

Spring/Summer 2025

BEAUTY CREATORS INSPIRE

SEAMLESS CONTRAST





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BEAUTY CREATORS INSPIRE SEAMLESS CONTRAST

For Spring Summer 2025, we find ourselves bridging the gap
between opposites to create new meaning and value.

A sense of imagination and innovation remains evergreen as we play with
fusing the past and the present, soft and strong, the casual and formal.

The lines that once separated these worlds are blending,
creating a seamless unification that feels just right.

HIDDEN RAINBOW

Subtle lowlights and shades of pink
express an ephemeral yet strong beauty.

Similar to moving through the first days of spring, feelings of romance and softness are conjured with pale pink flourishes and hints of blues. Refreshment is conjured through a crisp, clean cut featuring shorter lengths and straight lines. Face-framing silhouettes bring forward a sense of sharpness and strength.





PALE PURPLE PIXIE

A harmonious contrast of dark tones and delicate tips showcase lively hair.

Sweetness is created with a pale purple color and spontaneous lowlights around the face and bangs and ears, creating an asymmetrical look. Contrast is realized in the unisex pixie cut with a round design that retains its femininity. For a more masculine look, feel free to play around with gel or wax to achieve a sculpted and serene vibe.



Spring/Summer 2025

WOMEN'S FASHION TRENDS

from Runways

Embrace your individuality by dressing up in a dreamy way.

After last season, when seemingly “ordinary” everyday clothes gained appeal, it seems people will be in the mood to dress up again. Think small floral patterns reminiscent of youthful wardrobes, airy fairy-like silhouettes, and a contrast of colors brought together with free sensibilities. Alongside romantic palettes, sportier looks have also shifted to more elegant streetwear.



LOEWE

1

NOSTALGIC FLOWER

The romantic mood of this season's runways is symbolized by small floral patterns in gentle, pastel tones. Dresses and skirts with head-to-toe blossoming prints appear lighter than previous seasons. Images of walking in the wind—or rather, through a warm breeze—evoke a sense of nostalgia.



DRIES VAN NOTEN

2

INTIMATE LINGERIE

Thoughtful lingerie trends are accelerating. The attitude that comes with wearing bra tops, bustiers, garters, and beyond as main styling elements is creating a major movement. Coordinates, which can be best seen with top and bottom setups like those from Dries Van Noten are the most popular.



CHANEL

3

FAIRY CHIFFON

The sensual boho style that Chloe proposed last season is now evolving, with an airy lightness that's perfect for spring and summer. Fabrics and materials like softly swaying chiffon and nude all-over lace coupled with transparent hair and makeup are reminiscent of fairies.



SAINT LAURENT

4

SQUARE SHOULDER

This season's tailored jackets and coats are notable for silhouettes that look like they've been borrowed directly from men's clothing. They're less loosely oversized, and more taking shape with exaggerated shoulders that make a statement. Essential looks feature couture-like styles that are a little different—and, perhaps, more exciting and fun.



MIU MIU

5

URBAN SPORTS

With the new season arriving just before the energy around the Olympics has cooled down, new garments like leg warmers, jerseys, and skorts are top of mind. Miu Miu has been at the front of the trend by taking a more elegant route and incorporating dressier styles into foundational pieces.



KIKO KOSTADINOV

6

COLOR ACTIVITY

From dreamy pastels to eye-catching, vivid color blocking, this season's brightness and saturation are dynamically unleashed. Adding newness and childlike enjoyment to wardrobes, a sense of freeness is conjured with unforgettable greens, red, yellows, and more.

Spring/Summer 2025

MEN'S FASHION TRENDS

from Runways

Exposed midriffs, fun frills, and exciting eyewear are expanding and embellishing sartorial options in big ways.

While frills, lace, and other gorgeous embellishments continue trending for all enthusiastic wearers, men and women's looks are increasingly overlapping. Nowadays, designers are combining and interchanging inspirations, and that's not limited to those working for well-established brands.



LOUIS VUITTON

1

MOCHA MOUSSE

A soft mocha brown—neither quite camel nor beige—complements all skin tones. Regardless of how you wear it, the color is a staple this season. As people want to be active and enjoy dressing up, the milky warm tones loosen stiffness and create a stylish mood.



PRADA

2

BARE MIDRIFF

The belly-button-baring look, which women have long been fans of, is finally catching an audience with menswear. A balance of exposure and clever styling, as seen at Prada, gives the impression that a glimpse of the lower abdomen is visible for a reason. It's also worth noting that belts are having a moment, getting their shine against bare skin.



JW ANDERSON

3

BIG FRAME

Eyewear with a huge impact sets the mood—quite literally, and with just one look. Face framing fits and unbalanced shapes, like those from JW Anderson, are most definitely in season. It is no exaggeration to say that the number of choices are wider than the number of brands designing them. The lineup is rich in individuality.



GUCCI

4

GEOMETRIC PATTERN

People are paying close attention to the clean, printed styles proposed by Gucci, Louis Vuitton, and others. Versace takes it even further by layering different optical patterns and illusions. With the arrival of spring, the overflowing colors convey the joy of fashion in a direct, energetic, and refreshing way.



VALENTINO

5

FRILLS AND LACES

Valentino's first show led by Alessandro Michele featured the house's artisanal lace and embroidery, along with plenty of ruffles. This season, there's a sense of that eclecticism, which celebrates elegance by adding ribbons, necklaces, and bijoux, gaining more and more fandom in the future.



KIDILL

6

PUNK IS ATTITUDE

We live in an era where strong individuality and an attitude attracts attention. Independent brands such as Kidill and Egon Lab, running on their own paths outside of the box and beyond big trends, are creating a boom by continuing to sharpen their unique edges.

Spring/Summer 2025

THE BEST HAIR FROM RUNWAYS

This season's hair is full of flower power.

The 2025 Spring/Summer collections show that the “quiet luxury” that has lasted for several seasons has quieted down, and strength has blossomed through gorgeous and decorative materials, silhouettes, and details. This season, a wide variety of hairstyles, including waves, straight looks, bobs, slicked backed styles, and ponytails create one mood: Bold beauty that shines in the spring and summer sunlight.



SANDY LIANG

1

BOUNCING BOB

Bobs are back. However, this time around, they're not sharp or heavy. Soft waves and airy lightness appeared on models at Sandy Liang, Proenza Schouler, and Prabal Gurung shows.



JIL SANDER

2

FRINGE EFFECT

What we're paying attention to this season is bangs, which have a variety of expressions: Effortless baby bangs, heavy bangs that line the eyes, see-through bangs that create a light look, and 70s-style wavy bangs. There is no right answer when it comes to bangs, only that we all want them.



BALMAIN

3

SILKY STRAIGHT

One of this season's key looks involves a glossy-straight approach that looks like it has been carefully blow-dried, while maintaining a natural texture. The airy, flowing appearance creates a beautiful balance with decorative clothing and makeup.



3.1 PHILIP LIM

4

LOOSE WAVES

Wavy styles are effective for expressing effortless dynamism and naturalness. From 3.1 Philip Lim to Ralph Lauren and Michael Kors, a variety of styles with hair of all lengths resonate in a bouncy and refreshing way.

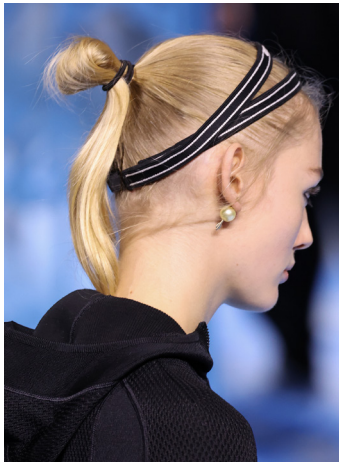


HERMÈS

5

SLICKED-BACK

This season's highly decorative details, see-through dresses, and structured silhouettes were complemented by sleek, slicked-back styles. Regardless of the parting position or how it's put together, femininity and coolness are hyper present.



DIOR

6

MODERN PONYTAIL

The sporty styles from Dior and Off-White have introduced the effortless ponytail, but with a twist. Like Dior's theme of "Amazons In Athleisure," the key takeaway is the coexistence of strength and suppleness.

Spring/Summer 2025

THE BEST MAKEUP FROM RUNWAYS

A sense of resistance and simplicity enhances personal style.

The makeup that graced the runway for the Spring/Summer 2025 collections was based on ideas of minimally expressing character, rather than constructing a colorful personality. However, it is by no means plain or modest. Looseness is the key to exuding a fresh vitality.



LOEWE

1

METALLIC ACCENT

This season, we saw the use of metallic colors in various fashion houses. Decorate your eyelids boldly like we saw at Loewe, or use it on the inner corners and cubic bows similar to Miu Miu's models. Light accents are essential.



DRIES VAN NOTEN

2

POP LASHES

Voluminous eyelashes are an effective accent to match strong clothing. Create a theatrical look with false eyelashes or add a pop of color with colored mascara. It's the eyelids or eyelashes that add color—the golden rule is to use one or the other.



KHAITE

3

BOLD BROWS

If you want to express your individuality with your eyebrows, the key this season is not whether they are thick or thin, but rather how bold you choose to make them. If you have a lot of hair, try slicking it back to create handsome eyebrows, and if you have thin eyebrows, experiment with arched eyebrows like Dietrich's at Marni.



RABANNE

4

CHROME FINISH

The metallic accents seen on the face are also shown on fingertips. At Rabanne, gold and silver highlights are applied to the eyes and bridge of the nose to match the material used in the clothes, and the fingertips are also given a glossy finish in the same colors.



SIMONE ROCHA

5

EFFORTLESS SKIN

Simple and minimal skin treatments match modern lifestyles this season. There are many looks that focus on moisturized, healthy, and glowing skin without adding anything else. Excessive shine and color correction have become unnecessary. A more natural glow is the way to go.



ANDREAS KRONTHALER
FOR VIVIENNE WESTWOOD

6

FRESH BLUSH

Use a multi-use cream or liquid to color the high points of your cheeks, nose bone, under the eyes, tip of your chin, and, of course, your lips, too. The more blush, the better.

WEIGHTLESS SHAGGY

An exquisite fusion of floatability and groundedness are created by a combination of colors and fine lines.

Juxtaposing colors are utilized to avoid both flatness and heaviness. Golden hues are used around the top, while splashes of raspberry red on the front tips and hints of ash underneath add interest and intrigue. Around the face, this shaggy treatment creates a light, airy mood.





BOLD GIRLY

Femininity and strength come in the form of gentle waves and precision.

A cool silver hair color adds edge, while pops of pink to the underside and pale orange accents to the ends warm things up. By adding ash tones to the roots and forming flowing lines, exactly the right amount of gentleness and softness comes to light.





ELEMENTAL ALLURE

**Discover unprecedented newness
through color, design, and flawless balance.**

A mixture of both warm flames and refreshing splashes of water creates a contrasted color design. With a blonde base, a potent blue makes the entirety of the design pop. Fiery orange stands out, and brown lowlights create an even earthier feel. Balance comes through styling, leaving soft lines around the face and creating tassels with bangs.





SLEEK CLARITY

A refined look utilizes seamless contrast and simplicity.

Your new unisex, go-to look, designed to have a warm beige base with shades of orange, raspberry red, and dark brown randomly placed asymmetrically on the left and right sides. Create a seamless contrast by arranging thoughtfully with a comb. The glossy gel finish provides a clean and cool look.



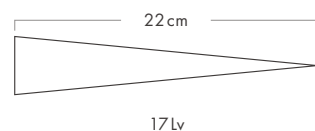


HIDDEN RAINBOW

- STYLE

Similar to moving through the first days of spring, feelings of romance and softness are conjured with pale pink flourishes and hints of blues. Refreshment is conjured through a crisp, clean cut featuring shorter lengths and straight lines. Face-framing silhouettes bring forward a sense of sharpness and strength.

BEFORE : HAIR CONDITION

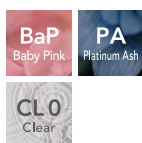


Before

COLOR PRODUCTS USED



PRIMIENCE

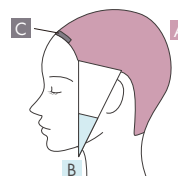


COLOR FORMULATION & PROCESS

A BaP 11 10
PA 11 1
CL 0 1
3%

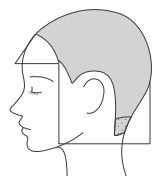
B CL/0 10
CY 1
3%

C CG/3
3%



1. Apply **A** to the roots and leave on for 10 minutes.
2. Using a small amount, blend in **A** from the midshaft to the ends. Leave on for 5 minutes, then shampoo.
3. Apply **B** and **C** to sliced sections of the bangs and above the ears.

HAIRCUT DIAGRAM



STYLING PROCESS & PRODUCTS USED

SUBLIMIC

(1) WONDER SHIELD
(2) AIRY FLOW SHEER OIL

1. Apply (1) all over hair, then blow dry.
2. Use a straightening iron to straighten the sides of the hair.
3. Apply (2) all over hair and complete the look by adding shine.

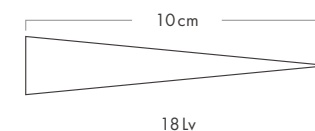


PALE PURPLE PIXIE

- STYLE

Sweetness is created with a pale purple color and spontaneous lowlights around the face and bangs, creating an asymmetrical look. Contrast is realized in the unisex pixie cut with a round design that retains its femininity. For a more masculine look, feel free to play around with gel or wax to achieve a sculpted and serene vibe.

BEFORE : HAIR CONDITION



Before

COLOR PRODUCTS USED

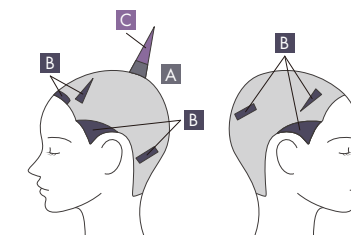


COLOR FORMULATION & PROCESS

A CG/7 10
CG/11 1
3%

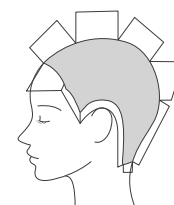
B CG/7 10
CG/5 1
3%

C V 11 10
C/V 1
3%



1. Apply **A** to the roots.
2. Apply **B** as an accent.
3. Apply **C** to the ends. Leave on for 15 minutes, then shampoo.

HAIRCUT DIAGRAM



STYLING PROCESS & PRODUCTS USED

SUBLIMIC

(1) AQUA INTENSIVE VELVET OIL

STAGE WORKS

(2) SUPER HARD GEL

1. After blow drying hair, apply (1) all over hair to create movement.
2. Apply (2) while pinching the ends of various areas to complete the look.





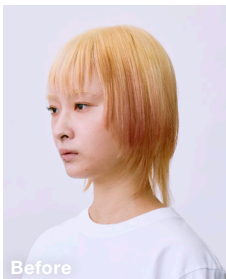
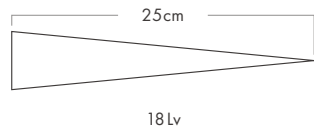
WEIGHTLESS SHAGGY



- STYLE

Juxtaposing colors are utilized to avoid both flatness and heaviness. Golden hues are used around the top, while splashes of raspberry red on the front tips and hints of ash underneath add interest and intrigue. Around the face, this shaggy treatment creates a light, airy mood.

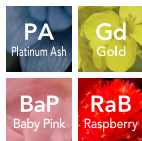
BEFORE : HAIR CONDITION



Before

COLOR PRODUCTS USED

PRIMIENCE

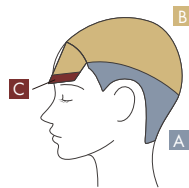


COLOR FORMULATION & PROCESS

A PA 11
3%

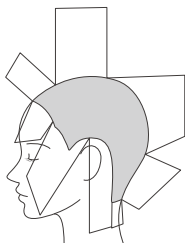
B Gd 11 10
BaP 11 1
3%

C RaB 7
3%



1. Apply **A** to the bottom portion of the head from the roots to the ends.
2. Apply **B** to the top portion of the head from the roots to the ends.
3. Apply **C** to the edge of the bangs. Leave on for 10 minutes, then shampoo.

HAIRCUT DIAGRAM



STYLING PROCESS & PRODUCTS USED

SUBLIMIC

(1) AQUA INTENSIVE VELVET OIL

STAGE WORKS

(2) MULTI MOTION SPRAY

1. Apply (1) all over hair, then blow dry.
2. Create accent curls using a curling iron and a straightening iron.
3. Apply (2) to create movement and complete the look.

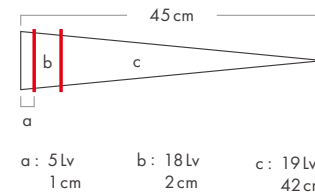


BOLD GIRLY

- STYLE

A cool silver hair color adds edge, while pops of pink to the underside and pale orange accents to the ends warm things up. By adding ash tones to the roots and forming flowing lines, exactly the right amount of gentleness and softness comes to light.

BEFORE : HAIR CONDITION



Before

COLOR PRODUCTS USED

PRIMIENCE



BLEACH MASTER by PRIMIENCE



COLORMUSE by PRIMIENCE



COLOR FORMULATION & PROCESS

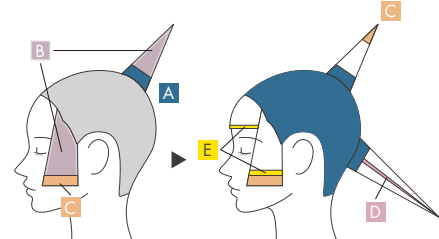
A PA 11
3%

B WHITE PURPLE 1
2

C CLEAR ORANGE 20
1

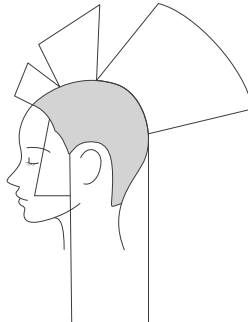
D WHITE PINK 15
1

E YELLOW



1. Apply **A** to the roots.
2. Apply **B** from the midshaft to the ends. Apply **C** to just the ends around the face. Leave on for 15 minutes, then shampoo.
3. Apply **C** to the ends of the high layer of over section. Apply **D** to the under section by slicing.
4. Apply **E** to the edge of the bangs and the mid-section around the face. Leave on for 10 minutes, then shampoo.

HAIRCUT DIAGRAM



STYLING PROCESS & PRODUCTS USED

STAGE WORKS

(1) POWDER SHAKE
(2) LUSTER SPRAY

1. Apply (1) all over hair, then blow dry.
2. Use a curling iron to create nuanced curls.
3. Apply (2) all over hair to complete the look with a glossy finish.





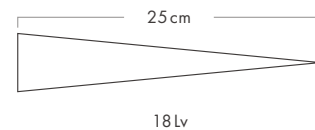
ELEMENTAL ALLURE



- STYLE

A mixture of both warm flames and refreshing splashes of water creates a contrasted color design. With a blonde base, a potent blue makes the entirety of the design pop. Fiery orange stands out, and brown lowlights create an even earthier feel. Balance comes through styling, leaving soft lines around the face and creating tassels with bangs.

BEFORE : HAIR CONDITION



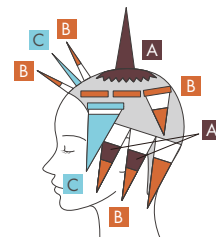
Before

COLOR PRODUCTS USED



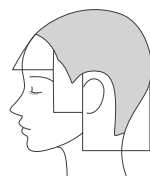
COLOR FORMULATION & PROCESS

A CB/7	
3%	
B PO/7	1
AP	1
3%	
C CY	
3%	



1. Apply **A** and **B** after slicing the under section of the back and sides.
2. Apply **B** and **C** after slicing around the crown of the head.
3. Apply **B** and **C** after slicing the bangs.
4. Color block the top section in a zig-zag pattern and apply **A** .
Leave on for 20 minutes, then shampoo.

HAIRCUT DIAGRAM



STYLING PROCESS & PRODUCTS USED

SUBLIMIC

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

1. Apply (1) all over hair, then blow dry.
2. Use a straightening iron to straighten the sides of the hair.
3. Apply (2) all over hair and use a curling iron to create movement.

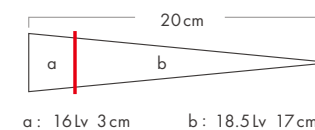


SLEEK CLARITY

- STYLE

Your new unisex, go-to look, designed to have a warm beige base with shades of orange, raspberry red, and dark brown randomly placed asymmetrically on the left and right sides. Create a seamless contrast by arranging thoughtfully with a comb. The glossy gel finish provides a clean and cool look.

BEFORE : HAIR CONDITION



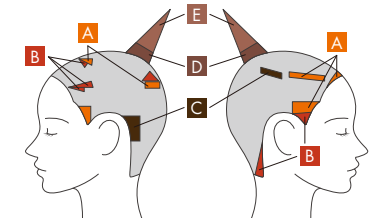
Before

COLOR PRODUCTS USED



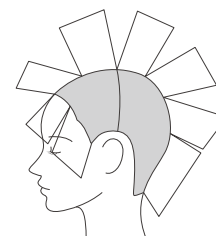
COLOR FORMULATION & PROCESS

A ORANGE	3
CLEAR	1
B RaB 7	
3%	
C WBe 5	
3%	
D WBe 9	20
G 9	4
BaP 9	1
3%	
E WBe 11	20
G 9	4
BaP 9	1
3%	



1. After blocking sections for color design, use foil to slice and section out **A** **B** **C** .
2. Apply **D** to the roots.
3. Apply **E** to the ends. Leave on for 20 minutes, then shampoo.

HAIRCUT DIAGRAM



STYLING PROCESS & PRODUCTS USED

STAGE WORKS

- (1) TRUE EFFECTOR (SHINE)

1. Apply (1) all over hair and comb through to create shape and flow.



(1)





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