



HAIR COMPANY
PROFESSIONAL

LOOKBOOK 2023
BY
YOU

SHORT MEDIUM LONG

SUMMARY



4-11/

2023 Catwalk fashion trends

12-13/

Haircuts with fringe 2023

16-25/

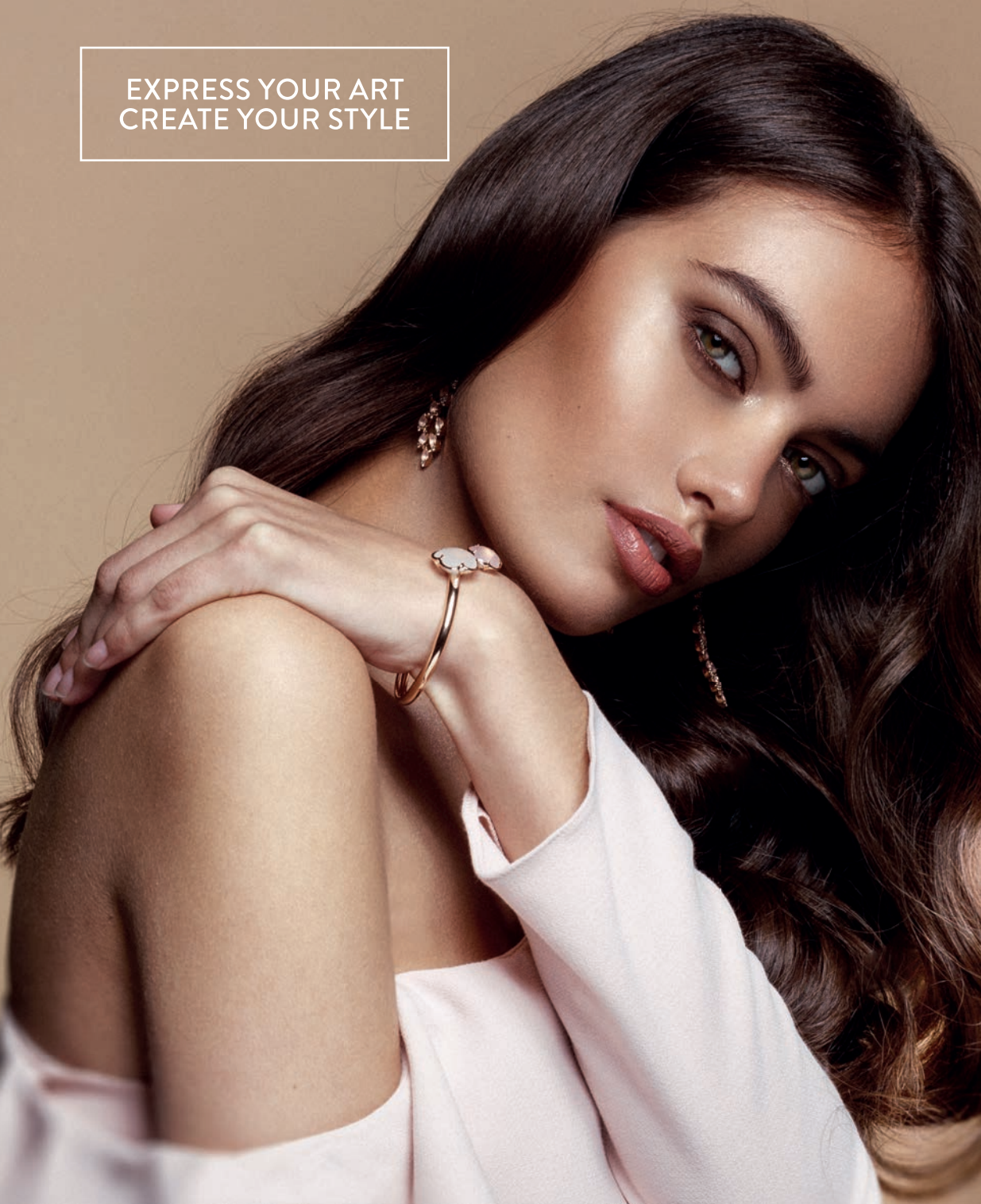
2023 Catwalk hair trends

26/

hairtrend: short, medium and long cuts & curls

LOOKBOOK 2023
BY
YOU

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CREATE YOUR STYLE



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STYLING PRODUCTS WITH **PATENTED ACTIVES** & **INNOVATIVE TECHNOLOGIES** EXTRAORDINARY PERFORMANCE

ILLUMINATING LINE:
WITH LUMINESCINE

HYALURONIC DENSIFYING LINE:
WITH HYALURONIC ACID

TRANSFORMING:
WITH CASHMERE PROTEINS

LIQUID DIAMOND:
WITH KERATIN



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FASHION

BY MONICA MISTRETTA

ANTONIO MARRAS

FLOWERS

**SAY IT WITH FLOWERS
AS YOU LIKE:**
fashion trends range
from vegetal patterns
to Michael Kors black &
white mood and Antonio
Marras flower design.

YOU / 45





ANTONIO MARRAS



MICHAEL KORS



MICHAEL KORS



TOM FORD

FASHION

PROENZA SCHOULER



black & white

YOU / 6-7



MICHAEL KORS

TOTAL BLACK OR TOTAL WHITE

Transparent fabrics are black, but urban, androgynous dresses are white. From daylight to the night, you can wear both the stylings without being in contradiction.



MICHAEL KORS



FASHION

MICHAEL KORS



TECHNICOLOR

Colors are acidic, vitamin-based and full of energy: they enhance spring summer 2023 dresses, skirts and jackets. Colors will give to everyone true joy in difficult times. Most wanted shades are red, yellow and the shiny fluorescent orange.



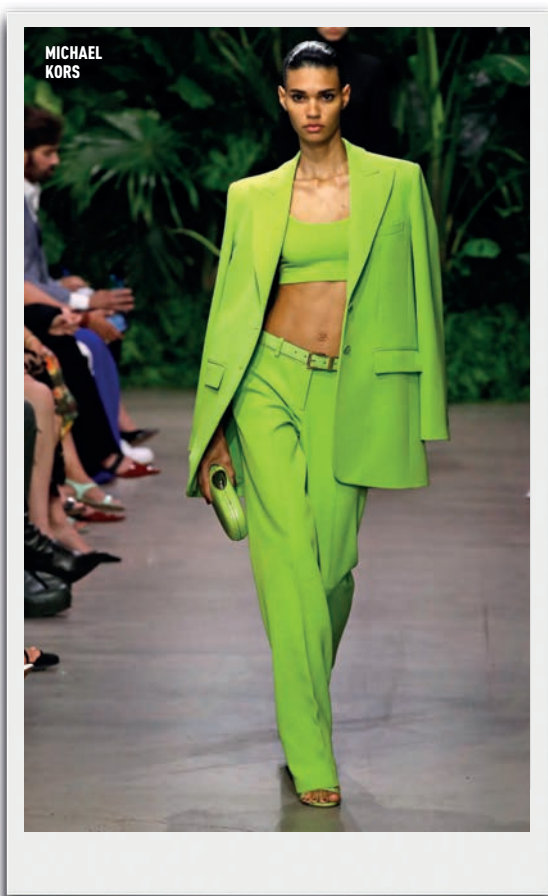
CUSTO BARCELONA



PROENZA SCHOULER



MICHAEL KORS



MICHAEL KORS

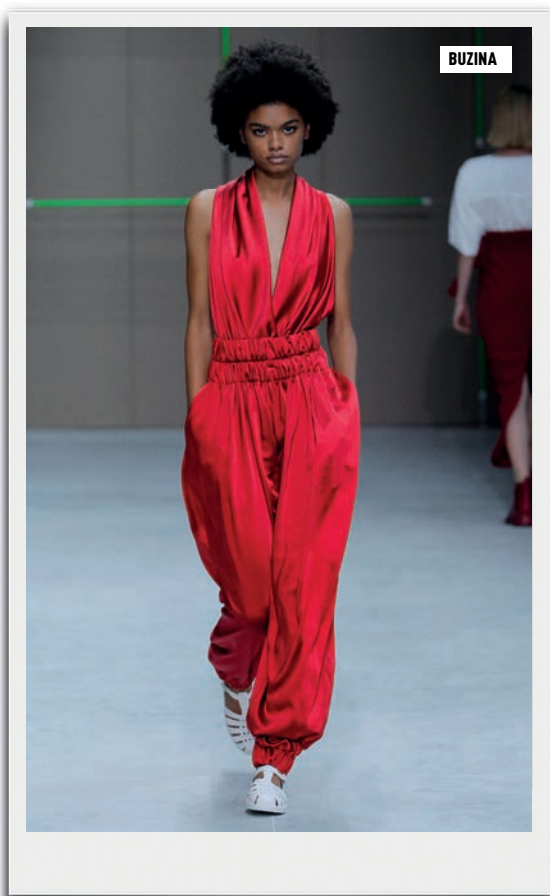
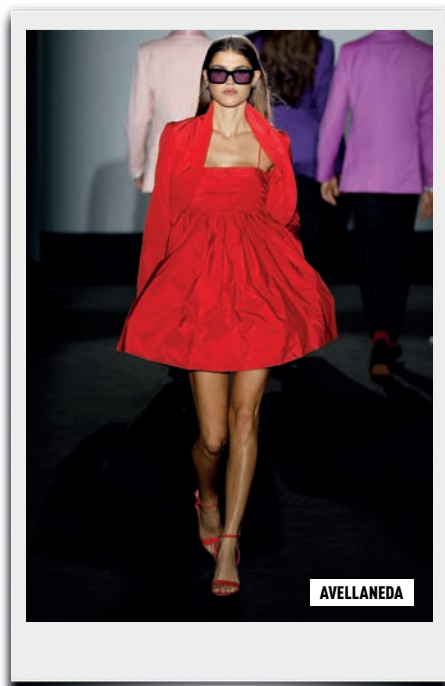
FASHION

PERTEGAZ



YOU / 10-11

TECHNICOLOR



2023 haircuts with fringe

2023 haircuts of the most famous hairdressers have a matching-point: the long fringe covering the whole forehead. *The fringe is the new spring summer must have that introduces softer commercial haircuts, creating a distance from the past geometric hair design.*

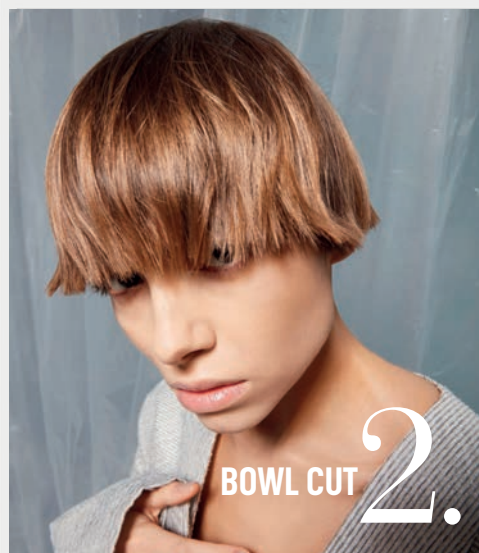
Short fringes are out: now they cover brows and sometimes eyes. Very short haircuts are out too. If you want to change your look without cutting your hair, you could choose a long fringe. *That's all. You'll show a fresh 'allure' and you'll seem younger.*

Obviously, anyone has got its taste: trend range from curtain bangs to 70s layering and 90s grunge haircuts.

> I ART HAIR STUDIOS BY WELLA PROFESSIONALS.



> I THE CLUB BY WELLA PROFESSIONALS.





LONG ROUNDED FRINGE

3.

> SCHWARZKOPF PROFESSIONAL.



SIDE FRINGE



LONG FRINGE

4.

> ALTER EGO ITALY.

5.

> EVOS PARRUCCHIERI.



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- LONG LASTING COLOR
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- LIGHTENS UP TO 4 TONES
- LOW AMMONIA CONTENT



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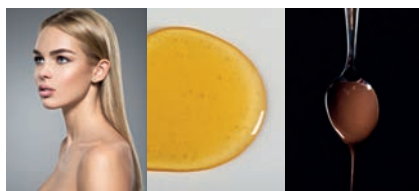
EXTRAORDINARY BRILLIANCE
AND LONG LASTING COLOR

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MADE IN ITALY

all the colors of nature



BLONDE, HONEY AND CHOCOLATE: these are the **2023 spring summer** colors, ranging from warm and cold natural shades, including copper and red. *Earth tones mixing with fall shades will enhance our hair.*

As regards **hairecuts**, medium sizes are beloved and the **short bob** is at the top. You will not see side parting of the hair on catwalks: central hair line is trending, above all with layered long hair.

We are speaking of the famous Butterfly cut.

>



AKRIS



GIVENCHY



IRENE LUFT



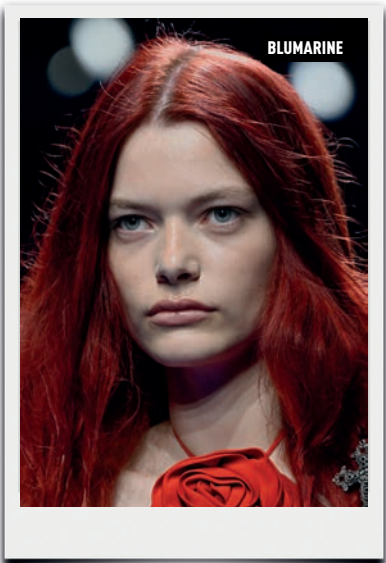
ALBERTA FERRETTI



1.

BLONDE

Warm or cold blonde is the no age color of the season.
The top: the back-combed bob of Awake Mode.



2.

RED

These two colors belong to the same chromatic family but to different women: copper is natural, fluorescent red is for strong characters. *Red hair is one of the leitmotiv of 2023.*



ALBERTA
FERRETTI



ZIMMERMAN



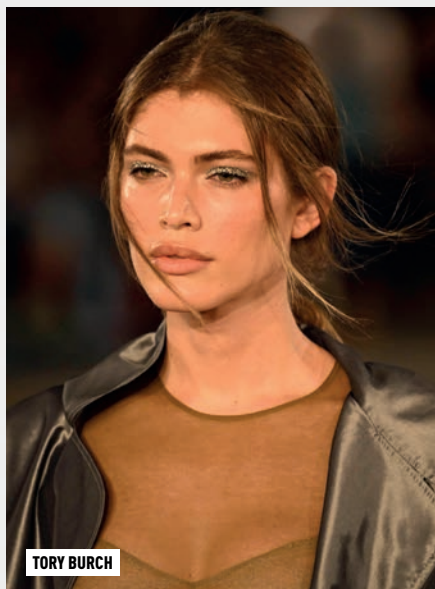
ALAWA



ROCHAS



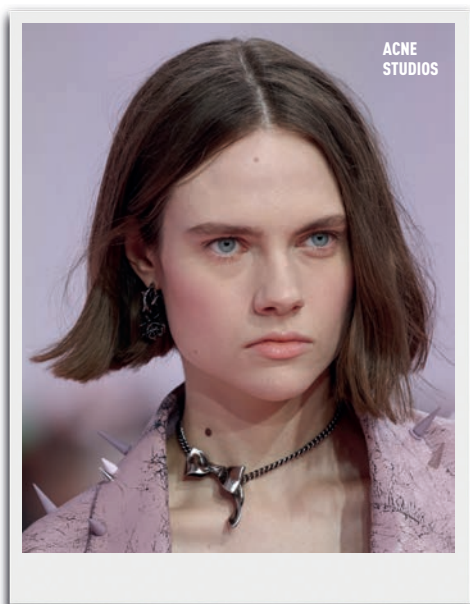
TORY BURCH



3.

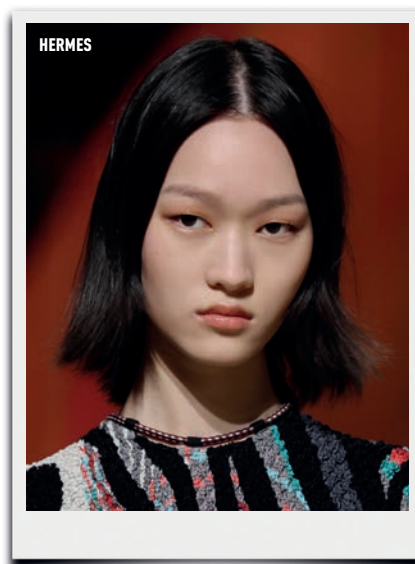
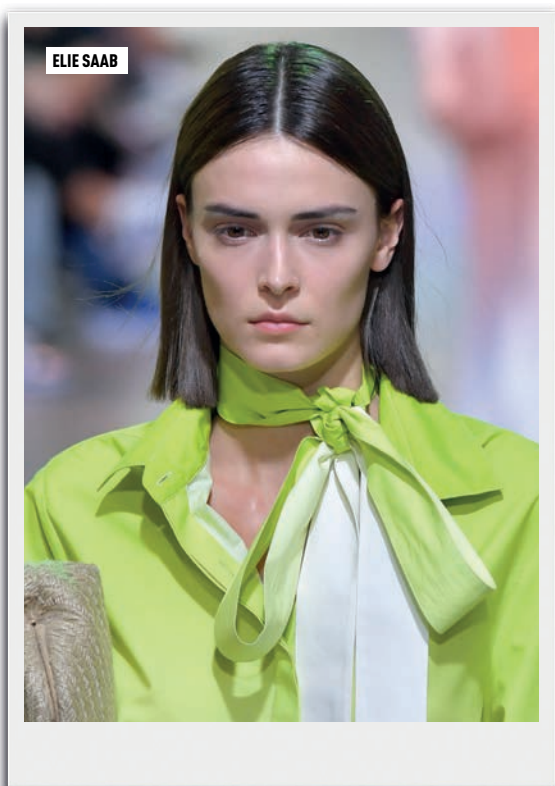
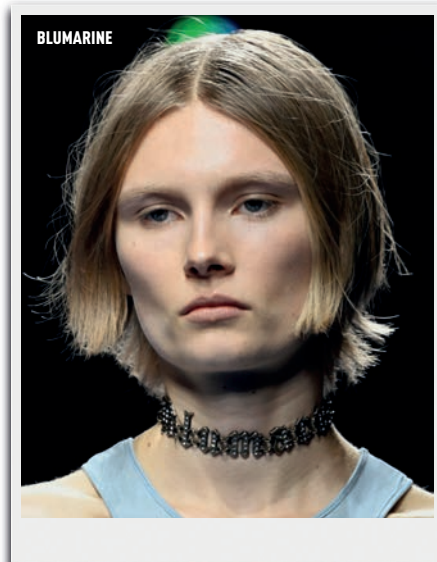
BROWN AND HONEY

There is Hermes pixie cut and the wavy look of Goncalo Peixot: the natural brown is always feminine. Which is our favourite look? *The strict updo of Alawa with its hair jewels.*



4. BOB WITH CENTRAL HAIR LINE

Bob with central hair line is the season **must-have haircut**. You can comb it as you like: *smooth style for glass hair, wet effect or uncombed and rebel hair.*



VICTORIA
TOMAS



HAIR TREND

2023 SPRING SUMMER HAIR TRENDS

MICRO BOB and BUTTERFLY CUT

Hair are short or long: short bob, with or without fringe, and Butterfly cut, latest one of Jennifer Lopez ,with short locks on the forehead, are the season haircuts.

Otherwise, you can choose a short androgyne pixie cut with a very short fringe.

LA BIOSTHETIQUE

SHORT



COLOURING CREAM

AMMONIA FREE

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FOR NATURAL COLOURING AND
LIGHTENS UP TO 4 TONES**

WITH:

LUMINESCINE • WALNUT AND CHESTNUT EXTRACTS



100 ml



- **LONG LASTING COLOR**
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- **100% WHITE HAIR COVERAGE**
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**EVOS
PARRUCCHIERI**





**EDGE
ACADEMY
CREATIVE
TEAM**





SK STYLE BARCELONA

COTRIL





TONI PELLEGRINO



JEAN LOUIS DAVID

JEAN LOUIS DAVID



FRANK PROVOST





SVENTY MAKEOVER



**SCHWARZKOPF
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ALTER EGO ITALY





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300ML 200ML

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HAIR TYPES. A BEAUTIFUL KIT
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- L A D Y**
- M A D A M E**
- L E A V E - I N**



150ML 150ML 150ML

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12 IN 1 MULTI ACTION

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LA BIOSTHETIQUE

BOB AND MEDIUM CUT



DAN SPILLER BHA



SVNTY MAKEOVER



ZIORTZA ZARAUZA



COLOR OLIO NO AMMONIA

NATURAL PHILOSOPHY AND SCIENTIFIC RESEARCH AT THE SERVICE OF A
NEW CONCEPT OF **PERMANENT COLOR**

WITH::

SYMHAIR® SHAPE & COLOR
SYMOLEO® VITA 7
LUMINESCINE



100 ml



- 100% WHITE HAIR COVERAGE
- 100% SHINE AND BRIGHTNESS
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- MILD FRAGRANCE
- GENTLE ON SCALP AND SKIN



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BEAUTY ELIXIR
FOR HAIR



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JOICO



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FRANK PROVOST



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**EVOS
PARRUCCHIERI**



LAETITIA GUENAOU

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250 ml

100 ml

200 ml

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- **PARABENS/SILICONES FREE**
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- **MINERAL OILS FREE**



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LONG CUTS



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To restore skin
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APP Double Action and Tricocam

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- Specific treatment according to the anomaly detected.
- Photographic archive and monitoring of results.

TRICOCAM FUNCTIONS:

- Customer profiling with micro-camera photo acquisition.
- Anomaly diagnosis.
- Specific path and treatment depending on the anomaly

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TONI PELLEGRINO



CURLY

**EVOS
PARRUCCHIERI**





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ALEXANDRA GREY

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Editor in chief
Marco Petrelli

**Text & English
translation**
Monica Mistretta

Graphic design
1+1 lab

Printing
CAST Industrie
Grafiche srl
Moncalieri (TO)



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