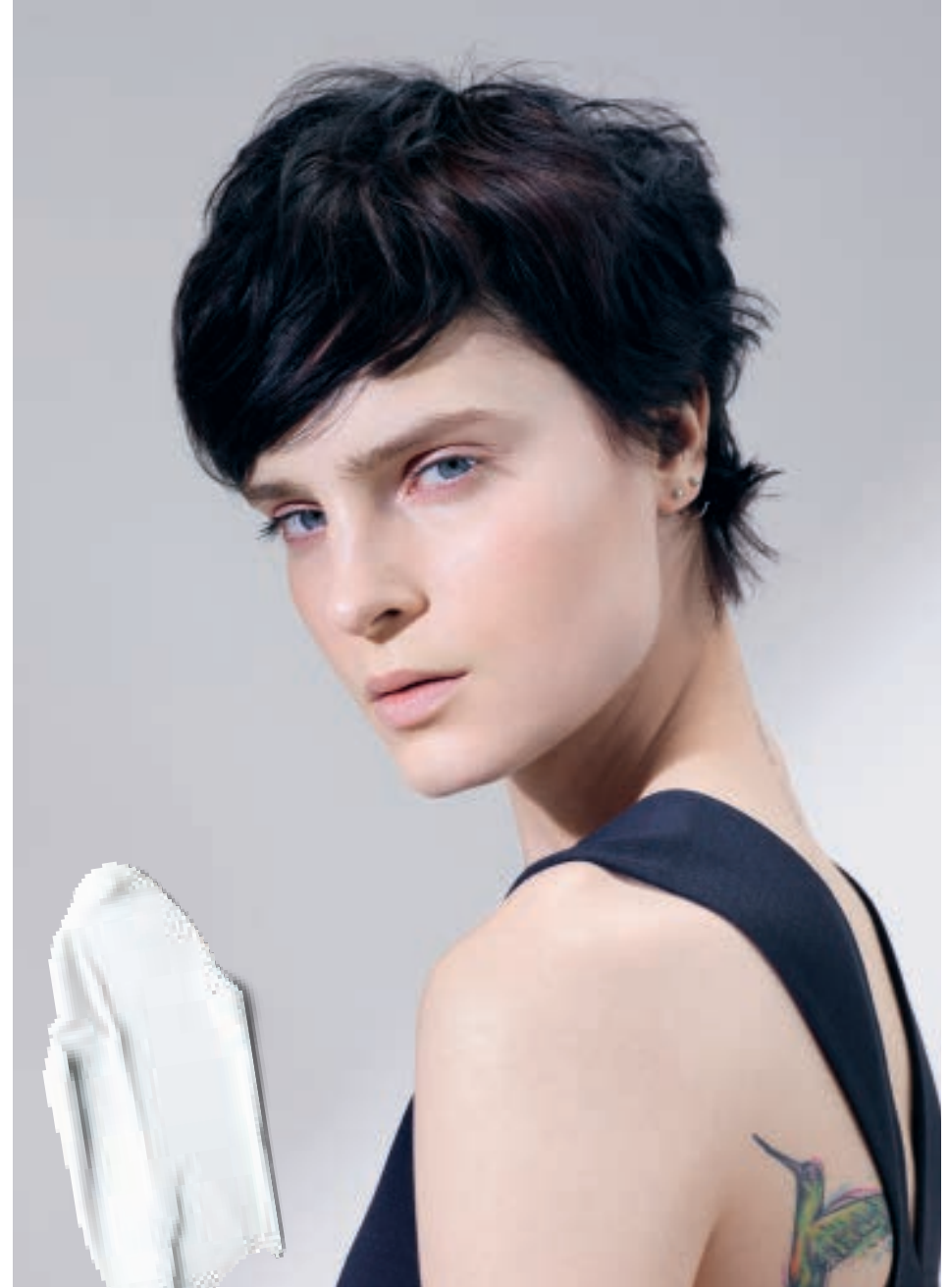


#SimplySmarter

By ANDY SMITH

I wanted a strong but flattering outline to this crop, so I kept a round shape at the temples and over the ears but used the tips of scissors to create a shattered outline, especially at the fringe. That way, you can choose how to style it on or off the face, adding more or less texture.





#SimplySmarter

By ANDY SMITH

For instant texture, I worked new INDOLA SOFT CLAY through the lengths and moved the hair off the face, sculpting sections outwards and behind the ears. This changed the look from edgy and sleek to more tousled and rough in moments just using my fingertips.



#SimplySmarter

By ANDY SMITH

As this is an androgynous look, I revisited the bowl haircut using more or less the same technique as the girl but just tighter round the sides and a more square geometric shape. I also used a higher undercut to let the heavy top sit close to the head and avoid a helmet effect.





#SimplySmarter

By ANDY SMITH

To release the weight from the outline and add more movement,
I worked new INDOLA ROUGH UP through the long lengths.
This amazing wax cream is extremely matt so I could create
a more rough texture with a messier, more broken-up finish.



Fashion

For a genderless confidence here, we went for a restrained monochrome palette and minimalist boxy-cut shapes.

This translates to pure cotton tee, wide legged jeans, classic trench coat and flat leather brogues or the simplest shift dress – no details, no adornment, no compromise. A modern icon is born.

New Gender



5.



Get the look

Keylook 1. T-Shirt: VALENTINO 2 Mantel: H&M 3. Jeans: WEEKDAY 4. Shoes: PAUL SMITH

Alternative 5. Shoes: ZARA TRF

#Simply Smarter

Wherever you are and whatever type of salon you have, Indola Smart Street Style Collection will inspire and help drive your business for a whole year.

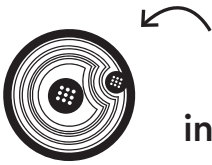
And it doesn't stop with these pages, our new website is packed with continually updated content, new techniques, expert tutorials and key insights to help you stay at the top of your game – and ahead of the rest! So, keep it smart, keep it digital and stay connected with us...



Follow us and stay inspired...



indola.com



Tap me once for instant street style
inspiration directly to your smart phone



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