

Spring/Summer 2024

BEAUTY CREATORS INSPIRE



NEO ROMANTIC

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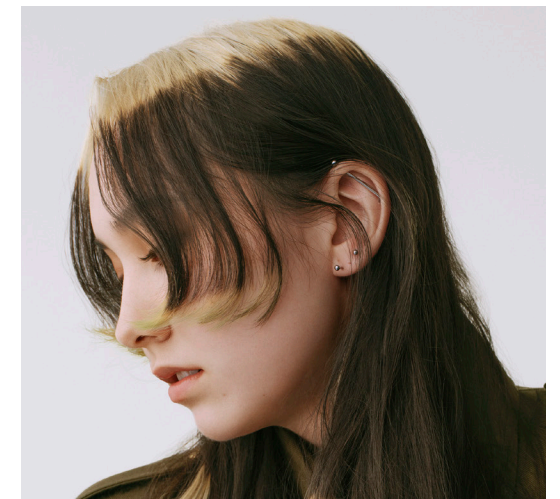
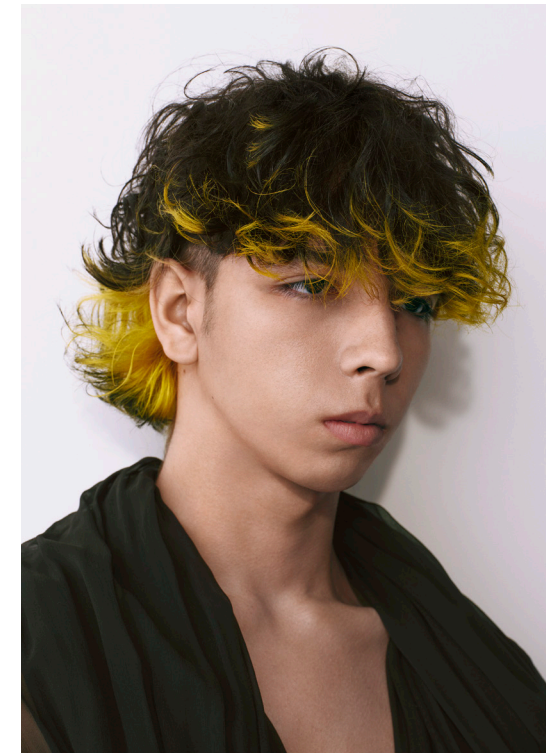
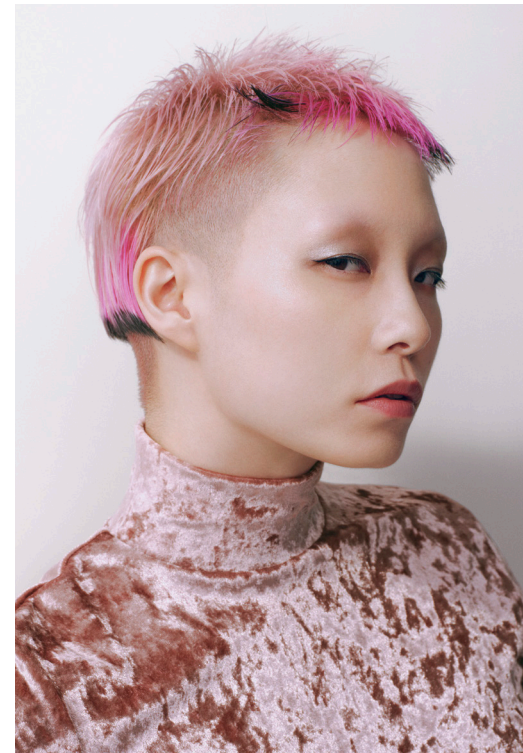
BEAUTY CREATORS INSPIRE

NEO ROMANTIC

Be swept away into a liberating season,
surrounded by freshness and light, softness and warmth.

The 2024 Spring/Summer season evolves into a refined yet effortless style
elevating minimal aesthetic with graceful adornment.
Delicate fabrics and intricate embellishments in a near-blank canvas
enchants your senses and tickles the imagination.

Clean and light. Minimal yet functional. Bright and effortless.
It's the season of your reemergence.





BOLD PINK PIXIE

Extremely short hair in various shades of pink.

Cool and feminine with the perfect balance of length and color.

Sides and nape are neatly trimmed while the back is left long. Paired with everyone's favorite shades of pink, black ends punctuate the look with a hint of edginess. Depending on color choice and length, short hair can evoke a sense of romance. Through experimenting with the form, it refrains from becoming too cool, though adding a little bit of black keeps the sweetness of pink in check.

Click



CL
Clear

P
Pink

N
Natural

CLEAR

PINK



VIVID YELLOW TWO-TONED TIPS

**Voluminous hair makes the most of its curves
with contrasting colors and a high-drama approach.**

A simple two-color scheme featuring a heavy front and longer back in yellow adds personality and strength that stands out within the soft form. The sides are tightly two-blocked to accentuate the natural waves, giving the hair an appeal of great depth.



WOMEN'S FASHION TRENDS

FROM RUNWAYS

From the street to a new take on classics, Spring/Summer 2024's wave of trends has launched.

Over the past few seasons, the trending silhouettes have dramatically shifted from oversized to just the right fit. The keyword "Quiet Luxury" has been popping up in various cities and it's likely to continue to spread. One new trend to look out for is the incorporation of classic items and motifs.



1 PERFECT POLOS

Polo shirts and polo knits, which usually play a supporting role, are key items. A typical example comes from MIU MIU, which expands the variation of outfits by layering shirts and bijoux necklaces. The coordination feels fresh, as if you were going straight to the beach after school or work.

2 BURGUNDY

The focus is on a change of expectations and pace, incorporating deep reds such as burgundy and bordeaux into the spring and summer season. The styling is impressive, spanning the full look, including shoes and bags, all in a single tone. Other colors such as khaki, navy, brown, white, and black are also used, and this season's color palette is generally subdued.

3 CARGO PANTS

From THE ATTICO's low-waisted, streetwise, exaggerated designs to SAINT LAURENT's modern, sophisticated, clean silhouettes, there is a wide variety of cargo pants. These items oversee trendy styles such as safari, military, and camouflage.

4 FRINGE

The fringe that swings is essential to this season's style. PRADA's metallic fringe layered over shorts and BOTTEGA VENETA's craftsmanship-inspired leather fringe are key elements of this season's look and all have a presence that makes them the mainstay of the styling.

5 SHIRTS

Enthusiasm endures for white shirts and other standard items. Even seemingly simple and basic designs stand out for their intricate details, tailoring, and quality of materials. This is a discreet yet undeniable trend that reflects the mood of quiet luxury that has continued from last season.

6 FLOWERS

This spring/summer, flowers are less sweet. We see many three-dimensional shapes and large prints that respect the life force. UNDERCOVER and PRADA decorated dresses with corsage-like artificial flowers, and BURBERRY depicted floral prints in psychedelic colors.

MEN'S FASHION TRENDS

FROM RUNWAYS

Not unisex or gender-free, but options that extend beyond categorizations and titles.

Women's and men's wear are becoming increasingly linked due to the SDGs trend. BURBERRY and FERRAGAMO in a joint show format; PRADA, LOEWE, and VALENTINO..... even though the shows are separate, each have their own men's and women's wear in similar items, allowing people to freely choose the sizing and color of clothing they like.



1 LEATHER

Leather items are abundant in both men's and women's wear. Not only bottoms such as pants and skirts, but also sharply coordinated full-body leather outfits as seen at RICK OWENS. Real and vegan leather options are expanding from brand to brand.

2 COAT

A proposal for a coat, even in the spring and summer season, is difficult to turn down. One of the most noteworthy is the stiff collar, which gives a serious impression and can be worn like a three-piece suit in the same tone or worn casually over a suit with the shoulders slouched. In early spring, the coat will be the key item to overall coordination.

3 SHOW SKIN

Until now, feminine one-shoulder tops have mostly been seen in women's looks. Bold exposure and tight-fitting silhouettes that go beyond the tank top category are slowly beginning to permeate the menswear mentality.

4 JUMP SUIT

The trend of workwear-inspired jumpsuits has been updated this spring/summer with a casual workwear design that has its roots in 1920s flight suits but has been refined with the selection of materials and meticulous tailoring.

5 SHORT PANTS

The popularity of cut-off pants has continued for several seasons. This season's shorts are even shorter, with an increasing appearance of playful shorts like those worn by elementary school children in the past. The center-pressed suits are fun to wear with high socks, sandals, and various other arrangements.

6 NATURE PRINTS

Large prints in tropical, botanical, and animal-like patterns have entered the spotlight. The coloring is crisp and clear, and plays a role in bringing joy to different styles, in the same vein as the women's floral prints. Rather than cute or delicate, the effect is bold and sharp.

BEST HAIR FROM RUNWAYS

Long lengths, bold bangs, breezy buzz cuts. A high maintenance look with an effortless feel.

We live in an era where everything from long hair to buzz cuts can be seen at a single show. While various styles coexist due to the trend of respecting individuality, the expression of bangs will be one of the deciding factors for spring and summer style. If bangs are to be worn, they should appear soft while making a statement. Other prominent styles are sharp and sleek, creating a clean look at the face line.



LOUIS VUITTON

1 BLUNT BANGS

Heavy bangs bring out a strong personality, but this season, rounded cuts and soft bangs that look as if they have been carefully blow-dried are in season. 70s-inspired princess cuts are also light with bright colors and soft textures.



HERMÈS

2 SLICKED BACK

Sleek hair that looks like it has been stroked with gel means feeling put together. This is a healthy update of the body-conscious style, with a "clean" rather than "rock hard" mood. It also pairs well with trendy leather items.



FENDI

3 CENTER PART

Here, center dominates the parting. The top is glossy, groomed, and neatly gathered, while the rest of the hair can be styled in a variety of ways, from a haphazard down style to an airy, wavy look. The common thread is a natural yet high-maintenance look.



ALTUZARRA

4 BUZZ CUT

The buzz cut, practiced by many celebrities, continues to be popular. Beyond existing as a symbol of female empowerment and liberation, the buzz cut has also merged with the Y2K boom and is available in a wide variety of colors.



JASON WU

5 WET LOOK

The wet look is unique to spring and summer, a reflection of playing on the beach and making a splash. This season, the key is to keep a distance from the salty, haphazard look and melancholy feel, and to keep the surfaces glossy and the hair flowing beautifully.



TORY BURCH

6 HEAD ACCESSORY

Head accessories have been popular for the past few seasons, for good reason. This season's lineup includes costume jewelry-like barrettes and headbands with jagged combs. Match them with bijoux necklaces and large earrings.

BEST MAKEUP FROM RUNWAYS

Calculated, vivid eyes and lips, and a new balance for eyebrows.

Minimal makeup will continue. The style symbolizing Spring/Summer 2024 is to incorporate one high-colored focal point somewhere in the makeup. At first glance, it may appear to be a less-oriented look, but in fact, everything is meticulously calculated and cared for, including the skin, eyes, lips, and subdued eyebrows. This should not be mistaken for a haphazard look, but recognized as a new output that is the ultimate in sophistication.



PRADA

1 PAINTED EYES

Single eye colors that look like bold paint are still alive and well this season. A sense of balance to incorporate warm colors such as orange and green as accents in a calm-toned styling is a must.



HELMUT LANG

2 GRAPHIC LINES

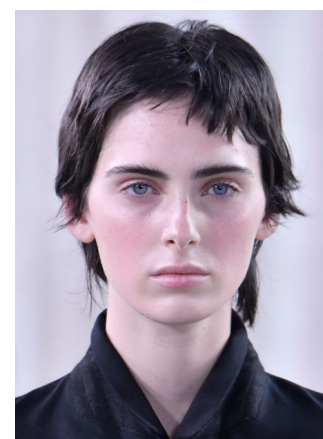
Straight, sharp, winged eyelines are grabbing everyone's attention. The traditional basic black color is being replaced by vivid colors such as red this spring/summer. Like painted eyes, they act as their own kind of accessory.



HUISHAN ZHANG

3 NO EYEBROWS

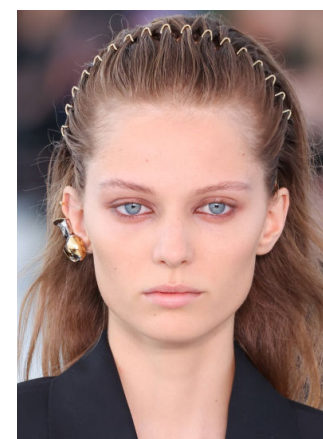
This season, when we want to accentuate the impact of eye color, the absence of eyebrows is enough to blow away the old-fashioned look, a key trend that continues the Y2K mood of a sudden shift from the thick eyebrows of the 90s to the thin eyebrows of the 00s.



BALLY

4 MODERN MINIMALISM

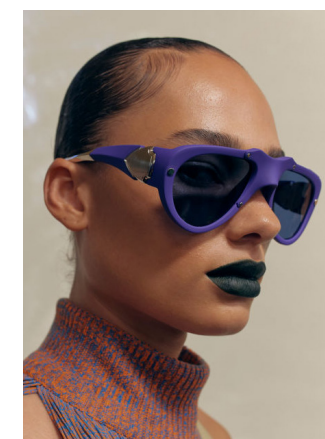
A sense of quality is essential. We eliminate unnecessary colors and make full use of blush, highlighter, and shading. Stylishly create a lively, radiant texture and structure.



GIVENCHY

5 SOFT GRUNGE

A still-spicy but lighter look takes the classic-oriented trend to a new phase. Take a break from dark, smoky colors and incorporate elements of grunge with skin-friendly reds and pinks for a fresh look.



BURBERRY

6 BOLD LIPS

Dark lips featuring green and blue are also typical this spring and summer. If you choose to use them, the key is to stand out with a sharp lip line. Other parts of the look should be simple and clad in sophistication.



MUTED MAUVE MULLET

The gentle contrast between beige and pink demonstrates a quietly confident attitude.

Hair dyed in shades of champagne beige and dusty pale pink, combined with rough curls, creates an effortless, loose look. The hair flows smoothly with three carefully considered layers of beige, pink, and beige, again, nestled in the bangs and throughout the neckline. The styling creates movement at the ends of the layered hair.





MULTI-STEP STRIPES

Brightness at the crown and ends of hair accentuated with a multi-step cut, creates a unique style that achieves both lightness and a three-dimensional look.

Differentiating the length and color of the natural hair, the roots and the ends of the 3-level cut are bleached to add a playful accent. Adjustments in the volume around the face are made to meticulously match the ends falling lightly. For a sharper version of this look, a straightening iron can be used to emphasize its contrasts. A hint of green around the cheek bone and inner sections creates a subtle sculptural effect.

Click





CONTRASTED SPIKES

A sharply-cropped form and smooth color contrast bring a fresh perspective to the modern look.

Both black and green are situated throughout the front and sides, with styling that raises the hair so that the clipped parts appear. The color has been carefully crafted to compliment the cut – a touch of green is added to black to create a smoother contrast to the sand beige, leaving a modern and fresh impression.

GREEN

CLEAR

TG

JA

SBe



OCEANIC BLUE BLUNT

With cool neutral colors and rounded form, handsome short hair speaks to the wonders of the sea.

Cyan and navy wash together for the color. A sharp cut above and around the ear, sides, and back are trimmed and two-blocked. The contrast between the rounded shape of the hair and the distinct roots creates a cool sense of tension, accentuating the rounded, three-dimensional look and conjuring a femininity that overlaps with this season's hair trend.

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