

Autumn/Winter 2025

# BEAUTY CREATORS INSPIRE

VINTAGE INTELLIGENCE







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VINTAGE INTELLIGENCE

Autumn/Winter 2025 opens the door to a fresh take on beauty,  
by living in the future while living in the past.  
In an ever-changing world, we meet the opportunity to rediscover vintage.  
The wisdom passed on and refined across generations,  
amalgamates with the present to shape a new form of beauty.  
Let us create this genuine beauty that cannot be reached through technology alone.







## SHADOWED PETALS

Strength in soft layers

— a harmony of beige, pink and black

This medium-length style has a soft, nipped-in look from layering toward the crown. Using vibrant tones as the base color, with light pink at the roots to create an airy brightness while black tips ground the look, is a new contrast that defies convention. Depending on the placement of color around the cut lines, this style can be paired with a wide range of looks, from casual to elegant and beyond.

<b>BaP</b> Baby Pink	<b>PA</b> Platinum Ash	<b>CLO</b> Clear
<b>WBe</b> Warm Beige	<b>G</b> Gray	<b>C/BK</b> Black





## GINGER SPICE

Burnt-orange hair at maximum potential through a layered cut

An authentic yet wild medium-length style, this cut takes advantage of the untamed burnt orange that remains prominent even as it starts to fade. The natural color of the hair is preserved, with darker red tones added at the base and brighter orange accents interspersed. This slightly frizzy style based on a high-layer cut gives the middle-ground base color a new freshness and aura of refinement.

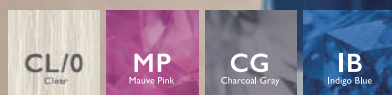




## SMOKEY HAZE

Sophisticated short hair with class through an edgy cut and colors

This disconnected cut is controlled by a balance that suits facial structure. The top is cut short for a boyish look, while the collar and fringe are left long for a feminine touch. The color is a gray-based gradation with blue and mauve lowlights added as accents. The smoky color, founded in cool tones, gives this edgy style a vivacious vintage charm.







## GENTLE AURORA

Prismatic color – maximize brightness against the transparency of beige

This single-length, down style is designed with a slightly muted vintage color palette. A light beige base blends with skin tones through added yellow, alongside touches of red and purple. Bouncing off the light, this rainbow spectrum hints at sweetness, subtly shimmering with quiet individuality.

WBe  
Warm Beige

CL0  
Clear





## NEUTRAL COLOR CLASH

Tight form, bold colors

— the compact bob lets contrast shine

Flashy coloring is just right for the season. This color block style features a warm beige base and lighter, controlled browns. The tight bob with face-framing layers shaped by a disconnected cut is perfectly complemented by this season's bolder, voluminous looks.







# MAPLE IN MARBLE

Irregular cuts and colors at center stage – vintage yet modern seasonal textures

Reminiscent of tousled bedhead with shaggy texture, this clay texture chop cut coupled with an austere red scattered with lowlights captures a mature, vintage aura. Elevating the apparently random style to elegance is possible through the bright base. This contrast is maximized by pairing with a glossy velvet jacket or other items featuring juxtaposed textures.

<b>RaB</b> Raspberry	<b>C/Y</b> Yellow	<b>WBe</b> Warm Beige
<b>N</b> Natural	<b>BaP</b> Baby Pink	





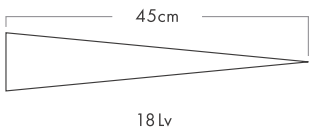
# SHADOWED PETALS

## STYLE

This medium-length style has a soft, nipped-in look from layering toward the crown. Using vibrant tones as the base color, with light pink at the roots to create an airy brightness while black tips ground the look, is a new contrast that defies convention. Depending on the placement of color around the cut lines, this style can be paired with a wide range of looks, from casual to elegant and beyond.

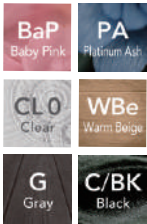


## BEFORE:HAIR CONDITION



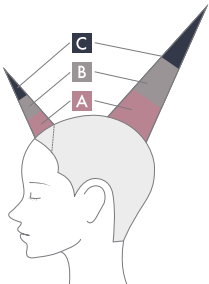
## COLOR PRODUCTS USED

### PRIMIENCE



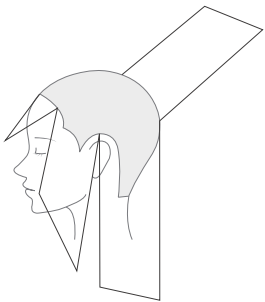
## COLOR FORMULATION & PROCESS

<b>A</b>	BaP 13	20
	BaP 9	4
	PA 13	1
	AC4.5 %	
<b>B</b>	CL 0	5
	WBe 13	5
	G 13	2
	BaP 13	1
	AC4.5 %	
<b>C</b>	C/BK	3 %



1. Apply **A** to the roots, **B** to the middle, and **C** to the ends, and leave it on for 20 minutes, followed by shampooing.

## HAIRCUT DIAGRAM



## STYLING PROCESS & PRODUCTS USED

### SUBLIMIC

(1) LUMINOFORCE BRILLIANCE OIL

### STAGE WORKS

(2) SUPER HARD SPRAY

1. Apply (1) throughout the hair and dry.
2. Curl the ends of the hair with a 19mm curling iron.
3. Apply (1) again to the middle and end parts of the hair, and style while adding shine. Finally, coat (2) all over for a lasting hold.



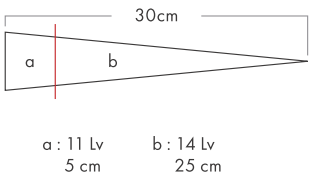
# GINGER SPICE

## STYLE

An authentic yet wild medium-length style, this cut takes advantage of the untamed burnt orange that remains prominent even as it starts to fade. The natural color of the hair is preserved, with darker red tones added at the base and brighter orange accents interspersed. This slightly frizzy style based on a high-layer cut gives the middle-ground base color a new freshness and aura of refinement.

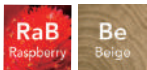


## BEFORE:HAIR CONDITION



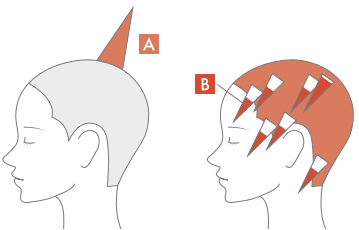
## COLOR PRODUCTS USED

### PRIMIENCE



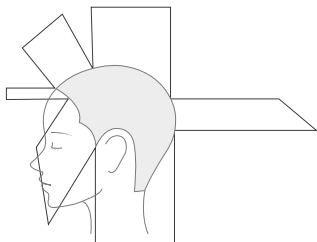
## COLOR FORMULATION & PROCESS

<b>RaB 11</b>	1
<b>Be 11</b>	1
<b>6 %</b>	
<b>YELLOW</b>	10
<b>RED</b>	1



1. Apply **RaB 11** from the roots to the tips of the hair, and leave it on for 20 minutes before shampooing.
2. Randomly separate panels and apply **Be 11** to middle to the ends for most panels. As for the panel towards the crown of the head, coat from the roots. Leave it on for 20 minutes before shampooing.

## HAIRCUT DIAGRAM



## STYLING PROCESS & PRODUCTS USED

### SUBLIMIC

(1) LUMINOFORCE BRILLIANCE OIL

### STAGE WORKS

(2) TRUE EFFECTOR NEUTRAL

1. Apply (1) mainly to the ends of the hair and dry.
2. Use a 26mm curling iron to create sporadic curls from the middle to the ends of the hair.
3. Apply (2) throughout, and style to emphasize movement and banded texture.







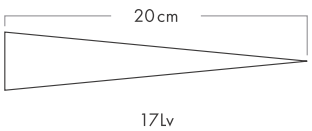
# SMOKEY HAZE

## STYLE

This disconnected cut is controlled by a balance that suits facial structure. The top is cut short for a boyish look, while the collar and fringe are left long for a feminine touch. The color is a gray-based gradation with blue and mauve lowlights added as accents. The smoky color, founded in cool tones, gives this edgy style a vivacious vintage charm.



## BEFORE:HAIR CONDITION

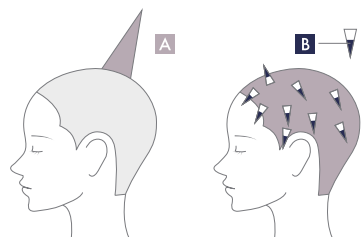


## COLOR PRODUCTS USED



## COLOR FORMULATION & PROCESS

<b>A</b> CL/0	20
MP/9	4
CG/9	1
3 %	
<b>B</b> IB/9	
3 %	



1. Apply **A** all over the hair, and leave it on for 25 minute before shampooing.
2. Take the tips of the hair at points, and apply **B** from the middle to the ends of the hair, then leave it on for 20 minutes, followed by shampoo.

## HAIRCUT DIAGRAM



## STYLING PROCESS & PRODUCTS USED

SUBLIMIC	STAGE WORKS
(1) LUMINOFORCE BRILLIANCE OIL	(2) NUANCE CURL CREAM

1. Apply (1) throughout the hair and dry.
2. Create nuanced curls around the periphery of the face, using a 19mm curling iron. Then coat (1) and (2) respectively all over the hair, and create a flow of hair in the finishing touches.



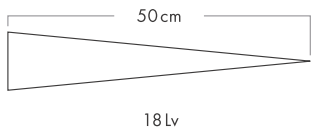
# GENTLE AURORA

## STYLE

This single-length, down style is designed with a slightly muted vintage color palette. A light beige base blends with skin tones through added yellow, alongside touches of red and purple. Bouncing off the light, this rainbow spectrum hints at sweetness, subtly shimmering with quiet individuality.



## BEFORE:HAIR CONDITION

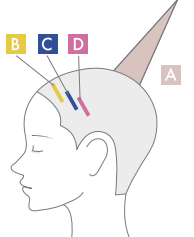


## COLOR PRODUCTS USED



## COLOR FORMULATION & PROCESS

<b>A</b> WBe 13	1
CL 0	1
3 %	
<b>B</b> YELLOW	
<b>C</b> CLEAR	5
BLUE	1
<b>D</b> CLEAR	5
PINK	1



1. Apply each of **B** **C** **D** by slicing in with foils.
2. Apply **A** to the entire hair from roots to tips, and leave it on for 25 minutes, followed by shampoo.

SUBLIMIC	STAGE WORKS
(1) LUMINOFORCE BRILLIANCE OIL	(2) TRUE EFFECTOR SHINE

1. Apply (1) mainly to the ends of the hair and dry.
2. Apply (2) from the crown of the head, and style the hair tightly to reduce volume and to create shine.







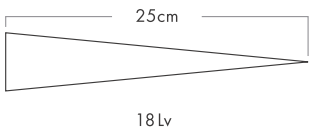
# NEUTRAL COLOR CLASH

## STYLE

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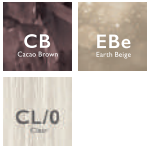
### BEFORE: HAIR CONDITION



### COLOR PRODUCTS USED



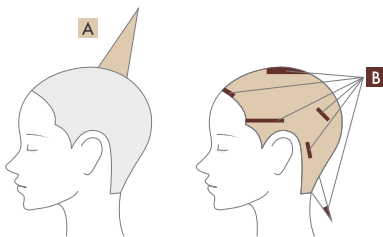
ULTIST  
by PRIMIENCE



### COLOR FORMULATION & PROCESS

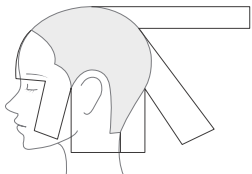
**A** CB/13 2  
EBe/11 1  
CL/O 3  
AC4.5 %

**B** WBe 7 10  
PA 9 1  
3 %



1. Apply **A** from the roots to the tips of the hair, then leave it on for 20minutes before shampooing.
2. Separate sections and apply **B** from the roots to the ends, and leave it on for 20 minutes, followed by shampoo.

### HAIRCUT DIAGRAM



### STYLING PROCESS & PRODUCTS USED

#### SUBLIMIC

(1) AQUA INTENSIVE VELVET OIL

1. Apply (1) throughout the hair and dry.
2. Apply (1) again, this time applying it evenly throughout the hair, to create a smooth shape.



(1)

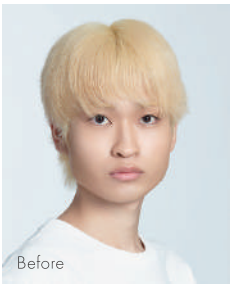
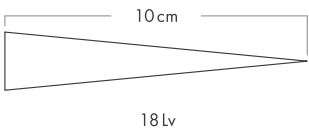
SHISEIDO  
PROFESSIONAL

# MAPLE IN MARBLE

## STYLE

Reminiscent of tousled bedhead with shaggy texture, this clay texture chop cut coupled with an austere red scattered with lowlights captures a mature, vintage aura. Elevating the apparently random style to elegance is possible through the bright base. This contrast is maximized by pairing with a glossy velvet jacket or other items featuring juxtaposed textures.

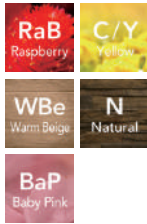
### BEFORE: HAIR CONDITION



### COLOR PRODUCTS USED



#### PRIMIENCE

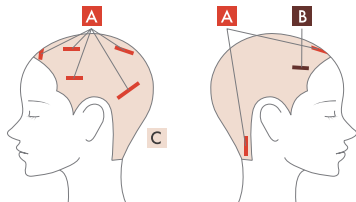


### COLOR FORMULATION & PROCESS

**A** RaB 9 3  
C/Y 1  
3 %

**B** WBe 7 3  
3 %

**C** N 13 10  
WBe 13 10  
BaP 11 1  
3 %



1. Start with the foil work application of **A** and **B** at distinct points.
2. Coat **C** throughout all the hair, from root to tip, and leave it on for 10 minutes, followed by shampoo.

### HAIRCUT DIAGRAM



### STYLING PROCESS & PRODUCTS USED

#### SUBLIMIC

(1) AIRY FLOW SHEER OIL

1. Apply (1) throughout the hair and dry.
2. Apply (2) throughout and style to create fuller locks.

#### STAGE WORKS

(2) TRUE EFFECTOR NEUTRAL



(1)

(2)

SHISEIDO  
PROFESSIONAL



# WOMEN'S FASHION TRENDS from the Runway

Women's style evolving and freely remixing archival influences. The long-lasting era of Quiet Luxury has come to an end.

This season, the ornamentalism that blossomed last spring/summer will bear great fruit, inviting bold new possibilities for self-expression. Autumn/winter 2025 is rich in the essence distilled from the glamorous fashion of the 1950s and the powerful styles of the 1980s.



CHLOE

## BEYOND ARMOR

The "mob wife aesthetic" that made a splash last year is now firmly established in the fashion scene. Voluminous fur coats that completely envelop the body are expected to flood the streets this winter. Leather, combining rugged toughness and aesthetic appeal, can be worn from fall to early spring, and is another material commanding attention alongside fur.



SAINT LAURENT

## POWERING LEGACY

Couture-style power shoulders create a sharp silhouette, setting them apart from simply oversized looks. Starting with suits and outerwear, this season, sweaters and blouses will also keep shoulders in center frame. Adding feminine details such as ruffled collars to emphasize the shoulder area is another featured approach.



SACAI

## ECHO OF SEQUINS

Sequins and bijou embellishments sparkle on this season's runways. While chic monotone styles in black, dark brown and burgundy are trending, elaborate twists of embroidery and mixed materials add layers of visual interest.



DRIES VAN NOTEN

## ANTIQUE AMBIENCE

Antique textiles, reminiscent of the curtains and carpets of old mansions, are the focus of much attention. Exotic damask patterns, check patterns, herringbone and other traditional English patterns are also popular. Reinterpretations of classic styles in terms of materials, texture and color patterns continue to evolve.



BURBERRY

## WATERFALL FRINGE

Fall/winter 2025 fringe has a different and dramatic vibrancy. Characterized by volume and softness like a long fur, it covers the entire surface of long, textured dresses. Representing a coexistence of strength and gentleness, it's exactly the mood of the season.



MCQUEEN

## BLOSSOMING LACE

As a fashion trend that exudes dreamy romance, lace will become even more decorative in the fall/winter season. Details around the neck and shoulders are expected to be especially exciting. With light, ornate lace as an ally, embrace the full sensuality and charm of dressing up.



# MEN'S FASHION TRENDS from the Runway

Effortlessly combine diverse styles with casual sophistication.

Men's fashion is undergoing a period of great change, with news of a succession of designer changes at Dior, Chanel, Gucci, Tom Ford, Maison Margiela, and even Japanese brand KOLOR.

In a time when the future of fashion is uncertain, fur, leather and other heavy materials will bring strength to style this fall/winter.



PRADA

## ZEN SAVAGE

This look centers on a statement wild fur piece that entices both visually and physically. Prada is a prime example, with genuine shearling layered around the collar of a minimalist coat or peeking out from the inner lining of a jacket, for bold styling that commands attention.



GIORGIO ARMANI

## VELVET RELOADED

With suits in the limelight once again, how do we assert individuality? One answer to this question is the all-velvet two-piece top and bottom set. The key is striking a balance between bold color and gloss against minimalist, one-tone styling.



DIOR

## LEATHER CRAZE

Loose-fitting, wide leather jackets continue to gain popularity. Outerwear tailored in soft, high-quality leather, such as those in Kim Jones' last collection for Dior, are set to excite. On the other hand, more compact rider jackets are also expected to make a comeback this season.



LOUIS VUITTON

## TIES IN STYLE

The formal combination of white shirt and tie has been made fresh once again. How the tie is incorporated into styling determines the final look this season, rather than the design itself. Louis Vuitton's preppy look with an English vest is a good example.



KENZO

## TWIST THE TIMELESS

The calculated mismatch of denim, workwear and other staples combined casually with a flashy blouson or bomber jacket is a guaranteed show stopper. As boundaries between styles are increasingly blurred, provocative combinations are becoming more diverse by the day.



DOLCE & GABBANA

## 80s ANIMAL

Animal prints are likely to attract attention – alongside fur – this season. Spice up your wardrobe with a touch of the wild side. The classic leopard print remains timeless and popular. Incorporate it through bold, elegant presentation in coats and jackets, or style it carefully using scarves and other accessories.



# THE BEST HAIR from the Runway

Say goodbye to one-trick looks – glamorous styles push volume up a notch.

From one-length cuts, curls and bohemian waves to lilting, voluminous updos. Hair fashion momentum is swinging from subdued to maximalist, and this season's styles are full of volume and elaborate twists.



CHRISTOPHER JOHN ROGERS

### OFF-CENTERED BOBS

The bob has remained popular since last spring/summer, and here it's styled asymmetrically with a side part built on a weighted one-length cut. It requires largely untreated hair with lots of luster, careful blow-drying and above all, precise cutting techniques.



ANNA SUI

### RETRO ROLLS

Retro, voluminous hair designs evoking the pin-up girls of the 1950s are back. Rolled bangs and fluffy rounded up-dos lend evocative charm to well-crafted elegance.



CHLOÉ

### BOHEMIAN WAVES

Boho chic has been having a fashion revival for the past few seasons. The bohemian waves of eras past are the go-to style to match stunning boho fits. But beware of a washed-out, careless look. Treating the hair with oil gives shine to emphasize the powerful waves.



ISSEY MIYAKE

### LACQUERED ROOTS

This pulled back, sleek style perfectly complements looks that emphasize elegant necklines. Enjoy textural contrast by adding shine to the top and leaving the ends with less sheen for a playful touch. Stabilizing with a thick hair band or wig net can also help set this style in place.



CHRISTIAN COWAN

### GLAMOUR'S HIGH

This glamorous updo appeared on a high note, as if declaring the end of Quiet Luxury. Join the fray with maximalist makeup to make the most of it. Brigitte Bardot, 1960s icon, is a great start for modeling this sensational style.



COACH

### LONG HAIR MAYBE

Long hair tucked into outerwear, or hair tied low and tucked into a collar or high neckline, gives a fresh, nonchalant mood to this look. Strike a balance that instantly gives the appearance of short hair – no elaborate styling required.



# THE BEST MAKEUP from the Runway

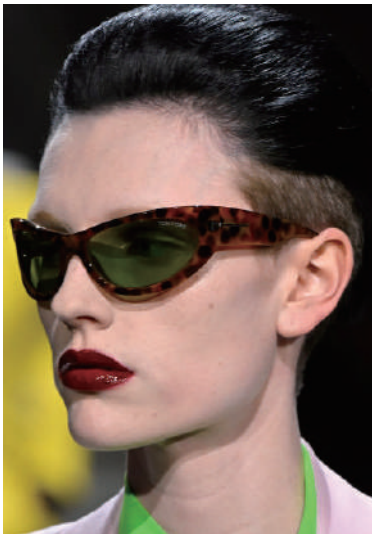
Eyes, lips and more, oh my! The return of maximalist makeup.

Eye makeup has evolved into an art form, accompanied by bold colors reminiscent of the 80s and eye shadow applied skillfully to add depth and dimension. Lip colors have also become deeper and more glossy. In fall/winter 2025, cutting-edge makeup on a new level breathes individuality into life, fashion and beyond.



CHANEL

**STATEMENT WINGS**  
Smoky eyes are a staple of fall and winter fashion, and new techniques that boost their impact are now in the spotlight. This type of eye makeup rich in artistic sensibility is having a moment. Chanel has led the way by adding graphic effects with fine smudges reminiscent of feathers on the outer corners of the eyes.



TOM FORD

**URUSHI SHINE**  
Statement lips are making a grand comeback. Glossy crimson that shines like the finest lacquer and perfect dark brown with a vinyl-like sheen are the most in vogue. Mocha, a hot trendy color from spring/summer fashion, is also popping up on lips this season.



ELIE SAAB

**GRAPHIC CAT-EYE**  
Sharp eyeliner draws focus to voluminous fashion trends that emphasize elegant necklines. This balanced look is a stunning choice for the fall/winter 2025 season. Use jet-black liner to create a clean, seamless cat eye.



STELLA MCCARTNEY

**UPWARD GROOM**  
Strong, bold one-point makeup reminiscent of the uninhibited beauty of actresses of the past is making a comeback. In addition to eyes and lips, eyebrows play a defining role in personal expression. Grooming eyebrows with an awareness of facial bone structure allows them to point upward, invoking determination.



GIORGIO ARMANI

**ALL ABOUT SHADOW**  
This autumn/winter 2025 season, 1980s-inspired technicolor, paintbox shades, bold eyelashes and other flamboyant eye makeup will be in focus. Yet conversely, neutral colors like taupe, gray and brown are still well worth exploring. Experiment with new gradation to highlight dimension in moody, nuanced styles.



BALMAIN

**VELVET SKIN**  
Glowing skin will remain unstoppable this season. Attentive skin care before makeup is becoming the norm backstage, and flawless bare skin is a prerequisite for this style. Use the latest base makeup to achieve velvety smooth, high-quality skin.





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