

Autumn/Winter 2024

SHISEIDO  
PROFESSIONAL

# BEAUTY CREATORS INSPIRE



AWAKENED SENSES





Autumn/Winter 2024

# BEAUTY CREATORS INSPIRE AWAKENED SENSES

For 2024 Autumn Winter, we're focused on how to navigate the world  
with innovation and our innate human-ness.

With a strong sense of awareness and intention;  
valuing what's real - here and now -  
without forgetting to make room for fun and creativity.

Our senses are awakened as we embrace ourselves and the world around us.  
The things we see, feel, create, and share come with clarity and intention,  
bringing new meaning to our everyday lives.











## EDGY BOWL CUT

**Striking an equal balance of ease and strength, a charismatic take on a short bob emits the coolest sense of presence.**

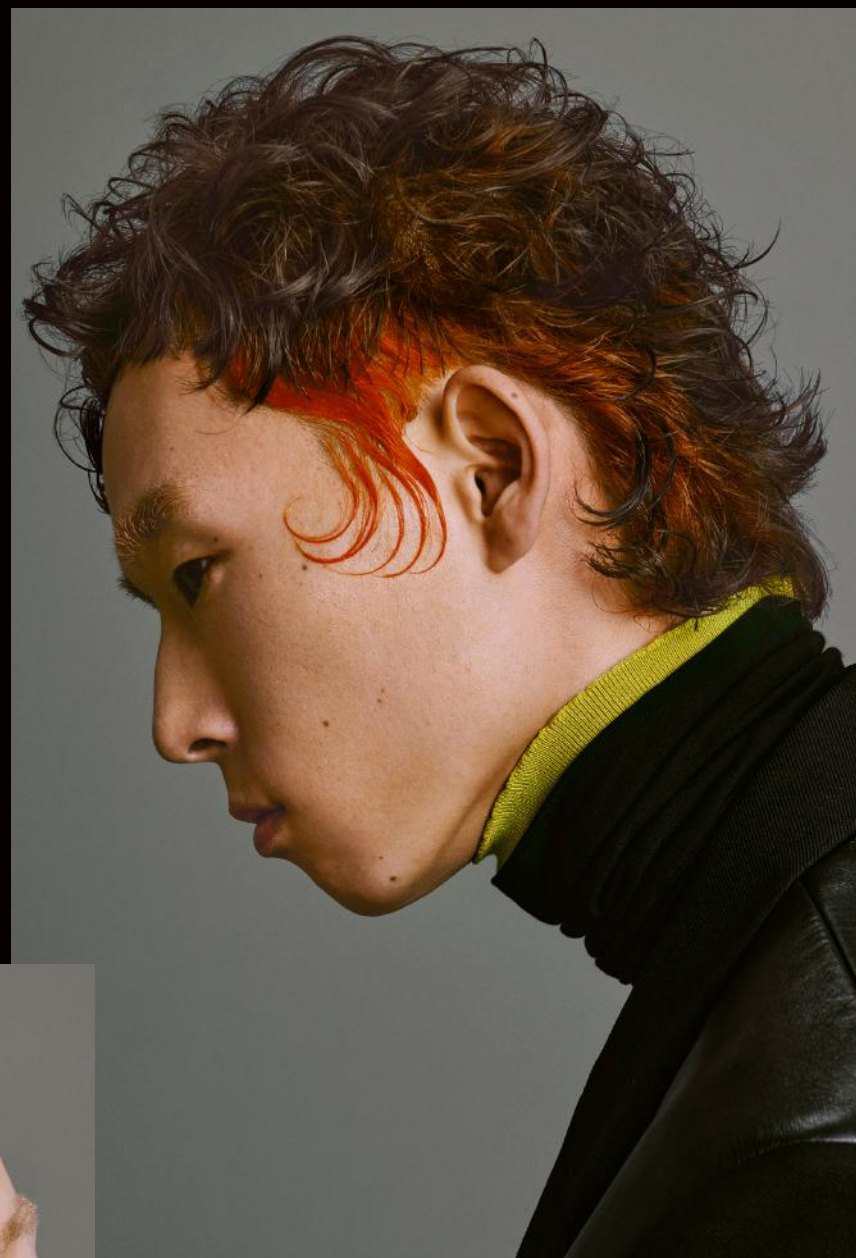
A refined line connects the bangs to the ears. A bold, crisp cut closely crops the sides and back of the neck. Meticulously blended into gray and lavender-blue base colors, darker hues are positioned at the roots. Black is used along the edges at the front line, drawn thicker toward the sides to create a chic sharpness reminiscent of perfectly winged eyeliner. An enthralling mix of cut and color give way to a dark and unanticipated look.











## ORANGE CURL BURST

Similar to waking up to a warm ray of sunlight, a natural and well-rested look is enlivened with a splash of bouncy terracotta.

Embellishing and emphasizing hair that's naturally curly, an easygoing short style creates the ultimate carefree-yet-entirely-engaged look. A calming shade of terracotta at the roots uplifts the look with a sense of vitality. Fully ignited orange along the sideburns frames the face with brightness and excitement.





Autumn/Winter 2024

# WOMEN'S FASHION TRENDS

From Runways

Classic at first glance, but with an essence of freshness. Wardrobe that brings positive change to the everyday.

Different from the 90's minimalist movement and the quiet luxury trend of recent years, real clothes with a special feel are on the rise. What's new this season is the touch of classic items and details being used to bring freshness back into the mix. This season, enjoy the calculated unbalance of what otherwise seems like a normal everyday style.



MIU MIU

1  
CLASSIC MIX

Classis shapes such as fitted jackets and waist shapes are back. Accessories such as pearl necklaces, colorful ribbed tights and gloves also give off a nostalgic feel. Sublimate your look with a modern touch that feels free and relaxed.



ALAÏA

2  
BIG OUTER

The overall trend for the past few seasons has been a continued shift from big to tight silhouettes. Amid this shift, the piece that caught everyone's attention was an outerwear that was so big it could bury your face. The gorgeous look is created with voluminous materials such as eco-fur and shearling.



CHLOÉ

3  
BOHO CHIC

Chemena Kamali, who started her career at Chloé has returned to propose a boho-chic style that elevates the brand's archives in a sensual way. Laced blouses, ruffled dresses, patchwork denim, wedge sandals are back for a resurgence.



LOEWE

4  
DAILY WARDROBE

Styles that reinterpret classic items such as simple white shirts, round-neck sweaters, the standard jacket and trench coats were prevalent this season. Exaggerated shapes, playing with balance and arrangements with accessories provide a fun twist to everyday wear.



CHANEL

5  
BACK TO ORIGIN

This season, the movement to return to Maison's roots and reevaluate its origins has become a visible trend. For Chanel, big hats that tell the story of its origins as a hat maker and its iconic tweed suits graced the runway as a universal icon with sights towards the future.



COMME des GARÇONS  
FROM JAPAN

6  
NEW BLACK

Powerful, minimal, classic, elegant... There may be no color in the history of fashion that has embraced as many different styles as black. Looks that start and end in black have been proposed by designers who have rediscovered the powers and possibilities of black.

Autumn/Winter 2024

# MEN'S FASHION TRENDS

From Runways

**Boosting universal items by embracing advanced tailoring and new ideas.**

As more brands embrace joint shows for both men's and women's fashion, universal items that everyone can freely enjoy have increased. The key to this season's style is how to bring a fresh look to a seemingly practical wardrobe like suits, denim and workwear. The spotlight is once again on the exquisite tailoring and the use of high-quality materials that luxury brands are known for.



SAINT LAURENT

1

**SUITS**

Elegant tailoring that can also be used as a business suit. From the minimalist and slim form of Prada to the dressy Saint Laurent and the cowboy-like style from Louis Vuitton, styles that never play it safe is key.



BALENCIAGA

2

**THE AGE OF AI**

Even with the full force of AI, creations that don't involve human intervention will surely come to a standstill. There were many futuristic shows this season that expressed that very notion. Balenciaga's show featured an immersive art installation that represented the digital world and unique styles like wardrobe created from adhesive tape to show impromptu handiwork.



PRADA

3

**SHIRT & TIE**

With the rise in popularity of neat suits, shirts and ties to go with the suit are gaining attention. The somewhat unbalanced styling created by taking account the rules of fashion gives off a sort of punk mindset. The rebellious nature can be observed in Prada's neckties and belts.



LOUIS VUITTON

4

**WESTERN**

Straightforward Western styles such as fringes, embroidered patches, ponchos and jeans, cowboy boots and cowboy hats are making a comeback. Louis Vuitton's Pharrell Williams is taking the lead in this comeback story with plenty of accessories that are easy to incorporate into the look.



VERSACE

5

**THIGH-HIGH BOOTS**

Long boots are making a comeback this season. Among the wide variety of boots that include biker boots, equestrian boots, suede boots and rubber boots, the boots that stand out among the rest are thigh-high boots. This genderless item is attracting lots of attention as a key item in this autumn/winter season.



KENZO  
FROM JAPAN

6

**DENIM**

Denim itself is nothing new, but this season the variety of looks that can be expressed with the material has expanded, from suits to blouses to outerwear. Kenzo proposes a style that uses denim from top to bottom and many items that can be enjoyed regardless of gender have come into play.

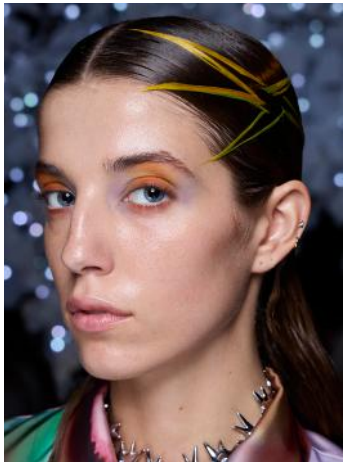


Autumn/Winter 2024

# THE BEST HAIR FROM RUNWAYS

**Maximal or Minimal. All eyes are on hair with power.**

In the 2024-25 autumn/winter collections real clothes took center stage. As each designer incorporates their point of view into their styles, showcasing a new approach to everyday wear, details in hair design shines through the crowd. Whether it be tight and volume-less or excessively big and boisterous, these polarizing trends have one thing in common, which is hair has power.



COLLINA STRADA

1

## HAIR TATTOO

Extensions dyed in a color that matches the eyes are added on as a design element to look like a hair tattoo. Green mesh and red extensions to look like fringe can also be added as a pop of color and fun.



CHRISTIAN COWAN

2

## DRAMATIC VOLUME

This season, Christian Cowan, Willy Chavarria, Sergio Hudson and others showcased big voluminous hair. These glamorous looks were reminiscent of the 1970's when afros and bouncy hair styles were all the rage.



ROKH

3

## HYDRO HAIR

"Mermaid core" that symbolized 2023 flows continuously into 2024 as a wet look. This style, combined with glowing skin creates a fresh sensuality that is no longer limited to the spring and summer seasons but is here to stay all year round.



TORY BURCH

4

## SIDE PART

The side part has made a comeback in a variety of styles from slicked tight to bouncy sides. As glossy textures take center stage this season, a side part rather than a center part creates a more feminine and softer look.



PRADA

5

## SLEEK 'N' TIGHT

To create balance with voluminous wardrobe tops like chimney necks and big shoulders, looks that featured tight hair styles were prevalent. These styles came in all shapes and forms from slicked back to braids, low ponytails to cornrows.



PROENZA SCHOULER

6

## BABY BANGS

Bangs are an effective tool to creating a strong and striking look that rivals a voluminous top. A variety of looks can be created based on the styling, such as simply straight, ruffled up or combined with braids or a low ponytail.

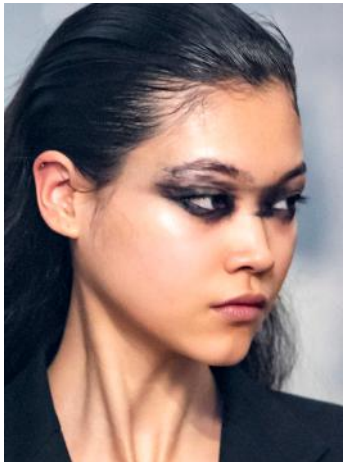


Autumn/Winter 2024

# THE BEST MAKEUP FROM RUNWAYS

**Uniqueness is all in the details. Focus on the one thing to express yourself.**

While natural and minimal makeup that pairs nicely with everyday wear is still the mainstream, this season's trend is to express strength in parts. Creating the base elegantly and beautifully, then selecting the parts that best brings out yourself. Adding a touch of play into what otherwise would be a repetition of real and everyday creates a fresh escape from the mundane.



HELMUT LANG

1

## GRUNGECORE

The big trend of the 1990's "grunge makeup" is back. Smudged black eyeshadow and black lined eyes... However, this season's style is to give it a healthy look with clean skin and natural lips.

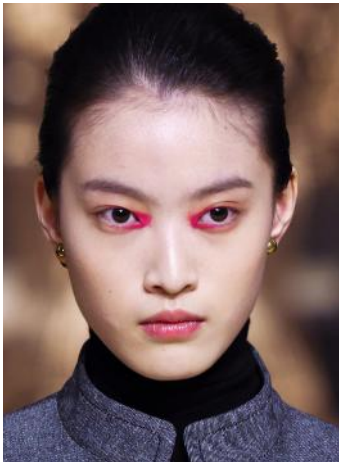


COACH

2

## LOW-KEY RICH

The utmost of luxury and modern is minimal makeup that looks as if no makeup had been applied. The "quiet luxury" finish has appeared in numerous runways this season, including Coach. Hermès and Ferragamo.



DIOR

3

## POINTED EYES

The trend of the single eye color is back again this season but in a more graphical style. Dior added a shocking pink to the inner corner of the eyes and Etro added a metallic green to the lower eyelids showing the wide variety of styles and colors.



ALEJANDRO ALONSO ROJAS

4

## ROSY GLOW

With much emphasis placed on gender diversity, a recent trend that can be seen is a desire to express "femininity". In this season's makeup, the trend can be seen in the form of rose-colored eyes, cheeks and lips. This flushed look pairs well with a romantic fashion look.



DRIES VAN NOTEN

5

## RED LIPS

The classic red lipstick comes in a variety of tones and textures this season. Color tones that range from vivid vermilion to juicy cranberry to grungy dark red. Expressive colors are met with a wide range of textures from matte to glossy to lacquer to stain.



LUDOVIC DE SAINT SERNIN

6

## GLASS SKIN

K-beauty is currently taking the runway by storm. Skin is shown smooth, fresh and luminous without a single cloud in sight. It can be said that K-beauty, which has great influence on Gen-Z is the beauty standard of the 21st century.

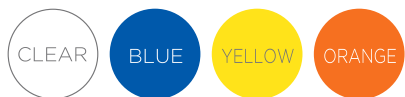




## GEOMETRIC COLOR BOB

With an artist's touch and mathematician's mind, a brand new bob is born with dynamic and strategically-placed layers of color.

Leave a fresh impression with a thoughtfully executed bob that's unique and highly detailed through the use of color. Clean shapes composed of various blues, light greens, and yellows are set along the surface in puzzle-like form. A striking nuance of overlapping tones comes with the movement of the hair, all enhanced by its classic bob cut.







## SHARP CLEAN SHAG

**A cozy, layer-loaded style is matched with a mix of neutral and warmly-spiced colors perfect for embracing the beloved comforts of the season.**

A gentle design featuring familiar hues of apricot, creamy peach, and sand beige creates a sense of connectedness and equilibrium with sharp lines that frame the face. Long bangs loosely cover a starry-eyed gaze that rounds out the energy. A multidimensional style with the contrast of muted cinnamon-adjacent colors creates the hair equivalent to a hot cup of tea.







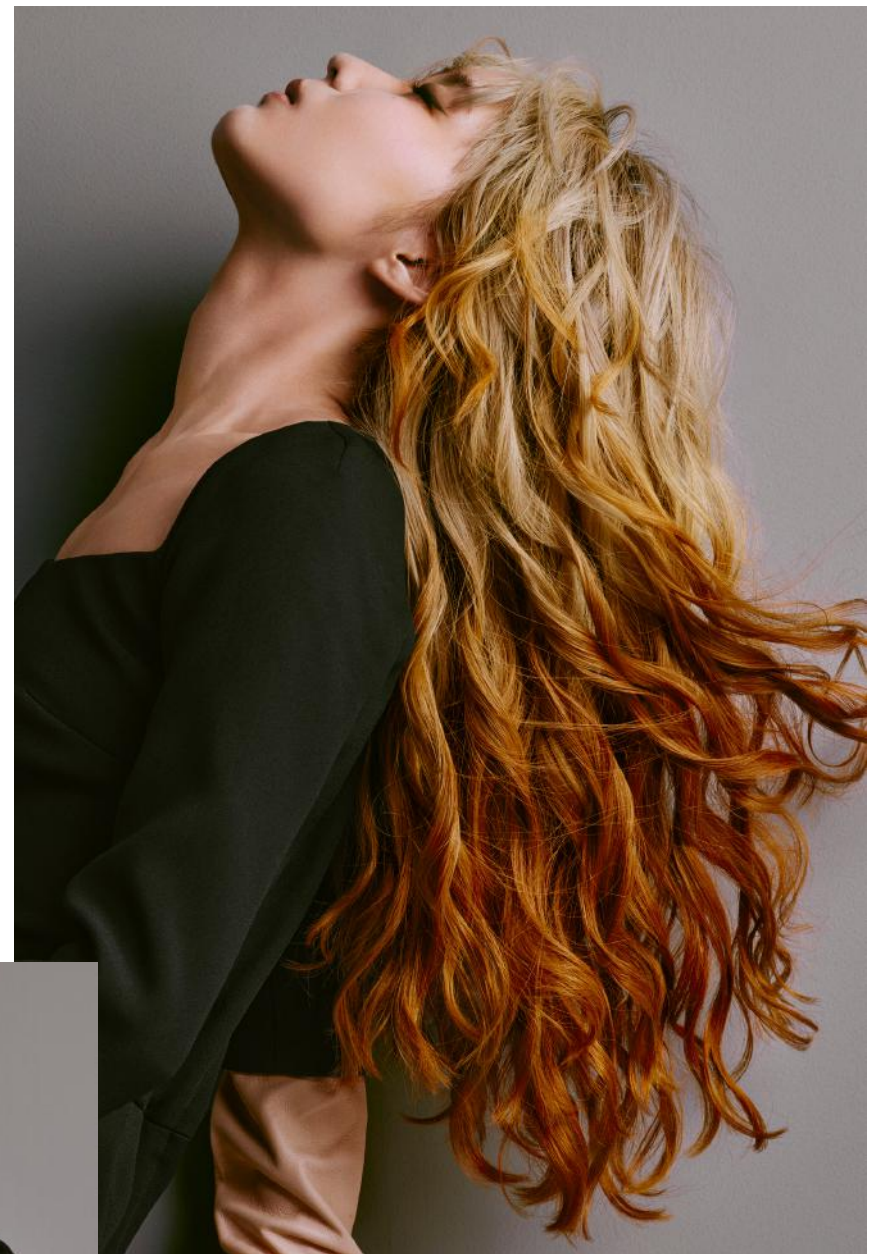
## SOFT FLARES

An androgynous and effortless bob with subtle lowlights provides a cool breeze when it's needed most.

A timeless, unisex bob with a base of a light cream beige and natural color design. A combination of aqua and gray lowlights peaks through the curls to create a casual but complex look.







## SOFT CLOUDY WAVES

**Tap into inner connections to femininity  
with soft outlines and dreamlike vivid colors.**

In a gradient that calls to mind the magic of golden hour, beige begins at the roots and leads into seasonal shades of orange towards the ends, inviting others into one's exploration of self-expression. Long, semi-structured waves and a color design that blends flawlessly and conjures the moving feelings of experiencing a sunset.







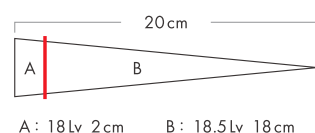
# EDGY BOWL CUT



## - STYLE

A refined line connects the bangs to the ears. A bold, crisp cut closely crops the sides and back of the neck. Meticulously blended into gray and lavender-blue base colors, darker hues are positioned at the roots. Black is used along the edges at the front line, drawn thicker toward the sides to create a chic sharpness reminiscent of perfectly winged eyeliner. An enthralling mix of cut and color give way to a dark and unanticipated look.

### BEFORE : HAIR CONDITION



Before

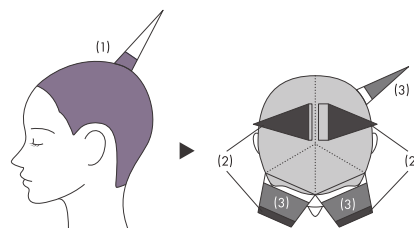
### COLOR PRODUCTS USED



## PRIMIENCE

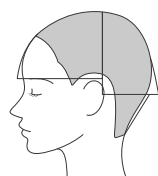
### COLOR FORMULATION & PROCESS

- (1) C/SM 4  
CL 0 3  
LA 9 2  
3%
- (2) C/BK 3%
- (3) CL 0 4  
C/SM 1  
3%



1. Apply (1) to 2 cm of the roots. Leave on for 15 minutes, then shampoo.
2. Apply (2) to the right of the center line in a 1 cm slice, and to the left in a 3 cm slice. Protect the panels with foil.
3. Apply (2) to the edge of the bangs 1cm from the ends in a line and apply (3) to the rest from the midshaft to the ends.
4. Apply (3) to the midshaft of the bangs. Leave on for 10 minutes, then shampoo.

### HAIRCUT DIAGRAM



### STYLING PROCESS & PRODUCTS USED

## SUBLIMIC

- (1) WONDER SHIELD
- (2) AQUA INTENSIVE VELVET OIL

1. Spray (1) all over hair, then blow dry.
2. Add slight curls while smoothing out hair with a flat iron.
3. Apply (2) to add shine and finish.



(1)

(2)

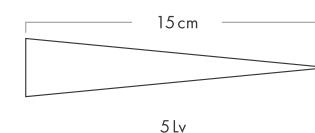


# ORANGE CURL BURST

## - STYLE

Embellishing and emphasizing hair that's naturally curly, an easygoing short style creates the ultimate carefree-yet-entirely-engaged look. A calming shade of terracotta at the roots uplifts the look with a sense of vitality. Fully ignited orange along the sideburns frames the face with brightness and excitement.

### BEFORE : HAIR CONDITION



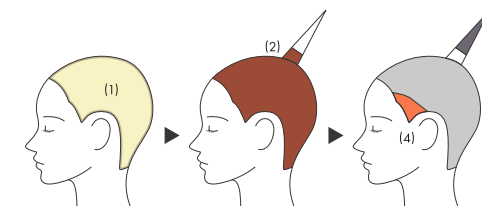
Before

### COLOR PRODUCTS USED



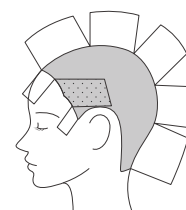
### COLOR FORMULATION & PROCESS

- (1) POWDER 1  
6% 2
- (2) TC 9 3%
- (3) G 9 2  
CL 0 1  
3%
- (4) ORANGE



1. Apply (1) all over hair. Leave on for 30 minutes, then shampoo.
2. Apply (2) to 2 cm of the roots. Leave on for 15 minutes, then shampoo.
3. Apply (3) from the midshaft to the ends, except for both sideburns.
4. Apply (4) to both sideburns. Leave on for 15 minutes, then shampoo.

### HAIRCUT DIAGRAM



### STYLING PROCESS & PRODUCTS USED

## STAGE WORKS

- (1) TRUE EFFECTOR (SHINE)

1. Apply (1) all over damp hair, then blow dry.
2. Apply (1) again to parts that need more movement. Adjust the overall balance to complete the look.



(1)







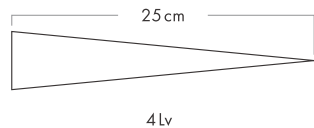
# GEOMETRIC COLOR BOB



## - STYLE

Leave a fresh impression with a thoughtfully executed bob that’s unique and highly detailed through the use of color. Clean shapes composed of various blues, light greens, and yellows are set along the surface in puzzle-like form. A striking nuance of overlapping tones comes with the movement of the hair, all enhanced by its classic bob cut.

### BEFORE : HAIR CONDITION

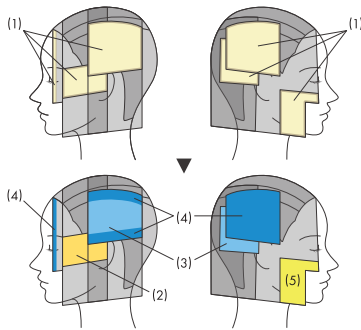


### COLOR PRODUCTS USED



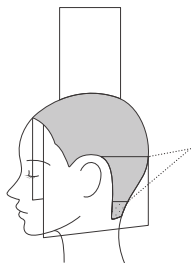
### COLOR FORMULATION & PROCESS

- (1) POWDER 1  
6% 2
- (2) YELLOW 20  
ORANGE 1
- (3) CLEAR 10  
BLUE 1
- (4) CLEAR 2  
BLUE 1
- (5) CLEAR 5  
YELLOW 5  
BLUE 1



1. Divide the top section into two slices-upper half and lower half. Apply (1) to parts where color design will be added while holding the panels at their natural position. Leave on for 30 minutes, then shampoo.
2. Apply (2) to the bleached parts of the left second panel. Apply (3) to the bleached parts of the left top panel, then add horizontal lines to the top and bottom with (4) using fingers.
3. Apply (5) to the right front, (3) to the right second panel, and (4) to the right top and the bleached left bang. Leave on for 20 minutes, then shampoo.

### HAIRCUT DIAGRAM



### STYLING PROCESS & PRODUCTS USED

#### SUBLIMIC

(1) AIRY FLOW SHEER OIL

1. Apply (1) all over damp hair, then blow-dry.
2. Smooth out the surface using a flat iron.
3. Apply (1) once again and finish while combing to add shine.

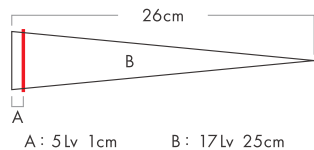


# SHARP CLEAN SHAG

## - STYLE

A gentle design featuring familiar hues of apricot, creamy peach, and sand beige creates a sense of connectedness and equilibrium with sharp lines that frame the face. Long bangs loosely cover a starry-eyed gaze that rounds out the energy. A multidimensional style with the contrast of muted cinnamon-adjacent colors creates the hair equivalent to a hot cup of tea.

### BEFORE : HAIR CONDITION

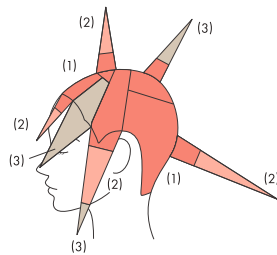


### COLOR PRODUCTS USED



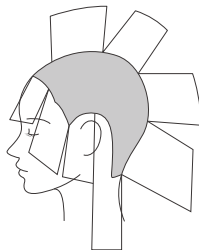
### COLOR FORMULATION & PROCESS

- |          |    |          |    |
|----------|----|----------|----|
| (1) CL/O | 20 | (2) CL/O | 40 |
| CP/9     | 10 | CP/9     | 20 |
| AP       | 1  | AP       | 1  |
| 3%       |    | 3%       |    |
| (3) CL/O | 60 |          |    |
| SBe/9    | 20 |          |    |
| IV/9     | 1  |          |    |
| 3%       |    |          |    |



1. Apply (1) to the roots of the back section.
2. Apply (2) to both the middle and the bottom of the back section from the midshaft to the ends.
3. Apply (3) to the top of the back section from the midshaft to the ends.
4. On the front section, apply (1) to the roots and (2) from the midshaft to the ends.
5. Apply (3) from the roots to the ends of the front side sections.
6. On the side sections, apply (1) to the roots, (2) to the midshaft, and (3) to the ends. Leave on for 20 minutes, then shampoo.

### HAIRCUT DIAGRAM



### STYLING PROCESS & PRODUCTS USED

#### SUBLIMIC

(1) AQUA INTENSIVE VELVET OIL

#### STAGE WORKS

(2) NUANCE CURL CREAM  
(3) STRUCTURE HOLD SPRAY

1. Apply (1) all over hair and blow dry using hands.
2. Curl the ends around the face inward and the bottom edge outward using a flat iron.
3. Blend in (2) mainly to the ends and finish with (3) to adjust the balance.





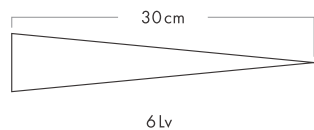


# SOFT FLARES

## - STYLE

A timeless, unisex bob with a base of a light cream beige and natural color design. A combination of aqua and gray lowlights peaks through the curls to create a casual but complex look.

### BEFORE : HAIR CONDITION



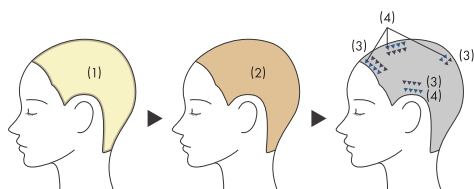
Before

### COLOR PRODUCTS USED



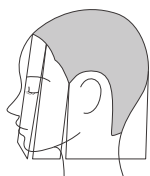
### COLOR FORMULATION & PROCESS

- (1) POWDER 1  
3%
- (2) CL 0 3  
Be 9 1  
3%
- (3) G 7  
3%
- (4) Aq 7  
3%



1. Apply (1) from the midshaft to the ends. Leave on for 10 minutes, then apply it again, this time to the roots. Leave on for 30 minutes, then shampoo.
2. Apply (2) to the roots. Leave on for 10 minutes, then apply it again, this time from the midshaft to the ends. Leave on for 25 minutes, then shampoo.
3. Add lowlights by alternating between (3) and (4), to the bangs, the top section, and around the ears using a weaving technique. Leave on for 25 minutes, then shampoo.

### HAIRCUT DIAGRAM



### STYLING PROCESS & PRODUCTS USED

#### STAGE WORKS

(1) MEDIUM PASTE

1. Create waves from the bottom to the middle sections in the back and the bangs with a 26 mm curling iron.
2. Curl the top section vertically outward.
3. Work in (1) all over hair to give movement to complete the look.



(1)

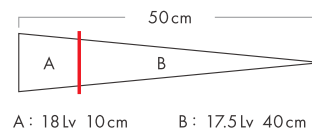


# SOFT CLOUDY WAVES

## - STYLE

In a gradient that calls to mind the magic of golden hour, beige begins at the roots and leads into seasonal shades of orange towards the ends, inviting others into one's exploration of self-expression. Long, semi-structured waves and a color design that blends flawlessly and conjures the moving feelings of experiencing a sunset.

### BEFORE : HAIR CONDITION



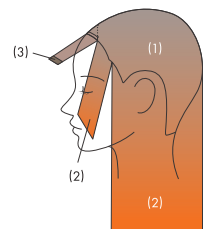
Before

### COLOR PRODUCTS USED



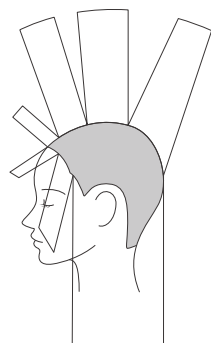
### COLOR FORMULATION & PROCESS

- (1) CL/0 3  
TG/9 1  
3%
- (2) AP  
3%
- (3) CL/0 2  
TG/5 1  
3%



1. Apply (1) in a gradient from the roots to 15 cm towards the midshaft, except for the bangs and side layers.
2. Hold out the side panels in the angle of the layers and apply (1) from the roots to the midshaft in a gradient.
3. Apply (2) to the ends except for the bangs to blend any lines.
4. Take a 2 cm slice inside the bangs and apply (3) to the edge in a 1 cm line. Protect the panel with foil. Leave on for 30 minutes, then shampoo.

### HAIRCUT DIAGRAM



### STYLING PROCESS & PRODUCTS USED

#### SUBLIMIC

(1) WONDER SHIELD  
(2) LUMINO FORCE BRILLANCE OIL

#### STAGE WORKS

(3) LUSTER SPRAY

1. Spray (1) all over towel dried hair and blend well.
2. Apply (2) mainly to the ends and blend in by combing. Then blow dry.
3. Create alternating inward and outward curls with a 32 mm curling iron. Spray (3) to complete the look with a glossy finish.



(1)

(2)

(3)







<https://www.shiseido-professional.com/>



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