

Spring/Summer 2026

BEAUTY CREATORS INSPIRE

Paste/Uplift

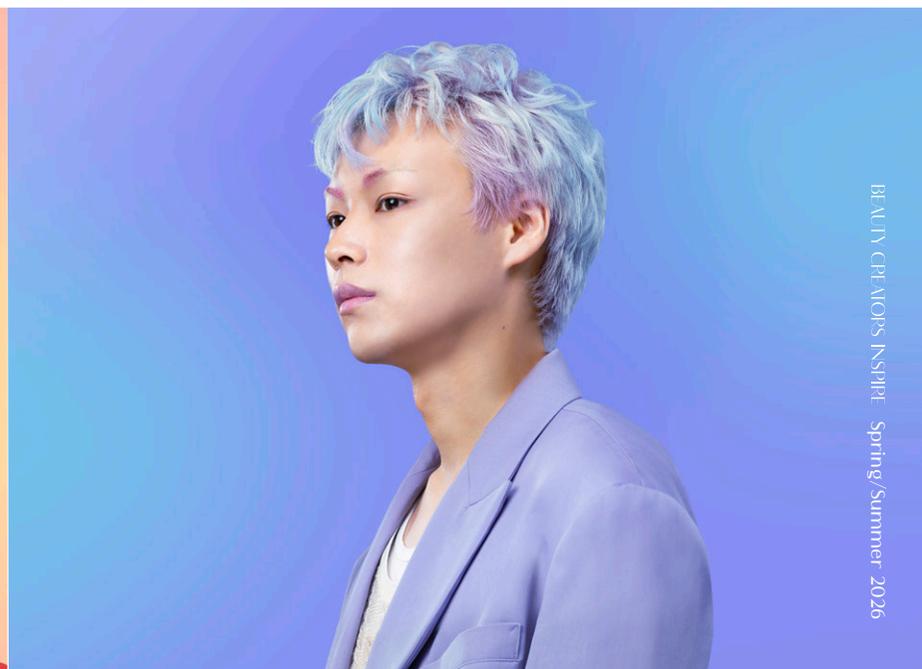




Spring/Summer 2026 BEAUTY CREATORS INSPIRE

Paste / Uplift

Spring/Summer 2026 — Freed from fixed ideas of age, gender and race, hearts grow lighter and color begins to breathe. Balloon-like volume, fabrics that sway with the wind, tones that melt into the skin with airy translucency. When touched by light, pastel colors bounce gently, dancing across the hair as if reflecting pure joy. The new beauty of this era is vivid, lively pastel self-expression. When vitality and freedom intertwine, every liberated colorful individuality overflows with hope and rises lightly into the sky.





MINT HORIZON

Mint filled with wind and light.

A gradient shaped by deep navy.

A simple cut enhanced with layers for light movement and a soft, wind-swept contour. Bright mint green pastel serves as the base, contrasted with deep navy lowlights for striking depth. Like the layers of the atmosphere surrounding the earth, the blue gradient radiates a mysterious aura within its fresh, airy presence.





MELTING SUNRISE

A drop of blue in citrus hues.

The Sunrise Bob, rising with lightness.

An evolved wolf-inspired bob that blends a layered, short-hair approach on the upper section with a grounded bob underneath. Bold cuts at the temples add sharpness and lift, while a touch of blue melts into the layers—like an earring color that naturally draws the eye. With every movement, the style reveals a fresh, energetic expression.



MUTED PINK

Strength softened by pale pink.

A sharp yet pure graphic short.

A bold, graphic silhouette defined by sharply cut bangs at a high position across the front and sides. The strong character of the cut is gently muted by a white-based pale pink, transforming it into a pure, translucent expression. Delicate tones that blend seamlessly into the skin enhance shine along the hair's movement, adding refinement and elegance to an assertive design.





PASTEL BREEZE

A pastel breeze through natural hair.
Soft light, carrying a quiet strength.

A seamless style that connects two opposing elements—natural black hair and pale pastel tones—through precise cutting lines. The base is lifted to the edge of white, allowing translucent purples and blues to glow with clarity. As if a spring breeze gently brushed bare hair with color, the dreamy hues merge with the face-framing design, creating a look that feels airy, soft, and quietly modern.





PRISM WAVE

Pastel colors intricately blending within dry-textured waves.

A meticulously designed style using highlights and block coloring. A three-dimensional base is created through bleaching, then accented with pastel pinks, yellows, and greens placed at random. As the waves move, the multiple colors blend organically, creating a one-of-a-kind nuance. The softly dry texture adds an effortless, natural presence—light, relaxed, and quietly expressive.

C/V Violet	C/GR Green	CLO Clear	YELLOW
----------------------	----------------------	---------------------	---------------



FLOATING PALE

Shades of pale color.

Elusive refinement deepens elegance.

After two rounds of bleaching, soft blue and purple tones are layered throughout. The longer fringe is tinted slightly deeper, adding shine and a subtle focal point. When styled with light movement, hints of white left within the hair create a gradient-like depth that connects the pale tones with airiness. The delicate balance of color density and texture forms an intangible, sophisticated mood.





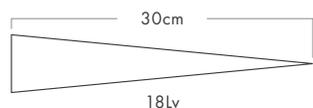
MINT HORIZON

STYLE

A simple cut enhanced with layers for light movement and a soft, wind-swept contour. Bright mint green pastel serves as the base, contrasted with deep navy lowlights for striking depth. Like the layers of the atmosphere surrounding the earth, the blue gradient radiates a mysterious aura within its fresh, airy presence.



BEFORE:HAIR CONDITION



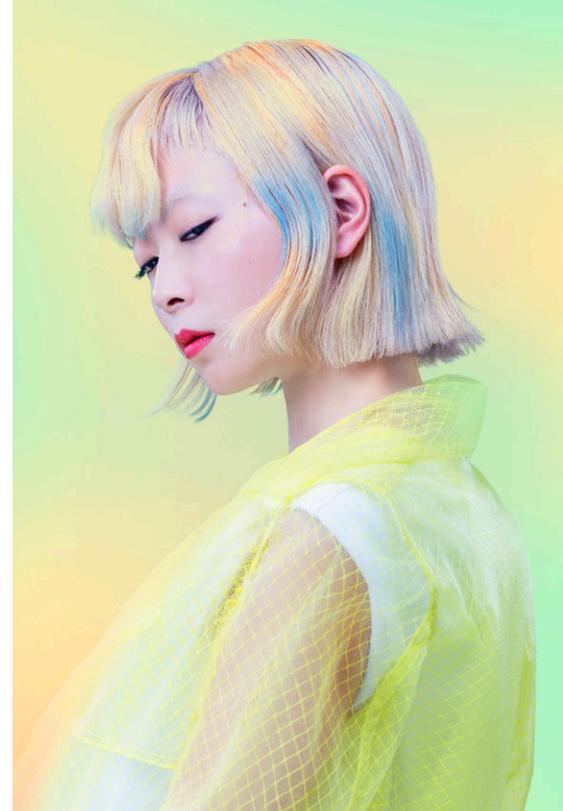
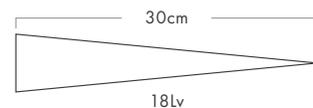
MELTING SUNRISE

STYLE

An evolved wolf-inspired bob that blends a layered, short-hair approach on the upper section with a grounded bob underneath. Bold cuts at the temples add sharpness and lift, while a touch of blue melts into the layers—like an earring color that naturally draws the eye. With every movement, the style reveals a fresh, energetic expression.



BEFORE:HAIR CONDITION

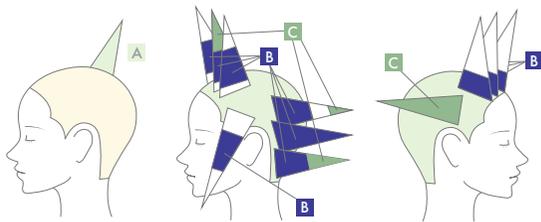


COLOR PRODUCTS USED



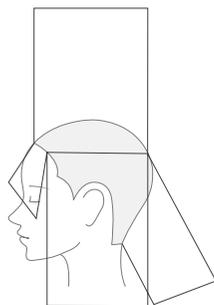
COLOR FORMULATION & PROCESS

A	CL/0	30
	JADE	1
		3%
B	NAVY	3%
C	CL/0	10
	JADE	1
		3%



- Apply **A** from roots to ends over the entire head. Leave on for 20 minutes, then shampoo.
- Apply **B** to the right top panel from the roots, and to the left top panel leaving the roots. Apply **B** **C** as needed from mid-lengths to ends. Leave on for 20 minutes, then shampoo.

HAIRCUT DIAGRAM



STYLING PROCESS & PRODUCTS USED

SUBLIMIC STAGE WORKS

(1) LUMINOFORCE BRILLIANCE OIL (2) TRUE EFFECTOR NEUTRAL

- Work (1) mainly through the ends and dry.
- Curl the mid-lengths to ends using a 32 mm curling iron.
- Work (2) through the hair, scrunching to emphasize the hair flow while styling.

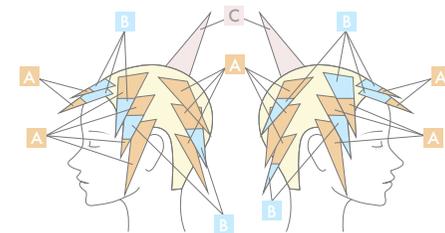


COLOR PRODUCTS USED



COLOR FORMULATION & PROCESS

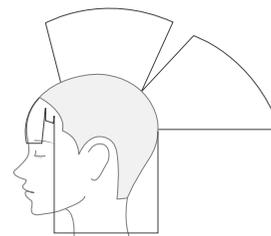
A	CLEAR	5
	ORANGE	1
B	CLEAR	5
	BLUE	1
C	CB/13	10
	CL/0	10
	IV/11	1
		3%



- Using foil placement, apply **A** and **B** as needed from mid-lengths to ends on each panel.
- Apply **C** from roots to ends over the entire head. Leave on for 20 minutes, then shampoo. *Leave some sections untreated.



HAIRCUT DIAGRAM



STYLING PROCESS & PRODUCTS USED

SUBLIMIC STAGE WORKS

(1) AQUA INTENSIVE VELVET OIL (2) NUANCE CURL CREAM

- Work (1) evenly through the hair and dry.
- Add shine with a straight iron, then work (2) through the hair to refine texture and movement while styling.





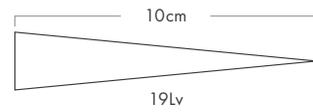
MUTED PINK

STYLE

A bold, graphic silhouette defined by sharply cut bangs at a high position across the front and sides. The strong character of the cut is gently muted by a white-based pale pink, transforming it into a pure, translucent expression. Delicate tones that blend seamlessly into the skin enhance shine along the hair's movement, adding refinement and elegance to an assertive design.



BEFORE:HAIR CONDITION



COLOR PRODUCTS USED



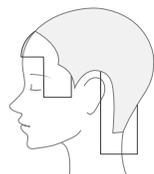
COLOR FORMULATION & PROCESS

A	CL O	20
	BaP 9	1
	3%	



1. Apply **A** to the roots only in the areas, and from roots to ends on the remaining areas. Leave on for 20 minutes, then shampoo.

HAIRCUT DIAGRAM



STYLING PROCESS & PRODUCTS USED

SUBLIMIC
(1) AIRY FLOW SHEER OIL

STAGE WORKS
(2) TRUE EFFECTOR NEUTRAL

1. Work (1) evenly through the hair and dry.
2. Work (2) through the hair, shaping and adding subtle nuance while styling.



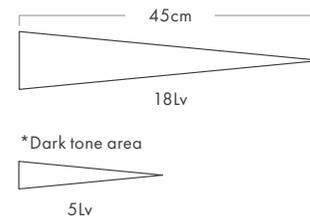
PASTEL BREEZE

STYLE

A seamless style that connects two opposing elements—natural black hair and pale pastel tones—through precise cutting lines. The base is lifted to the edge of white, allowing translucent purples and blues to glow with clarity. As if a spring breeze gently brushed bare hair with color, the dreamy hues merge with the face-framing design, creating a look that feels airy, soft, and quietly modern.



BEFORE:HAIR CONDITION



*Dark tone area

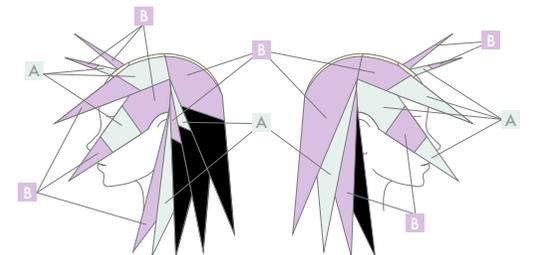


COLOR PRODUCTS USED



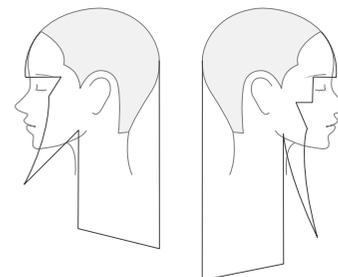
COLOR FORMULATION & PROCESS

A	CLEAR	50
	BLUE	1
B	CLEAR	20
	VIOLET	1



1. Apply **A** **B** to their designated sections. Leave on for 15 minutes, then shampoo. *Leave some sections untreated.

HAIRCUT DIAGRAM



STYLING PROCESS & PRODUCTS USED

SUBLIMIC
(1) LUMINOFORCE BRILLIANCE OIL

1. Work (1) evenly through the hair and dry.
2. Using a straight iron, add shine while reapplying (1) to refine the texture.





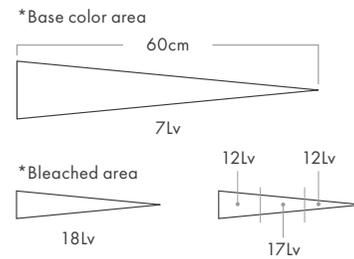
PRISM WAVE

STYLE

A meticulously designed style using highlights and block coloring. A three-dimensional base is created through bleaching, then accented with pastel pinks, yellows, and greens placed at random. As the waves move, the multiple colors blend organically, creating a one-of-a-kind nuance. The softly dry texture adds an effortless, natural presence—light, relaxed, and quietly expressive.



BEFORE:HAIR CONDITION

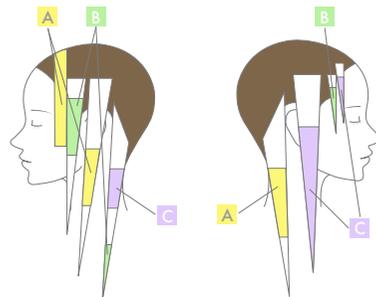


COLOR PRODUCTS USED



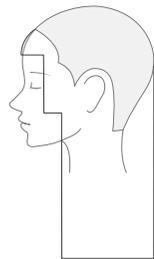
COLOR FORMULATION & PROCESS

- A** YELLOW
- B** CL/O 20
C/GR 1
3%
- C** CL/O 20
C/V 1
3%



1. Apply **A** **B** **C** to the bleached areas respectively. Leave on for 20 minutes, then shampoo.

HAIRCUT DIAGRAM



STYLING PROCESS & PRODUCTS USED

- SUBLIMIC**
(1) WONDER SHIELD
- STAGE WORKS**
(2) TRUE EFFECTOR SHINE
(3) STRUCTURE HOLD SPRAY

1. Work (1) evenly through the hair and dry, enhancing the natural waves.
2. Apply (2) from roots to mid-lengths on the bangs and front sections, styling tightly.
3. Apply (3) to the waved areas to refine texture and separation.



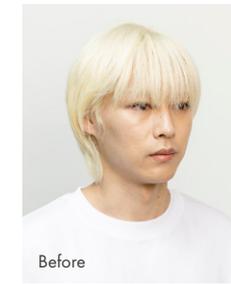
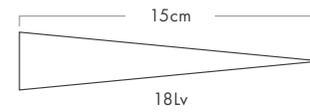
FLOATING PALE

STYLE

After two rounds of bleaching, soft blue and purple tones are layered throughout. The longer fringe is tinted slightly deeper, adding shine and a subtle focal point. When styled with light movement, hints of white left within the hair create a gradient-like depth that connects the pale tones with airiness. The delicate balance of color density and texture forms an intangible, sophisticated mood.



BEFORE:HAIR CONDITION

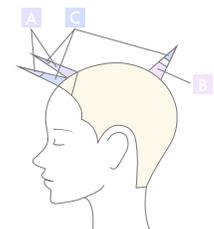


COLOR PRODUCTS USED



COLOR FORMULATION & PROCESS

- A** BLUE 3
VIOLET 1
CLEAR 50
- B** CLEAR 50
VIOLET 1
- C** CLEAR 20
BLUE 1



1. Apply **A** and **C** to the bangs according to placement.
2. Apply **B** to the roots over the entire head, then apply **C** to the ends, leaving a 5 mm-1 cm gap at the mid-lengths. Leave on for 15 minutes, then shampoo.

HAIRCUT DIAGRAM



STYLING PROCESS & PRODUCTS USED

- STAGE WORKS**
(1) POWDER SHAKE
(2) NUANCE CURL CREAM

1. After drying, apply (1) to adjust root volume.
2. Work (2) through the hair, styling to create soft movement and moderate shine.



Spring/Summer 2026

WOMEN'S FASHION TRENDS from the Runway

Reweaving the '70s, '80s, and '90s for a Colorful New Future.

Spring/Summer 2026 unfolds as a season of dramatic change, marked by a wave of creative director transitions across luxury brands. Turning to their archives, designers reinterpreted three key currents: '90s minimalism, '80s power dressing, and '70s boho chic.

What unifies these directions is a renewed sense of freshness—expressed through pastel hues and lightweight materials.

Updated combinations of color, texture, and silhouette bring a light, modern energy to familiar codes, signaling a vibrant step toward the future.



JIL SANDER

90s MINIMALISM

Defined by refined materials and clean, linear cutting reminiscent of the golden era of '90s Jil Sander and Calvin Klein. Intellectual whites form the base, while cobalt blue, vivid red, and icy tones add striking contrast. Rooted in the ongoing quiet luxury movement, the look radiates clean, lightweight sophistication.



LOUIS VUITTON

CHIFFON DREAM

The classic spring/summer chiffon dress is reimagined with a more dramatic presence, absorbing elements from archival collections. Moving beyond last season's airy transparency, designs embrace luxurious layers and volume. Pastel palettes anchor eclectic mixes of florals, animal motifs, and dots—modernly reweaving vintage aesthetics.



MITHRIDATE

BALLOON SILHOUTTE

Voluminous silhouettes rise to the forefront, from bubble-hem dresses and mini skirts to balloon skirts and harem pants. Rounded, architectural forms create movement, with bottoms that sway dynamically as the body moves. To sharpen contrast, tops remain compact and fitted, redefining the body line with bold balance.



ISSEY MIYAKE

COLOR BLOCK

This season's most playful expression pairs vibrant colors with refined silhouettes. From candy-like yellows, pinks, and oranges to sherbet-toned mint and purple, unexpected color combinations feel refreshingly positive. The uplifting energy of '80s power dressing returns with a modern, adventurous spirit.



UJOH

RELAX TAILORING

Wide, powerful shoulders continue to dominate. Structured tailoring sheds its rigidity through lightweight fabrics and updated layering, revealing a more effortless expression. Fringe emerges as a key accent—its dramatic movement transforming tailored pieces into elevated, dressy statements full of momentum.



FENDI

SPORTS MIX

Vivid, uniform-inspired colors inject an energetic, athletic mood. '80s vintage-style shell jackets, polo shirts, micro-mini bottoms, and colorful socks lead the trend. Layered with summer knits or neckties, sporty elements are elevated into a fresh, contemporary take on preppy styling.

Spring/Summer 2026

MEN'S FASHION TRENDS from the Runway

Intelligent Dressing for a Longer Summer. A New Standard for Comfort in Extreme Heat.

In the menswear landscape—where core styles tend to evolve more gradually than in womenswear

—the most defining theme this season is clear: how to navigate an increasingly long summer with comfort and intelligence.

Shorts, in particular, have become indispensable. As variations expand, lengths continue to shorten, signaling a decisive shift toward functionality and ease.

Through the rethinking of materials, silhouettes, and TPO, a new standard emerges—one designed to meet extreme heat with lightness, adaptability, and refined practicality.



PRADA

LEGS OUT

Men's bottoms continue to shorten as variations expand across categories. From Prada-led ultra-mini lengths to tailored, dress-oriented shorts, proposals now span a wide range of TPOs. The key lies in contrast—pairing shorts with sharp jackets or crisp shirts for a refined balance. Leather flip-flops add a deliberate off-note while maintaining elegance.



HOMME PLISSE ISSEY MIYAKE

PATTERN MANIA

Bold pattern mixing emerges as a major trend, closely linked to womenswear. From classic stripes, checks, and florals to paisley, animal, and exotic motifs, vibrant color and print dominate the runway. Freely clashing patterns with intuition and confidence brings energy and optimism—offering a vivid response to an intense summer season.



DOLCE & GABBANA

PAJAMA CHIC

Pajama-like sets step confidently into the city. Floral and striped fabrics in soft pastel blues and pinks evoke true sleepwear aesthetics, elevated through refined tailoring. Layered with quality cardigans or outerwear, and finished with leather bags or shoes, the look balances relaxation with understated formality.



SAINT LAURENT

BEAT HEAT

Menswear tailoring advances through bold updates in fabric and proportion. Shirts retain structured, wide-shouldered silhouettes while shifting to sheer materials in cooling pastel tones. With ties and leather shoes intact, a new form of summer formalwear emerges—designed for professionals facing extreme heat with composure.



DRIES VAN NOTEN

BOHO WAVE

Long embraced in womenswear, boho influences arrive in menswear this season. Tunics, wrapped or layered bottoms, and airy silhouettes create an exotic, resort-like mood. Twisted details—such as tops fused with patterned scarves—add individuality, while flip-flops complete the relaxed, free-spirited finish.



AMI PARIS

COLOR IN LINEN

Attention turns to linen for its dry touch and soft, breathable feel. Centered on shirts, linen garments naturally integrate into a wide range of styles, adding ease and texture. A matching linen short set offers versatile styling potential—an effortless solution for navigating the height of summer.

Spring/Summer 2026

THE BEST HAIR from the Runway

Precision or Freedom. The Dual Hair Balance Defining Summer.

This season's hair trends split into two distinct directions: meticulously constructed forms and loosely styled, natural finishes.

On one side, sleek silhouettes project clarity and intelligence; on the other, relaxed waves and effortless clip styling offer a sense of ease and release.

Moving fluidly between these opposing moods allows hair to adapt to summer's diverse expressions—finding the right balance to complement each look with intention.



PRADA

SLEEK SEEKERS

Sleek, tightly smoothed hair is set to become one of the most versatile hairstyles this season. Paired with sporty looks, it feels clean and active; with minimalist dresses, it sharpens an intellectual mood. Even with bold, high-impact fashion defined by strong color and volume, restrained, minimal hair creates a refined balance that grounds the overall look.



CHANEL

EASY TWIST

Hair clips return as a key accessory. Start with one that lifts the mood through color or design and make it your new summer essential. Roughly twisted, undone styles—like casually gathering hair just after waking—add an effortless ease to fresh summer outfits. Low, loosely tied chignons complete the look with a relaxed, lo-fi sensibility.



GIAMBATTISTA VALLI

SCULPTURAL WET

A resort-inspired style built on rough, wet texture, elevated through sculptural arrangement. By shaping form as if carving a sculpture, the look remains elegant and distinctive from every angle. A flawless finish relies on the beauty of glossy surfaces, making consistent treatment care essential to maintain healthy, radiant hair resistant to UV damage.



DRIES VAN NOTEN

BREEZY EDGE

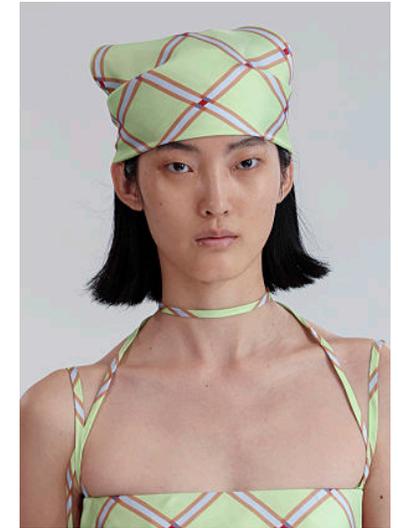
Light, wind-catching movement contrasts sharply with disconnected, precisely cut bangs. The interplay between soft texture and sharp lines creates a dramatic rhythm around the face. Adding motion through swinging side fringes instantly brings a spring-summer freshness, where structured beauty meets effortless ease in perfect tension.



MICHAEL KORS

BOHEMIAN WAVE

Voluminous, carefree, bouncy waves continue their strong presence. Paired with oversized shirts, linen pieces, or scarves, the look embraces an overall languid, bohemian mood. Use styling products that enhance wave definition to keep hair glossy and healthy, allowing movement, shine, and even lingering elegance to complete the expression.



EMILIA WICKSTEAD

WITH ACCESSORIES

Hair accessories take on a key role in countering intense summer heat with style. Sporty headbands, fabric-matched bandanas, and ethnic-inspired turbans refresh summer looks instantly. Added to the wardrobe as easily as a T-shirt, these pieces become focal points where function and fashion merge—an essential theme in this season's hair trends.

Spring/Summer 2026

THE BEST MAKEUP from the Runway

Light Skin, Expressive Color. A Season of Multifaceted Beauty.

While no-makeup looks continue to quietly gain ground, soft pastel hues return to the eyes and lips, adding subtle expression.

The goal is a refined balance: meticulously perfected skin paired with a sense of playful, adventurous color.

By freely crossing between restraint and expression—stripping back and layering on—makeup finds a new sophistication that reflects the brightness of summer light.



CHOPOVA LOWENA

COLORFUL LUSHES

This season, lashes become a new canvas for self-expression, customized to match the individuality of each look. Colored mascaras are joined by the revival of bold, voluminous false lashes in playful hues. Whether harmonizing with eye shadow or creating deliberate contrast, color is embraced instinctively. Like eyes and lips, lashes step into the spotlight as a fresh statement element.



ETRO

EMBELLISHED LIP

Lip makeup blooms boldly this season, offering endless possibilities through harmony or contrast with fashion. From classic crimson and deep brown to pop pinks, color ranges expand, while textures shift from matte toward shine. Gloss, in particular, signals a strong comeback. Channeling the spirit of 80s statement lips, radiant color and finish reclaim their commanding presence.



ANNA SUI

FAIRY DUST

For those ready to experiment with eye makeup, cool-toned pastels take center stage. Icy blues, mint greens, and soft purples pair effortlessly with 90s revival styles and bohemian moods. Pale gradients inspired by sea and sky infuse transparency and freshness, while delicate shimmer catches the light, creating an almost hypnotic gaze.



CHLOE

PRETTY IN PASTEL

Against a backdrop of bold prints and vivid fashion, pastel-toned lips offer a modern counterbalance. Brighter, high-lightness shades replace classic reds, led by milky pinks reminiscent of Barbie aesthetics. Pop and coquettish hues flourish, enhanced by sheer finishes and glossy textures that bring playful energy and charm to every expression.



CHANEL

SUN-KISSED CHEEK

Orange-toned blush, softly mimicking a sun-kissed glow, finds new sophistication through placement and restraint. Swept lightly from the high point of the cheekbone downward, it doubles as subtle contouring for a refined effect. Adding warmth to the forehead, nose, and chin creates a glow that seems to rise from within—an elegant response to summer light.



DIOR

SUPER CLEAN SKIN

On Paris runways, barely-there makeup dominates, offering the illusion of effortless skin. A closer look reveals meticulous attention to detail, from complexion and brows to nude lips. Clean makeup begins with clean skin, and backstage, brands increasingly prioritize extended skincare rituals before makeup application. The result is purity elevated through precision.



<https://www.shiseido-professional.com/>



Official Instagram Account
[@shiseidopro_official](https://www.instagram.com/shiseidopro_official)



Official Facebook Account
[@Shiseido Professional Global](https://www.facebook.com/ShiseidoProfessionalGlobal)



Official YouTube Account
[@OfficialSHISEIDOProfessional](https://www.youtube.com/OfficialSHISEIDOProfessional)

