

#SimplySmarter

INDOLA
PROFESSIONAL

LOOK BOOK

STREET STYLE COLLECTION
DROP 3 / 2026



Textured hair is the norm.
Not the niche — and every curl
has its own needs.



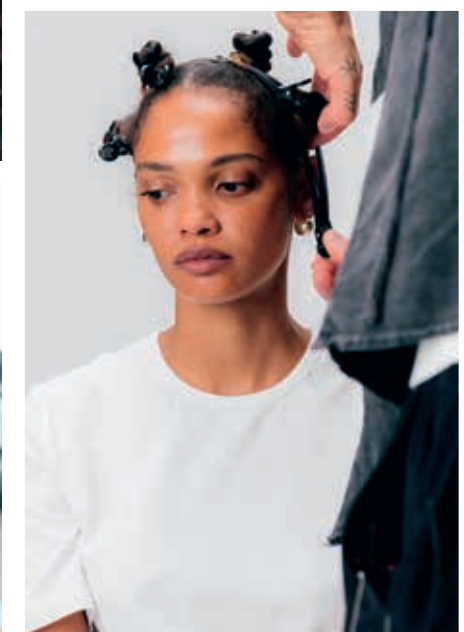
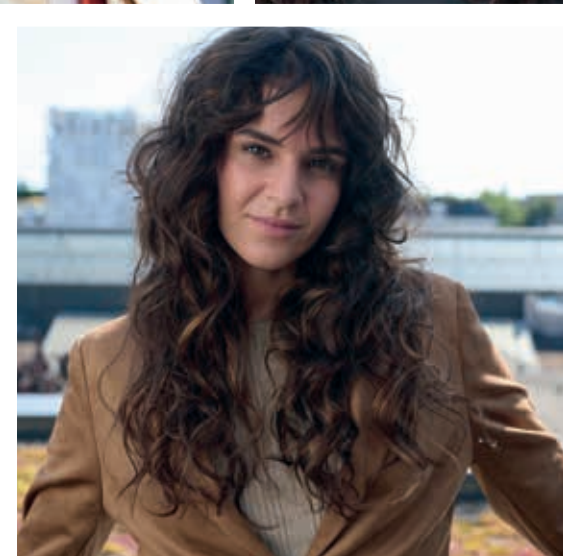
This drop puts texture centre stage — celebrating individuality, movement and the true versatility of curls.

#SimplySmarter



Times are changing. Simple is the new smart.
INDOLA is made for stylists who want to do more
with less.

Simply smarter has always been our foundation —
now we're defining it for curls.





& Andy Smith
Milé Kumurov

THE CREATORS



GOLDEN
CURLS

Smarter Shine, Smarter Texture

This care-first curl look is all about healthy hair that moves and glows naturally. Built on targeted hydration and curl-supporting treatments, the soft hazelnut brown colour reflects light effortlessly while enhancing natural definition.

Lightweight care and minimal styling reduce frizz, boost elasticity and allow curls to fall freely with softness, bounce, and shine — proof that great texture starts with great care.

#SimplySmarter

- Care-led curl routine for visible softness, shine and definition
- Lightweight hydration that enhances texture without heaviness
- Natural curls supported by cut and styling, not forced by them

**GOLDEN
CURLS**



Smart Colour

A soft hazelnut brown base with warm reflects enhances natural shine and depth while complementing the curl pattern.

Applied in a simple, care-supported approach, the colour is designed to reflect light evenly and look healthy rather than overworked. The tone enhances texture visibility and suits a wide range of skin tones without overpowering the natural look.



Smart Cut

Designed to work with the hair’s natural movement, the cut features long, softly balanced layers that encourage curl formation and fluid shape.

Internal structure supports definition without bulk, allowing curls to fall freely and grow out effortlessly.

The result is a low-maintenance silhouette that enhances texture and keeps the look light, modern and wearable.

Smart Styling & Product

- **Style:** Enhance the natural curl pattern while maintaining softness, shine and control. Use gentle drying and lightweight finishing to preserve bounce and natural movement.
- **Product:** INDOLA Light Mousse + INDOLA Finishing Serum
- **Care:** INDOLA Color Shampoo & Treatment to maintain colour longevity, provide hydration and enhance shine while supporting healthy, defined curls.



GOLDEN
CURLS

A woman with voluminous, curly brown hair is looking slightly upwards and to the right. She is wearing a blue denim jacket over a grey and yellow plaid shirt. The background is a blurred modern building with blue and white panels.

CARAMEL POP

Smarter Placement, Smarter Dimension

This curl look is driven by intelligent colour placement that enhances depth, movement and natural curl definition. Warm caramel tones are strategically positioned to catch the light and create a subtle “pop” throughout the shape, amplifying texture without overpowering it.

Supported by targeted care and minimal styling, the result is a dimensional, radiant finish with healthy-looking shine and expressive curls.

#SimplySmarter

- Placement-led colour design to enhance movement and curl pattern
- Warm caramel tones for natural dimension and light reflection
- Colour supported by care and cut, not masked by styling



CARAMEL
POP



Smart Colour

Strategically placed caramel tones add brightness and depth exactly where curls move and separate. The placement enhances texture visibility, creating a natural highlight effect without harsh contrast.

A care-supported colour approach ensures even reflection, healthy shine and a soft, wearable result that grows out effortlessly.



NEW

Smart Care

Targeted hydration and treatments maintain elasticity, reduce frizz and enhance shine.

Lightweight care keeps the hair soft and flexible, allowing the colour placement to remain visible and the curl pattern to stay defined without heaviness.



Smart Styling & Product

- **Style:** Styling is kept lightweight to preserve curl movement and reveal the colour placement. Diffusing enhances natural separation, while a soft texture finish adds airy lift and definition.
- **Technique:** INDOLA Curl Embracing Mousse + INDOLA Texture Spray
- **Product:** INDOLA Hair Therapy Spray Conditioner to nourish the hair, improve detangling and enhance shine to support a natural-looking finish with workable hold.



TOFFEE
BOUNCE



TOFFEE
BOUNCE

Smarter Shape, Smarter Movement

This modern curl look is driven by a smart, shape-focused cut designed to maximise natural bounce and movement. Soft layering and controlled length create lift through the crown and fluidity through the silhouette, allowing curls to sit effortlessly and spring into shape.

Supported by subtle colour and lightweight styling, the result is a fresh, expressive look with structure, softness and dynamic movement.

#SimplySmarter

- Cut-led shape designed to activate natural curl bounce
- Lightweight structure for lift, movement and longevity
- Colour and styling support the shape, not compete with it



Smart Colour

Selective lightening on the natural base enhances texture and movement while softly accentuating the curl pattern.

The placement is kept subtle and controlled, allowing the cut and shape to remain the focus. Natural lift adds soft dimension and beautifully supports the overall shape.



Smart Cut

The cut is engineered to create lift and bounce through strategic layering and balanced proportions. Length is kept light to avoid collapse, while internal structure supports curl spring and natural separation.

The result is a rounded, flexible shape that holds its form, grows out well and moves effortlessly with the wearer.

Smart Styling & Product

- **Style:** Styling is minimal and movement-driven to enhance natural bounce and activate the cut. Gentle drying techniques encourage lift and definition, while a soft finish keeps curls flexible and touchable.
- **Technique:** BLONDE EXPERT Insta Strong Care range + INDOLA Scalp Therapy Serum + INDOLA Curl Embracing Mousse
- **Product:** Strengthening and scalp-balancing formulas support elasticity, resilience, and long-term hair health and enhance shine while supporting healthy, defined curls.



TOFFEE
BOUNCE



How does the #SimplySmarter philosophy come to life in this collection?

The #SimplySmarter philosophy is rooted in working with intention and efficiency, and this really comes to life in the way we approach curls within this collection. It's about understanding the hair in its natural state and choosing the most effective techniques to enhance it, rather than overworking it. By simplifying the process — whether through thoughtful sectioning, precise cutting, or strategic product usage — we are able to deliver results that feel effortless yet highly considered. It's not about doing more; it's about doing what's necessary, and doing it exceptionally well.

What inspired the creative direction behind these looks?

The creative direction was very much inspired by the beauty and diversity of natural curls. We wanted to showcase a spectrum of curl patterns, allowing each to flow organically into the next. The focus was on softness, movement, and authenticity — hair that feels real and lived-in rather than overly styled. There's a natural rhythm to curls, and we wanted to capture that in a way that feels modern, expressive, and relatable.

How do you approach individuality when working with natural texture?

Individuality starts with assessment. Every head of curls is different, so the first step is understanding the specific curl pattern, density, and behaviour of the hair. From there, it's about selecting and layering the right products either to enhance structure and control, or to release and soften the texture. Drying technique also plays a crucial role — how you diffuse or air dry can completely transform the final result. Ultimately, working with curls requires both a clear plan and the flexibility to respond to how the hair naturally wants to move.

What was the biggest challenge when creating this collection?

One of the biggest challenges was shooting on location, particularly dealing with the unpredictability of wind and outdoor conditions. Beyond that, ensuring the haircuts and shapes truly supported the curls was key. With textured hair, the cut is everything — it needs to work in harmony with the natural movement of the hair. If the foundation isn't right, no amount of styling can compensate for it.

What advice would you give to stylists working with textured hair?

Have a clear plan, understand your products, and approach the hair with confidence. Textured hair responds best when you fully commit to your technique — hesitation can disrupt the curl pattern and lead to inconsistent results. If you're going to work into the hair, do it with purpose. Strong product knowledge combined with decisive application will always deliver better, more controlled outcomes.



How does the #SimplySmarter approach influence the colour work in this collection?

The #SimplySmarter approach is about creating maximum visual impact with minimal complexity. For these curl looks, the focus was on working with the natural movement instead of fighting it. I used strategic placement and smart tonal transitions that enhance texture, so the colour flows organically through the curls. This keeps the technique efficient in the salon while still delivering a premium editorial result.

What inspired the creative direction behind these looks?

The inspiration came from real street textures — natural curls, sunlight, and movement. I wanted each look to feel effortless but intentional.

- **Toffee Bounce** – soft warmth and dimensional shine
- **Caramel Pop** – stronger contrast for definition
- **Golden Curls** – a luminous glow enhancing shape

The idea was to create colours that react to movement, so every curl catches the light differently. It's modern, wearable, and very much aligned with the Street Style direction — functional, expressive, and individual.

How do you approach individuality when working with natural texture?

With curls, individuality is already there — the role of colour is to highlight it. I never apply colour symmetrically to textured hair. Instead, I follow the curl pattern, density, and fall. Some areas need brightness for lift, others need depth for structure.

This way, each result is unique, even when using the same colour palette. The goal is to enhance personality, not standardise the look.

What was the biggest challenge when creating this collection?

The biggest challenge was balancing brightness and softness. Curly hair can easily look too heavy or overly contrasted if the colour placement isn't precise. I had to control saturation carefully so the colour enhances movement without breaking the natural flow.

Another challenge was ensuring the looks remain salon-friendly — achievable, repeatable, and adaptable for different curl types.

What smart tip would you give colourists when working on textured or curly hair?

My smart tip: **Colour the movement, not the section.**

Always observe how curls sit naturally before applying colour. Work on dry or slightly diffused texture when possible, and place brightness where the light naturally hits. This creates dimension with less effort and gives a more modern, lived-in result.



WE INDOLA CARE & STYLE
– for every texture!



**For the #SimplySmarter
generation of hair lovers.**

