

Autumn/Winter 2026

BEAUTY CREATORS INSPIRE

SHISEIDO
PROFESSIONAL

SCULPTURAL GLAM





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SCULPTURAL GLAM

In Autumn/Winter 2026, form becomes a statement in an uncertain world.
Hair is no longer just style—it is structure, presence, and attitude.
Defined silhouettes and sculpted shapes create a bold and expressive identity,
while luminous textures enhance their depth.
Beauty takes shape. And shape becomes identity.

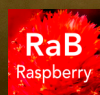




GRAPHIC ROUGE

A graphic short, traced with a lingering note of red.

A rounded short form is sharpened by an uneven front line. Color shifts from deep bordeaux at the roots to pale pink at the tips, while bleach-toned yellow is intentionally left in the bangs—lending an ennui nuance to the sharpness. Within a classical air, the front line's edge stands distinctly out.





DRIFT VEIL

An emotional long, where colors intertwine.

Four to five tones are delicately layered with red as the accent, while partially retained high-tone passages add a flowing depth to the lustrous straight long. As the hair sways and strands intertwine, different colors rise to the surface, drawing shifting nuances that a single shade could never produce. Rather than stark contrast, the colors melt naturally into one another—revealing a style with supple, quiet strength.



CoG
Cool Gray

TB
Tria Berry

TURQUOISE
BLUE

RED



FLUID DECO

Unraveling curves where color bleeds
—a fluid silhouette.

Straight lines and curves coexist in the cut, while a wet finish brings soft movement to the form. Over a white base, violet at the roots and pale pink at the tips reveal delicate nuances as the hair sways. The sheen of each surface intersects with a wind-caught floating sensation, giving rise to a mood that is androgynous and elusive.





MIDNIGHT GLAM

Heightened gloss, muted color
—a quiet contrast.

Large waves are tempered into a sleek, low-volume form to express a quiet glamour. Navy shadows are placed around the face, dramatizing the front impression. Long bangs and flowing curves bring attitude to a feminine softness, while the glossy surface accentuates the dimension of the waves and the precision of the form.

MIDNIGHT
BLACK



LUMI EDGE

A short cut where luminous highlights sharpen every contour.

Side bangs slice toward the cheekbones, embedding edge within a rounded silhouette. Over a natural brown base, highlights of yellow, navy, and apricot are layered so that contrasts of color and light surface with every movement. Within its compact form, softness and tension coexist in a sculptural line short.





SHADOW STREAM

Light and shadow, poured in
—the depth of blue-black.

A forward-falling center part heightens the line, while a restrained design builds a structural form. Over a white base, turquoise and blue-tinted pink are layered, then blue-black is placed on one side to produce asymmetric shadow and depth. Texture control that draws on surface gloss gives the sharp form a quiet intensity.





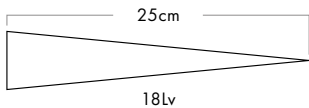
GRAPHIC ROUGE

STYLE

A rounded short form is sharpened by an uneven front line. Color shifts from deep bordeaux at the roots to pale pink at the tips, while bleach-toned yellow is intentionally left in the bangs—lending an ennui nuance to the sharpness. Within a classical air, the front line's edge stands distinctly out.



BEFORE:HAIR CONDITION



COLOR PRODUCTS USED



PRIMIENCE



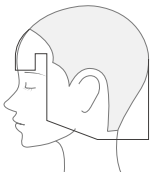
COLOR FORMULATION & PROCESS

A RaB 7 1
C/R 1
3%



1. Excluding  area, apply **A** to only the first 4 cm at the roots over the entire head. Leave on for 20 minutes, then shampoo.

HAIRCUT DIAGRAM



STYLING PROCESS & PRODUCTS USED

SUBLIMIC

(1) AQUA INTENSIVE VELVET OIL

1. Work (1) evenly through the hair and dry.
2. Using a straight iron, add shine throughout, then reapply (1) evenly. Style with a smooth shape, adding nuance to the bangs.



(1)

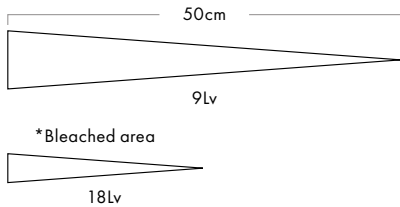


DRIFT VEIL

STYLE

Four to five tones are delicately layered with red as the accent, while partially retained high-tone passages add a flowing depth to the lustrous straight long. As the hair sways and strands intertwine, different colors rise to the surface, drawing shifting nuances that a single shade could never produce. Rather than stark contrast, the colors melt naturally into one another—revealing a style with supple, quiet strength.

BEFORE:HAIR CONDITION



COLOR PRODUCTS USED



PRIMIENCE



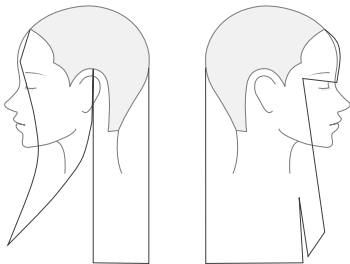
COLOR FORMULATION & PROCESS

A CoG 9 3%
B TB/9 3%
C TURQUOISE BLUE
D RED



1. On the section-bleach base applied only to the left side, take partings by slicing and apply **A B C D** respectively. Leave on for 20 minutes, then shampoo.

HAIRCUT DIAGRAM



STYLING PROCESS & PRODUCTS USED

SUBLIMIC

(1) AIRY FLOW SHEER OIL

1. Work (1) evenly through the hair and dry.
2. Spray (2) over the entire hair, styling to shape the overall form.



(1)

(2)





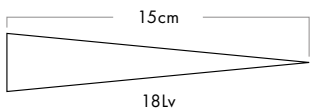
FLUID DECO

STYLE

Straight lines and curves coexist in the cut, while a wet finish brings soft movement to the form. Over a white base, violet at the roots and pale pink at the tips reveal delicate nuances as the hair sways. The sheen of each surface intersects with a wind-caught floating sensation, giving rise to a mood that is androgynous and elusive.



BEFORE:HAIR CONDITION



COLOR PRODUCTS USED



COLOR FORMULATION & PROCESS

- A** IV/11 1
CL/0 4
3%
- B** MP/11 1
CL/0 4
3%
- C** CG/11 1
CL/0 4
3%



1. Apply **A** to the roots over the entire head.
2. Apply **B** as a point color to the bangs and nape, then apply **C** to the ends over the entire head. Leave on for 15 minutes, then shampoo.

HAIRCUT DIAGRAM



STYLING PROCESS & PRODUCTS USED

STAGE WORKS

- (1) GELÉE SHAKE
- (2) TRUE EFFECTOR (SHINE)

1. After drying, work (1) evenly through the hair.
2. Work (2) into the roots to reduce volume, styling while shaping the hair flow.



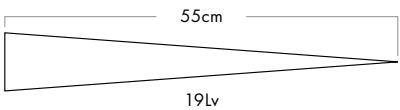
MIDNIGHT GLAM

STYLE

Large waves are tempered into a sleek, low-volume form to express a quiet glamour. Navy shadows are placed around the face, dramatizing the front impression. Long bangs and flowing curves bring attitude to a feminine softness, while the glossy surface accentuates the dimension of the waves and the precision of the form.



BEFORE:HAIR CONDITION

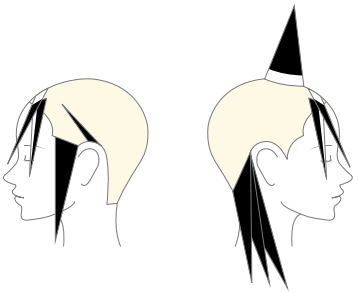


COLOR PRODUCTS USED



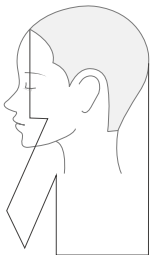
COLOR FORMULATION & PROCESS

- A** MIDNIGHT BLACK



1. Using foil placement, apply **A** as needed on each panel. Leave on for 15 minutes, then shampoo.

HAIRCUT DIAGRAM



STYLING PROCESS & PRODUCTS USED

SUBLIMIC

- (1) LUMINOFORCE BRILLIANCE OIL

1. Work (1) evenly through the hair and dry.
2. Using a 32 mm curling iron, create dimensional waves throughout, then reapply (1) to refine the texture.





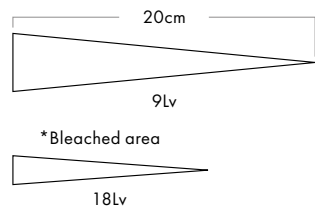
LUMI EDGE

STYLE

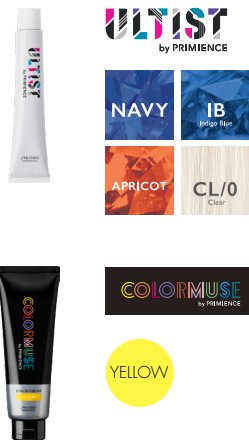
Side bangs slice toward the cheekbones, embedding edge within a rounded silhouette. Over a natural brown base, highlights of yellow, navy, and apricot are layered so that contrasts of color and light surface with every movement. Within its compact form, softness and tension coexist in a sculptural line short.



BEFORE:HAIR CONDITION

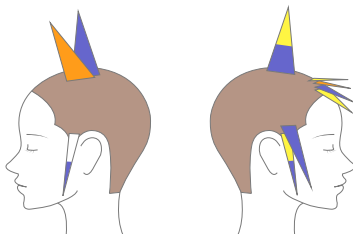


COLOR PRODUCTS USED



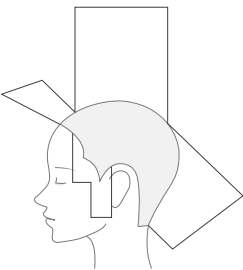
COLOR FORMULATION & PROCESS

- A** YELLOW
- B** NAVY 1
IB/9 1
CL/0 2
3%
- C** APRICOT 3%



- Leaving portions of the bleached base randomly untreated, apply **A B C** to each panel. Leave on for 20 minutes, then shampoo.

HAIRCUT DIAGRAM



STYLING PROCESS & PRODUCTS USED

- SUBLIMIC** (1) LUMINOFORCE BRILLIANCE OIL
- STAGE WORKS** (2) STRUCTURE HOLD SPRAY

- Work (1) mainly through the ends and dry.
- Add shine by passing a straight iron through the entire hair.
- Spray (2) over the entire hair, styling to emphasize the hair flow.



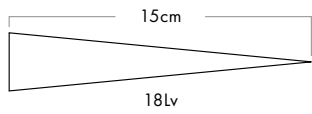
SHADOW STREAM

STYLE

A forward-falling center part heightens the line, while a restrained design builds a structural form. Over a white base, turquoise and blue-tinted pink are layered, then blue-black is placed on one side to produce asymmetric shadow and depth. Texture control that draws on surface gloss gives the sharp form a quiet intensity.



BEFORE:HAIR CONDITION



COLOR PRODUCTS USED



COLOR FORMULATION & PROCESS

- A** MP/11 3%
- B** MP/11 1
CL/0 1
3%
- C** JADE 1
CL/0 1
3%
- D** C/BB 3%



- Using foil placement, apply **A B C D** as needed on each panel. Leave on for 15 minutes, then shampoo.

HAIRCUT DIAGRAM



STYLING PROCESS & PRODUCTS USED

- SUBLIMIC** (1) AQUA INTENSIVE VELVET OIL
- STAGE WORKS** (2) LUSTER SPRAY
(3) NUANCE CURL CREAM

- Work (1) evenly through the hair and dry.
- Pass a straight iron through the entire hair, then spray (2) over the entire hair, styling to shape the form.
- Apply (3) to the top and sides to refine the details.



WOMEN'S FASHION TRENDS from the Runway

A New Silhouette Brings Glamour Back to Dressing.

Ornamentation and structural design have returned to the center of fashion, along with the joy of dressing up. Sheer materials, lace, and ruffles are integrated into architectural silhouettes, reaching a bold new frontier of glamour. A beauty with intention, not merely flamboyant, makes one's very individuality shine.



MAX MARA

MATURE MILANESE

A vision of mature Milanese elegance. Maxi coats, robe silhouettes, and fluid tailoring softly envelop the body, paired with refined leather accessories. Muted camel, brown, and grey tones express the modern evolution of effortless Italian luxury.



ERDEM

SHEER LAYERS

Transparency defines the season. Organza, tulle, and lace layer over knits, dresses, and outerwear, creating lightness with architectural depth. The contrast of materials adds dimension, balancing sensuality with intellect.



GUCCI

BODY-CON GLAMOUR

Body-conscious silhouettes redefine femininity. Stretch and sheer materials trace the body's lines, reviving a direct, liberated sensuality. Minimal in structure yet strong in presence, the look recalls '90s glamour—updated with confidence and modern freedom.



DIOR

RUFFLE DRAMA

Decorative volume reappears through ruffles and tiered silhouettes. Movement and three-dimensionality bring emotion to dressing, expressing a romantic yet resolute femininity. Historical ornamentation is reimagined with modern strength.



BOTTEGA VENETA

FLUID TAILORING

Tailoring is reinterpreted with elegance and softness. Structural jackets and suits balance precision with fluidity, while pinstripes and chalk stripes function as graphic fashion statements rather than office codes. Modern tailoring expresses dignity and individuality.



MOSCHINO

LACED CONSTRUCTION

Lace-ups, strings, and handcrafted details become expressive accents. Exposed structures and elongated ties introduce movement and craft sensibility. Practicality meets ornamentation, proposing a new craft-led mode.

MEN'S FASHION TRENDS from the Runway

A Return to Tailoring. Silhouette Redefines Modern Masculinity.

Even in menswear, the biggest interest this season is the silhouette of the clothes. Jackets and coats regain sharp contours that trace the body's lines, while soft materials, ornamentation, and flowing silhouettes flexibly push the boundaries of masculinity. An iconic season has dawned, reminding us of the power of fashion.



SACAI

MODERN HERITAGE

Classic materials such as tweed, checks, corduroy, and velvet are reworked through updated color palettes and lighter construction. Heritage shifts from nostalgia to contemporary editing.



PRADA

SCULPTED SILHOUETTE

Tailoring that follows the body gains renewed authority. Waist-conscious jackets and architectural coats highlight precision cutting within a restrained, minimalist presence. A new elegance defined by clarity and individuality emerges.



DIOR MEN

GLAM ROCK

Slim silhouettes make a confident return. Tight jackets, sharp coats, and sleek pants are accented with leather, fur, and glossy materials, referencing 70s glam rock. Balanced with dandy refinement, glamour feels controlled rather than excessive.



GIORGIO ARMANI

LUXE EASE

Velvet, silk, and jacquard introduce quiet richness. Rather than overt decoration, luxury is expressed through texture and luster, creating a sensual yet restrained presence.



BURBERRY

REFINED LEATHER

Leather shifts from toughness to dignity. Supple textures and matte finishes replace shine, appearing even in shirts and inner layers. Leather expresses authority through refinement and ease.



HERMÈS

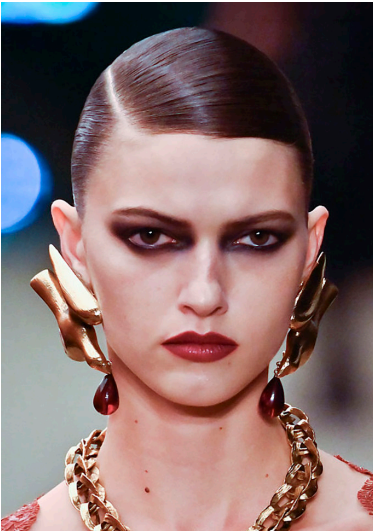
PRECISION STRIPES

Pinstripes and chalk stripes gain new relevance. Once rooted in business wear, they are reinterpreted as visual rhythms that sharpen silhouette and individuality.

THE BEST HAIR from the Runway

Sculpted Forms × Nuances of Glamour

While clean bases like sleek parts and low chignons set the stage, many styles add movement with soft face-framing strands or glossy large curls, characterized by a balance that leverages glamorous volume. It's a season where flamboyant luxury regains its presence.



SAINT LAURENT

DEEP SIDE PART

A classic deep side part highlights bone structure and sharpens expression. Paired with tailored fashion, it balances sophistication and sensuality, symbolizing the season's high-fashion mood.



DIOR

SOFT FACE FRAME

Soft, intentional face-framing defines the look. Loose strands of varying lengths soften structured shapes, adding depth and romantic contrast to polished styles.



JUNYA WATANABE

DARK FLAPPER

Tightly set, sculptural styles finished with gel form graphic curves and defined waves. Strong shine enhances a bold, Art Deco-inspired presence, creating a dramatic statement look.



MAX MARA

GLAM BLOWOUT CURLS

Glossy, voluminous curls styled with precision bring movement around the face. Polished rather than bohemian, the look updates classic glamour with modern refinement.



CHANEL

LOW KNOT

Low-positioned knots create a sleek, controlled impression. Whether tightly secured or subtly undone, the style offers versatile expressions of minimal elegance.



PRADA

UNDONE TEXTURE

Imperfect, lived-in textures feel intentionally effortless. Airy movement and natural flow bring realism to highly designed fashion, creating balance between structure and ease.

THE BEST MAKEUP from the Runway

Infusing Emotion into Noble Skin.

Clean, almost bare skin sets the foundation. Against this refined canvas, single-point accents —wine lips, graphic liner, or bold blush—deliver emotional impact. Glamour emerges through contrast, tension, and restraint.



GUCCI

NOIR EYES

Deeply smudged black and charcoal tones surround the eyes. Distinct from raw 90s sensuality, the effect is controlled and dramatic—perfectly aligned with sharp tailoring.



DOLCE & GABBANA

WINE LIPS

Deep bordeaux and wine tones bring emotional depth to the lips. Clearly defined shapes replace blurred stains, expressing strength, sensuality, and modern femininity.



ANNA SUI

GRAPHIC BLACK LINER

Bold black liner returns as a statement. Against minimal skin, sharp lines and cat-eye shapes inject tension, confidence, and modern attitude.



DRIES VAN NOTEN

ROMANTIC FLUSH

Soft pink and rose blush circulates gentle warmth across the cheeks. Blurred edges create a sense of emotion and intimacy, inserting romance into noble skin.



BALMAIN

SEAMLESS CONTOUR

Soft, blended contour enhances bone structure without harsh contrast. Grey-toned shadows melt into the skin, creating quiet dimension and refined definition.



FENDI

NOBLE SKIN

Almost bare, impeccably refined skin becomes essential. Free from excessive shine or highlight, the finish speaks to careful skincare and quiet elegance.



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