essential looks





Together. A passion for hain.

To get inspired watch our ESSENTIAL LOOKS Trendreport: www.essentiallooks.com/2021-1 To get inspired watch our ESSENTIAL LOOKS Trendreport: www.essentiallooks.com/2021-1





Instagram

@thesimonellis



Discover our latest, exciting hair and color education for FREE at: www.essentiallooks.com

Discover our latest, exciting hair and color education for FREE at: www.essentiallooks.com We know times have been tough. We used 2020 to listen, to help support our hairdresser community and to celebrate the incredible innovation that keeps our industry strong. We've all gone even more virtual, sharing even more education and inspiration on digital channels. Fashion week, where we draw much of our inspiration for ESSENTIAL LOOKS, has evolved, challenging the most creative of minds. These changes, as always in creative communities, have triggered ballooning innovation and as we all adapt to thrive, we are full of hope for what 2021 will bring. We've often celebrated the power of collaborations - creatively greater than the sum of their parts. So, we are delighted to co-author this issue with our flagship color brand, IGORA ROYAL. With over 120 beautiful shades and some of the world's most exciting formulas, this year you'll see an even deeper focus on color. We have mined the universal zeitgeist and the global state of mind and identified three trends marrying nostalgia, inspiration and newness. Magical Whimsy is a con-temporary twist on that soft-focus Victoriana that always comes to fashion in moments of challenge and change. Back To Classics redefines modern femininity with a nod to the past and an eye on the future, a nostalgia for classicism and elegance redefined for today. Artful Feeling is tuned into the quirky aesthetic of the artisan, a one-of-a-kind ethos that hand-making always delivers. We're celebrating the transformative power of color on every page and the global connectivity of new digital nativism, enabling us all to enjoy travel of the mind at a time when we're less likely to leave our everyday behind.

We know times have been tough. We used 2020 to listen, to help support our hairdresser community and to celebrate the incredible innovation that keeps our industry strong. We've all gone even more virtual, sharing even more education and inspiration on digital channels. Fashion week, where we draw much of our inspiration for ESSENTIAL LOOKS, has evolved, challenging the most creative of minds. These changes, as always in creative communities, have triggered ballooning innovation and as we all adapt to thrive, we are full of hope for what 2021 will bring. We've often celebrated the power of collaborations - creatively greater than the sum of their parts. So, we are delighted to co-author this issue with our flagship color brand, IGORA ROYAL. With over 120 beautiful shades and some of the world's most exciting formulas, this year you'll see an even deeper focus on color. We have mined the universal zeitgeist and the global state of mind and identified three trends marrying nostalgia, inspiration and newness. Magical Whimsy is a con-temporary twist on that soft-focus Victoriana that always comes to fashion in moments of challenge and change. Back To Classics redefines modern femininity with a nod to the past and an eye on the future, a nostalgia for classicism and elegance redefined for today. Artful Feeling is tuned into the quirky aesthetic of the artisan, a one-of-a-kind ethos that hand-making always delivers. We're celebrating the transformative power of color on every page and the global connectivity of new digital nativism, enabling us all to enjoy travel of the mind at a time when we're less likely to leave our everyday behind.



We work **TOGETHER**, collaborating with Hairdressers, Ambassadors, Influencers and Hair Artists from around the world to ensure we are **GLOBALLY RELEVANT**. We innovate how you learn with a **FORWARD-THINKING** seminar program that's personalised to your learning level. Our training offers a blend of non-stop motivational experiences, delivered in our inspiring Academies, eLearning environments or in-salon. Our goal is to create a community that's truly **CONNECTED**. A creative collective that's always up to date with emerging trends and hairdressing know-how.



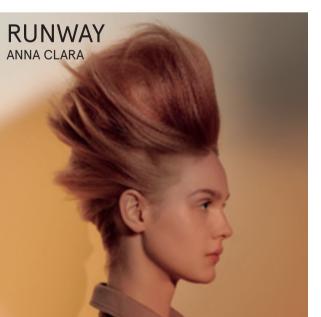
A S K EDUCATION

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http://www.ask-elearning.com

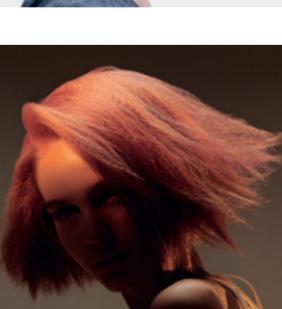


TREND 3





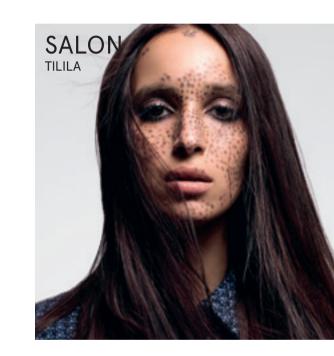












SALON MARLA



BACK TO CLASSICS

TREND 2

MAGICAL WHIMSY

TREND 1

RUNWAY ZUSANNA



TREND 1

BACK TO CLASSICS

TREND 2





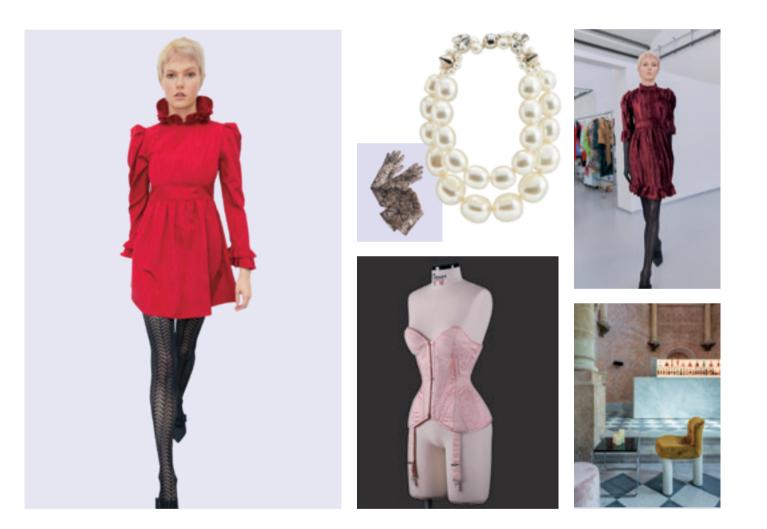
ARTFULL FEELING

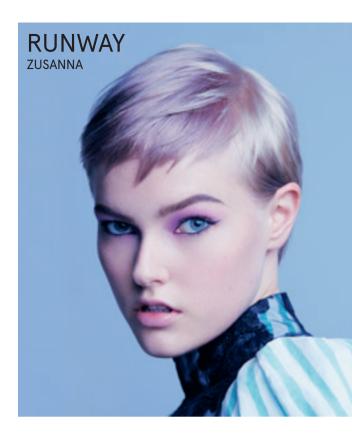
TREND 3

Trend 1 MACICAL WHIMSY

Whimsy comes in unexpected contrasts, extreme proportions and dramatic silhouettes. There's a costume-like feel here, but it looks always forward, never back, with a fresh, modern ethos; vintage shapes accentuated by short, sharp, edgy cuts in cool shades of blonde. It's all drama, power and strength with a twist of perfect imperfection.

Whimsy comes in unexpected contrasts, extreme proportions and dramatic silhouettes. There's a costume-like feel here, but it looks always forward, never back, with a fresh, modern ethos; vintage shapes accentuated by short, sharp, edgy cuts in cool shades of blonde. It's all drama, power and strength with a twist of perfect imperfection.







CUT

COLOR



VIOLA LANDSKY IGORA ROYAL Colorist IGORA ROYAL Colorist



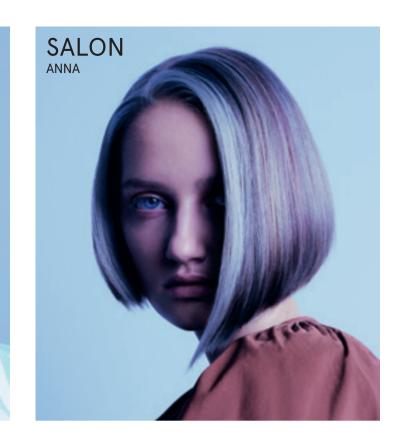
KEY WORDS

EXTRAVANGANCE, DECADE CLASHES, UNEXPECTED CONTRASTS, VINTAGE SHAPES, CONTEMPORARY

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LESLEY **JENNISON**

Global Color Ambassador Global Color Ambassador

COLOR

CUT





ZUSANNA MAGICAL WHIMSY RUNWAY

#EssentialLooks

BEFORE // AFTER BEFORE // AFTER

CUT STEP BY STEPS CUT STEP BY STEPS

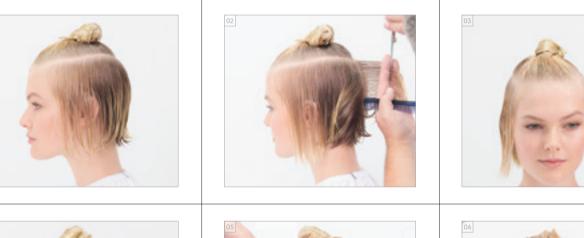


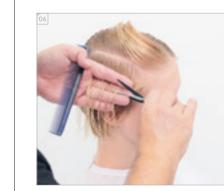


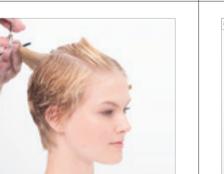


For more information and get inspired, have a look at the #MagicalWhimsy Trendreport: www.essentiallooks.com/2021-1/trend1

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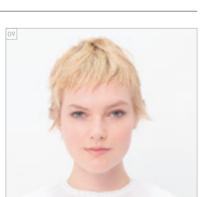




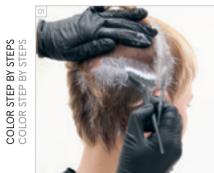




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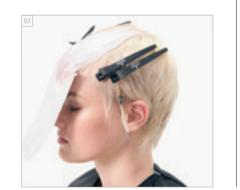


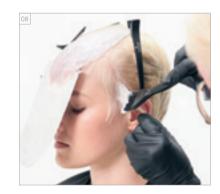












COLORS USED

COLOR 1 – ON ROOTS: IGORA ROYAL HIGHLIFTS 12-1 + 12-2 (2:1) + IGORA ROYAL OIL DEVELOPER 9% (30 VOL.) (1:2)

COLOR 2 - ON LENGHTS & ENDS: IGORA ROYAL HIGHLIFTS 12-1 + 12-2 (2:1) + IGORA ROYAL OIL DEVELOPER 12% (40 VOL.) (1:2)

COLOR 3 - TRIANGLE: IGORA ROYAL 9,5-49 + 0-99 (10:1) + IGORA ROYAL OIL DEVELOPER 3% (10 VOL.) (1:1)

CARE USED

FIBRE CLINIX TRIBOND SHAMPOO FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR 25 g + FIBRE CLINIX VOLUMIZE BOOSTER 5 g

STYLING USED OSIS+ HAIRBODY OSIS+ REFRESH DUST OSIS+ FREEZE

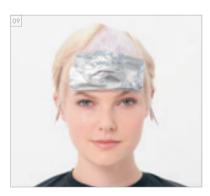


COLOR TECHNIQUE #triangularplacement by @violandsky









COLORS USED
COLOR 1 – ON ROOTS: IGORA ROYAL HIGHLIFTS 12-1 + 12-2 (2:1) + IGORA ROYAL OIL DEVELOPER 9% (30 VOL.) (1:2)
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CARE USED
FIBRE CLINIX TRIBOND SHAMPOO FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR 25 g + FIBRE CLINIX VOLUMIZE BOOSTER 5 g
STYLING USED

OSIS+ HAIRBODY OSIS+ REFRESH DUST OSIS+ FREEZE MAGICAL WHIMSY - RUNWAY - ZUSANNA

ANNA MAGICAL WHIMSY SALON

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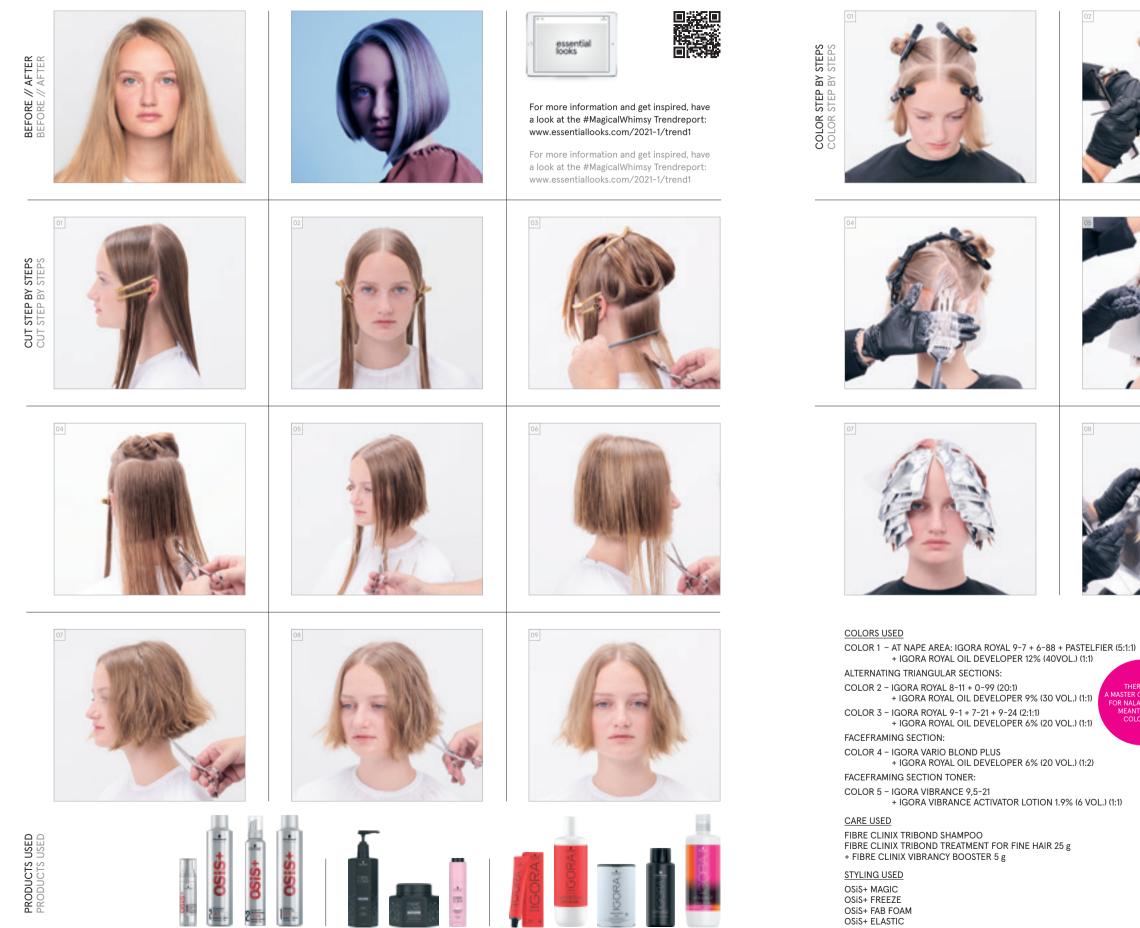
+ IGORA ROYAL OIL DEVELOPER 12% (40VOL.) (1:1)

+ IGORA ROYAL OIL DEVELOPER 9% (30 VOL.) (1:1)

+ IGORA ROYAL OIL DEVELOPER 6% (20 VOL.) (1:1)

+ IGORA ROYAL OIL DEVELOPER 6% (20 VOL.) (1:2)

+ IGORA VIBRANCE ACTIVATOR LOTION 1.9% (6 VOL.) (1:1)















COLORS USED
COLOR 1 – AT NAPE AREA: IGORA ROYAL 9-7 + 6-88 + PASTELFIER (5:1:1) + IGORA ROYAL OIL DEVELOPER 12% (40VOL.) (1:1)
ALTERNATING TRIANGULAR SECTIONS:
COLOR 2 - IGORA ROYAL 8-11 + 0-99 (20:1) + IGORA ROYAL OIL DEVELOPER 9% (30 VOL.) (1:1)
COLOR 3 – IGORA ROYAL 9-1 + 7-21 + 9-24 (2:1:1) + IGORA ROYAL OIL DEVELOPER 6% (20 VOL.) (1:1)
FACEFRAMING SECTION:
COLOR 4 - IGORA VARIO BLOND PLUS + IGORA ROYAL OIL DEVELOPER 6% (20 VOL.) (1:2)
FACEFRAMING SECTION TONER:
COLOR 5 – IGORA VIBRANCE 9,5-21 + IGORA VIBRANCE ACTIVATOR LOTION 1.9% (6 VOL.) (1:1)
CARE USED
FIBRE CLINIX TRIBOND SHAMPOO FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR 25 g + FIBRE CLINIX VIBRANCY BOOSTER 5 g
<u>STYLING USED</u> OSIS+ MAGIC

OSiS+ FREEZE OSIS+ FAB FOAM OSiS+ ELASTIC



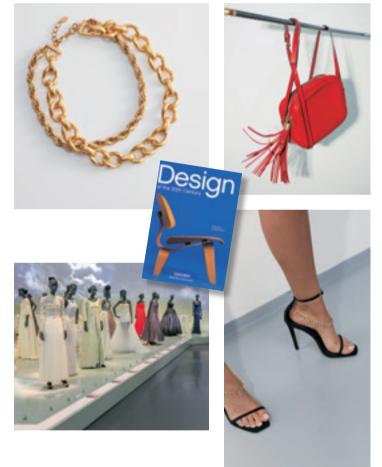
TREND 1

Trend 2

² BACK TO CLASSICS

There's a whole #newfemininity on the runway, rooted in classicism and a love for simplicity, poise and modernism. Today's take on a trajectory that began with Dior's fabled New Look embraces an understated confidence, effortless yet groomed, unapologetically assured. There's a whole #newfemininity on the runway, rooted in classicism and a love for simplicity, poise and modernism. Today's take on a trajectory that began with Dior's fabled New Look embraces an understated confidence, effortless yet groomed, unapologetically assured.





KEY WORDS

FEMININITY, CLASSIC CLASS, SIMPLICITY, ELEGANCE, NOSTALGIA

KEY WORDS

FEMININITY, CLASSIC CLASS, SIMPLICITY, ELEGANCE, NOSTALGIA



TYLER JOHNSTON Global Ambassador Global Ambassador

COLOR

CUT



LESLEY JENNISON

Global Color Ambassador Global Color Ambassador IGORA ROYAL Colorist IGORA ROYAL Colorist

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RANDOLPH GRAY



JACK HOWARD

Global Color Ambassador



CUT

Т





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LIDA BACK TO CLASSICS RUNWAY

BEFORE // AFTER PEFORF // AFTER







For more information and get inspired, have a look at the #BackToClassics Trendreport: www.essentiallooks.com/2021-1/trend2

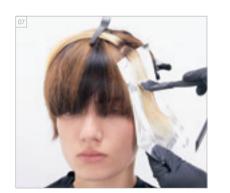
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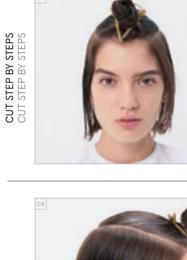




COLORS USED ALTERNATING FOILS: COLOR 1 – IGORA ROYAL 8-65 + IGORA ROYAL OIL DEVELOPER 9% (30 VOL.) (1:1) COLOR 2 - IGORA ROYAL 4-6 + IGORA ROYAL OIL DEVELOPER 3% (10 VOL.) (1:1) COLOR 3 - IGORA VARIO BLOND PLUS + IGORA ROYAL OIL DEVELOPER 6% (20 VOL.) (1:2) COLOR 4 - ON BACK & SIDES: IGORA ROYAL 5-65 + IGORA ROYAL OIL DEVELOPER 6% (20 VOL.) (1:1) COLOR 5 - IGORA ROYAL ABSOLUTES SILVERWHITE GRAY LILAC + IGORA ROYAL OIL DEVELOPER 3% (10 VOL.) (1:1) CARE USED

BC BONACURE pH 4.5 COLOR FREEZE RICH MICELLAR SHAMPOO BC BONACURE pH 4.5 COLOR FREEZE TREATMENT

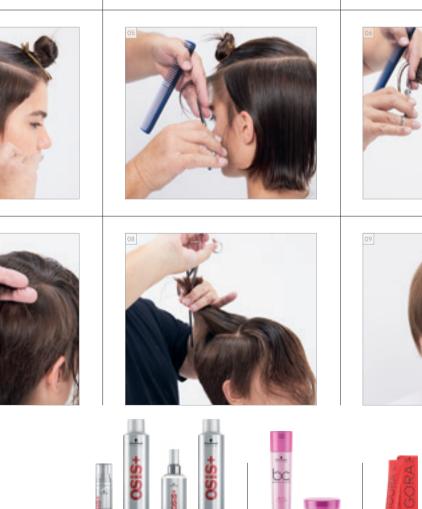
STYLING USED OSiS+ MAGIC OSiS+ FREEZE OSiS+ HAIRBODY OSIS+ ELASTIC

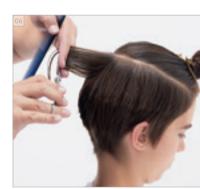






PRODUCTS USED PRODUCTS USED



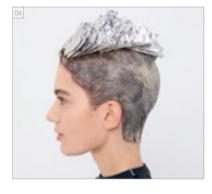




COLOR TECHNIQUE #colourcontrasts by @lesleyjennison











COLORS USED
ALTERNATING FOILS
COLOR 1 – IGORA ROYAL 8-65 + IGORA ROYAL OIL DEVELOPER 9% (30 VOL.) (1:1)
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STYLING USED

OSiS+ MAGIC OSiS+ FREEZE OSiS+ HAIRBODY OSiS+ ELASTIC

TILILA BACK TO CLASSICS SALON

BEFORE // AFTER BEFORE // AFTER





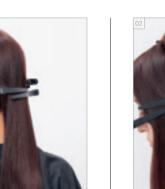


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COLOR STEP BY STEPS COLOR STEP BY STEPS











COLORS USED

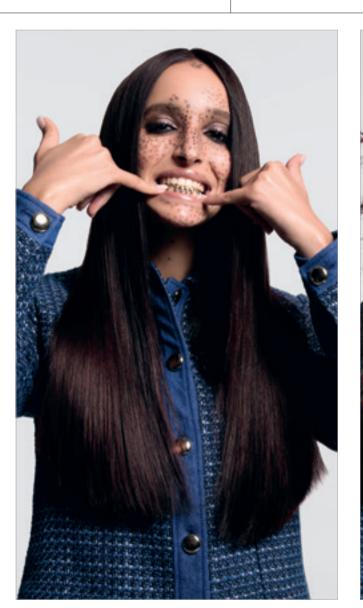
ALTERNATING FOILS: COLOR 1 – IGORA ROYAL 9-98 + PASTELFIER (1:1) + IGORA ROYAL OIL DEVELOPER 9% (30 VOL.) (1:1) COLOR 2 – IGORA ROYAL 7-65 + 7-7 (1:2) + IGORA ROYAL OIL DEVELOPER 6% (20 VOL.) (1:1)

ALL OVER & BETWEEN FOILS: COLOR 3 – IGORA ROYAL 5-6 + IGORA ROYAL OIL DEVELOPER 3% (10 VOL.) (1:1)

CARE USED

BC BONACURE pH 4.5 COLOR FREEZE RICH MICELLAR SHAMPOO BC BONACURE pH 4.5 COLOR FREEZE CONDITIONER

<u>STYLING USED</u> OSiS+ FAB FOAM OSiS+ ELASTIC







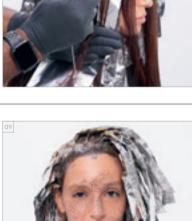
COLOR TECHNIQUE #tone-on-tonefoils by @randolphgray











COLORS USED ALTERNATING FOILS: COLOR 1 - IGORA ROYAL 9-98 + PASTELFIER (1:1) + IGORA ROYAL OIL DEVELOPER 9% (30 VOL.) (1:1) COLOR 2 - IGORA ROYAL 7-65 + 7-7 (1:2) + IGORA ROYAL OIL DEVELOPER 6% (20 VOL.) (1:1) ALL OVER & BETWEEN FOILS: COLOR 3 - IGORA ROYAL 5-6 + IGORA ROYAL OIL DEVELOPER 3% (10 VOL.) (1:1)

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BC BONACURE pH 4.5 COLOR FREEZE RICH MICELLAR SHAMPOO BC BONACURE pH 4.5 COLOR FREEZE CONDITIONER STYLING USED OSIS+ FAB FOAM

OSiS+ ELASTIC

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17 – ESSENTIAL LOOKS

BACK TO CLASSICS

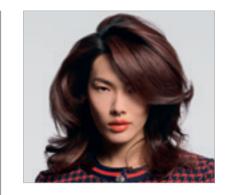
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BEFORE // AFTER RFFORE // AFTER

CUT STEP BY STEPS CUT STEP BY STEPS



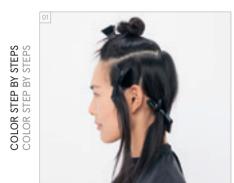
SALON





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COLORS USED

COLOR 1 – ON ROOTS: IGORA ROYAL 5-0 + IGORA ROYAL OIL DEVELOPER 3% (10 VOL.) (1:1) COLOR 2 - ON MID LENGHTS: IGORA ROYAL 7-4 + 6-88 (20:1) + IGORA ROYAL OIL DEVELOPER 9% (30 VOL.) (1:1) COLOR 3 - ON ENDS: IGORA ROYAL 8-11

+ IGORA ROYAL OIL DEVELOPER 9% (30 VOL.) (1:1)

CARE USED

FIBRE CLINIX TRIBOND SHAMPOO FIBRE CLINIX TRIBOND TREATMENT FOR COARSE HAIR 25 g + FIBRE CLINIX VIBRANCY BOOSTER 5 g

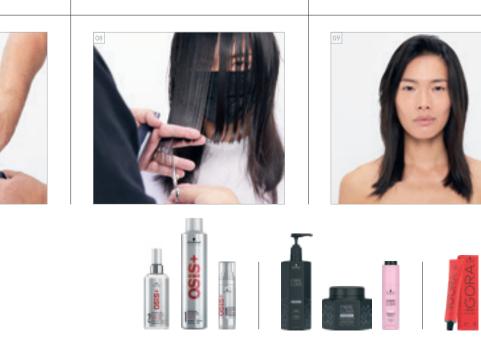
STYLING USED OSiS+ BLOW & GO OSiS+ ELASTIC OSiS+ MAGIC





THERE WAS

PRODUCTS USED PRODUCTS USED



CHIN CHIN

COLOR TECHNIQUE #colourgrading by @jackhowardcolor













COLORS USED

- COLOR 1 ON ROOTS: IGORA ROYAL 5-0 + IGORA ROYAL OIL DEVELOPER 3% (10 VOL.) (1:1)
- COLOR 2 ON MID LENGHTS: IGORA ROYAL 7-4 + 6-88 (20:1) + IGORA ROYAL OIL DEVELOPER 9% (30 VOL.) (1:1)
- COLOR 3 ON ENDS: IGORA ROYAL 8-11 + IGORA ROYAL OIL DEVELOPER 9% (30 VOL.) (1:1)

CARE USED

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STYLING USED OSiS+ BLOW & GO OSiS+ ELASTIC OSiS+ MAGIC

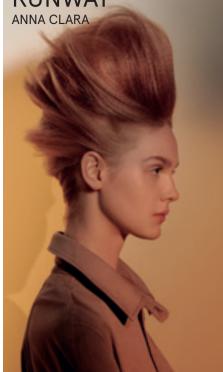
TREND 2

Trend 3 ARTFULL FEELING

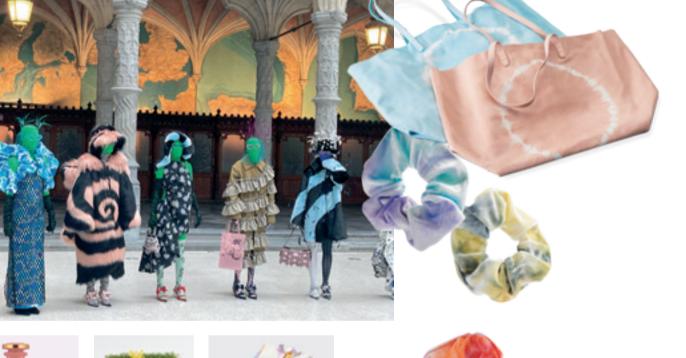
Wearing our creativity on our sleeve we shift towards handcrafting and inky techniques in fragile florals that speak more to texture and embellishment than straightforward print. It's a freestyle, dreamily abstract spirit that celebrates the artisan.

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RUNWAY













KEY WORDS

HAND CRAFTED, TIE DYE, ABSTRACT DESIGNS, NATURE-INSPIRED, SUBTLE FLORAL

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TYLER **JOHNSTON** Global Ambassador Global Ambassador



COLOR

CUT



LESLEY JENNISON

Global Color Ambassador Global Color Ambassador Global Color Ambassador Global Color Ambassador

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SHY & FLO KNITTEL IGORA ROYAL Colorist

IGORA ROYAL Colorist







CUT

ANNA CLARA ARTFULL FEELING RUNWAY

#EssentialLooks



CUT STEP BY STEPS CUT STEP BY STEPS







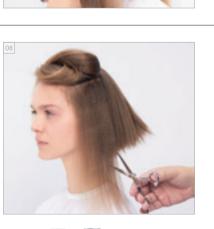
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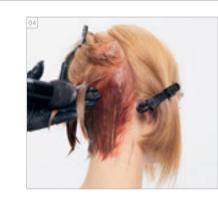




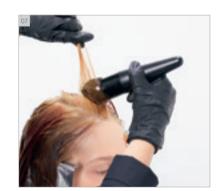


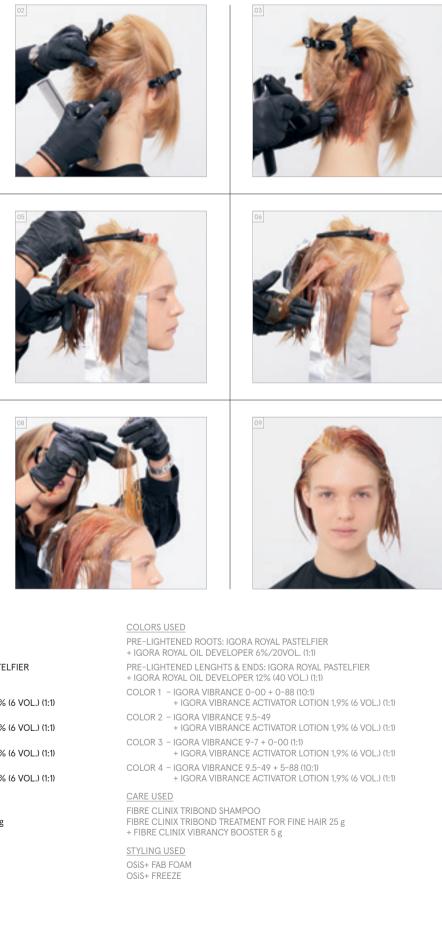












COLORS USED PRE-LIGHTENED ROOTS: IGORA ROYAL PASTELFIER + IGORA ROYAL OIL DEVELOPER 6% (20 VOL.) (1:1) PRE-LIGHTENED LENGHTS & ENDS: IGORA ROYAL PASTELFIER + IGORA ROYAL OIL DEVELOPER 12% (40 VOL.) (1:1) COLOR 1 - IGORA VIBRANCE 0-00 + 0-88 (10:1) + IGORA VIBRANCE ACTIVATOR LOTION 1,9% (6 VOL.) (1:1) COLOR 2 - IGORA VIBRANCE 9.5-49 + IGORA VIBRANCE ACTIVATOR LOTION 1,9% (6 VOL.) (1:1) COLOR 3 - IGORA VIBRANCE 9-7 + 0-00 (1:1) + IGORA VIBRANCE ACTIVATOR LOTION 1,9% (6 VOL.) (1:1) COLOR 4 - IGORA VIBRANCE 9.5-49 + 5-88 (10:1) + IGORA VIBRANCE ACTIVATOR LOTION 1,9% (6 VOL.) (1:1) CARE USED

FIBRE CLINIX TRIBOND SHAMPOO FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR 25 g + FIBRE CLINIX VIBRANCY BOOSTER 5 g

STYLING USED OSIS+ FAB FOAM OSiS+ FREEZE



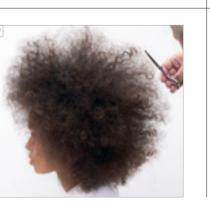
COLOR TECHNIQUE #colourblending by @lesleyjennison

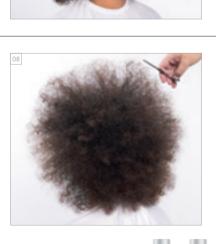
MARLA ARTFULL FEELING SALON

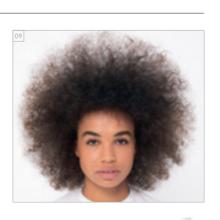
#EssentialLooks









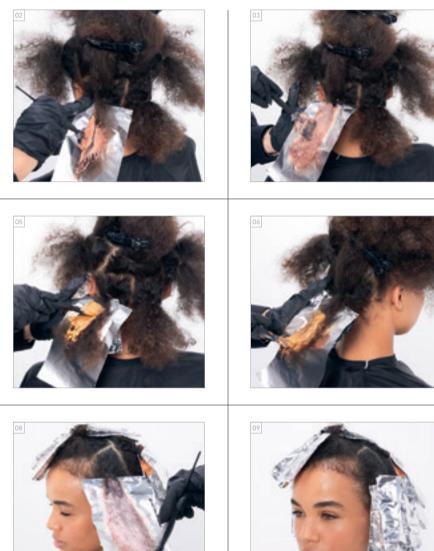


essential looks

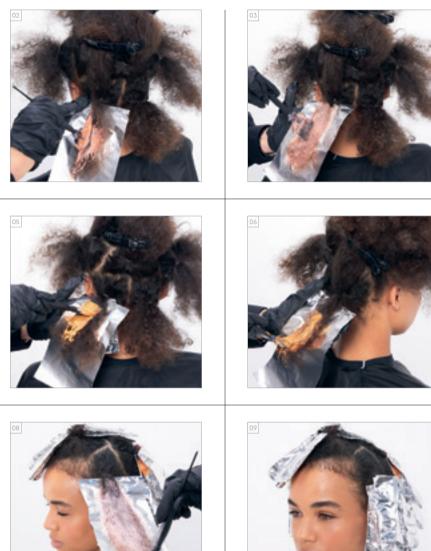
For more information and get inspired, have a look at the #ArtfulFeeling Trendreport: www.essentiallooks.com/2021-1/trend3 For more information and get inspired, have a look at the #ArtfulFeeling Trendreport: www.essentiallooks.com/2021-1/trend3













COLORS USED ALTERNATING STRANDS: COLOR 1 - IGORA ROYAL 6-88 + IGORA ROYAL OIL DEVELOPER 9% (30 VOL.) (1:1) COLOR 2 - IGORA ROYAL 8-77 + 0-89 + PASTELFIER (3:1) + IGORA ROYAL OIL DEVELOPER 12% (40 VOL.) (1:1) COLOR 3 - IGORA ROYAL 8-4 + 0-89 + PASTELFIER (1:1:2) + IGORA ROYAL OIL DEVELOPER 12% (40 VOL.) (1:1)

CARE USED BC BONACURE pH 4.5 COLOR FREEZE RICH MICELLAR SHAMPOO BC BONACURE pH 4.5 COLOR FREEZE CONDITIONER

STYLING USED OSiS+ CURL HONEY OSiS+ FREEZE OSIS+ ELASTIC



COLORS USED ALTERNATING STRANDS:

- COLOR 1 IGORA ROYAL 6-88 + IGORA ROYAL OIL DEVELOPER 9% (30 VOL.) (1:1)
- COLOR 2 IGORA ROYAL 8-77 + 0-89 + PASTELFIER (3:1)
- + IGORA ROYAL OIL DEVELOPER 12% (40 VOL.) (1:1) COLOR 3 – IGORA ROYAL 8-4 + 0-89 + PASTELFIER (1:1:2) + IGORA ROYAL OIL DEVELOPER 12% (40 VOL.) (1:1)
- CARE USED
- BC BONACURE pH 4.5 COLOR FREEZE RICH MICELLAR SHAMPOO BC BONACURE pH 4.5 COLOR FREEZE CONDITIONER

STYLING USED OSiS+ CURL HONEY OSiS+ FREEZE OSiS+ ELASTIC

ERE WA

ALEX ARTFULL FEELING SALON

BEFORE // AFTER BEFORE // AFTER



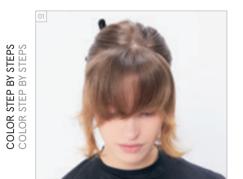




For more information and get inspired, have a look at the #ArtfulFeeling Trendreport: www.essentiallooks.com/2021-1/trend3

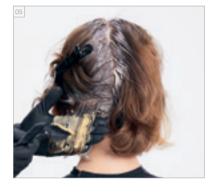
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#EssentialLooks







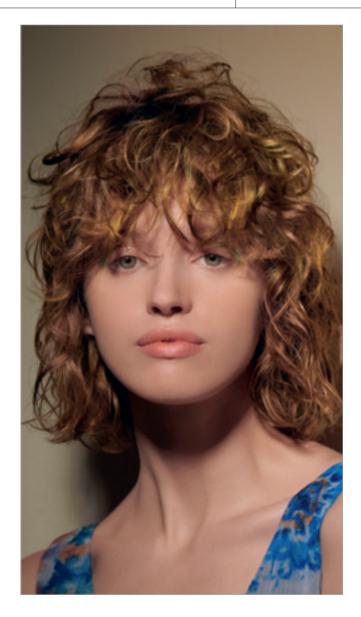






COLORS USED COLOR 1 - FRONT SECTION ROOTS: IGORA ROYAL 8-21 + 8-0 (1:1) + IGORA ROYAL OIL DEVELOPER 6% (20 VOL.) (1:1) COLOR 2 - BACK SECTION ROOTS: IGORA ROYAL 5-4 + 4-46 (1:1) + IGORA ROYAL OIL DEVELOPER 3% (10 VOL.) (1:1) COLOR 3 - ALTERNATING MID LENGHTS & ENDS: IGORA ROYAL 6-46 (1:1) + IGORA ROYAL OIL DEVELOPER 6% (20 VOL.) (1:1) COLOR 4 - IGORA ROYAL 7-55 + 0-55 (6:1) + IGORA ROYAL 0IL DEVELOPER 9% (30 VOL.) (1:1) SECOND PHASE KNOT COLORING: COLOR 5 - IGORA VARIO BLOND PLUS + IGORA ROYAL OIL DEVELOPER 3% (10 VOL.) (1:2) AFTER RINSING: COLOR 6 - CHROMA ID YELLOW + BLUE (5:1) CARE USED FIBRE CLINIX TRIBOND SHAMPOO FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR 25 g + FIBRE CLINIX HYDRATE BOOSTER 5 g

<u>STYLING USED</u> OSIS+ BOUNCY CURLS OSIS+ SESSION LABEL VOLUMIZING MOUSSE SPRAY







COLOR TECHNIQUE #colourtwist by @shyandflo









COLORS USED		
COLOR 1 – FRONT SECTION ROOTS: IGORA ROYAL 8-21 + 8-0 (1:1) + IGORA ROYAL OIL DEVELOPER 6% (20 VOL.) (1:1)		
COLOR 2 – BACK SECTION ROOTS: IGORA ROYAL 5-4 + 4-46 (1:1) + IGORA ROYAL OIL DEVELOPER 3% (10 VOL.) (1:1)		
COLOR 3 – ALTERNATING MID LENGHTS & ENDS: IGORA ROYAL 6-46 (1:1) + IGORA ROYAL OIL DEVELOPER 6% (20 VOL.) (1:1)		
COLOR 4 - IGORA ROYAL 7-55 + 0-55 (6:1) + IGORA ROYAL OIL DEVELOPER 9% (30 VOL.) (1:1)		
SECOND PHASE KNOT COLORING:		
COLOR 5 – IGORA VARIO BLOND PLUS + IGORA ROYAL OIL DEVELOPER 3% (10 VOL.) (1:2)		
AFTER RINSING:		
COLOR 6 - CHROMA ID YELLOW + BLUE (5:1)		
<u>CARE USED</u> FIBRE CLINIX TRIBOND SHAMPOO FIBRE CLINIX TRIBOND TREATMENT FOR FINE HAIR 25 g + FIBRE CLINIX HYDRATE BOOSTER 5 g		
STYLING USED		
OSIS+ BOUNCY CURLS OSIS+ SESSION LABEL VOLUMIZING MOUSSE SPRAY		

#essentiallooks #schwarzkopfCAN #togetherapassionforhair

