

LOOK



BOOK

STREET STYLE COLLECTION

AT INDOLA, WE BELIEVE that beauty is found in the streets, in everyday moments, and in the authentic self-expression of real people.

That's why our Street Style Collection anticipates future trends, capturing bold individuality and the spirit of urban culture.

Our dedication to street style goes beyond aesthetics—it's a philosophy.

We stay connected to the pulse of the streets because we understand that today's clients want styles that feel personal and real.

With the Street Style Collection, we bring real life into your salon, offering the tools and inspiration you need to create wearable, commercial looks for every client who walks through your door.

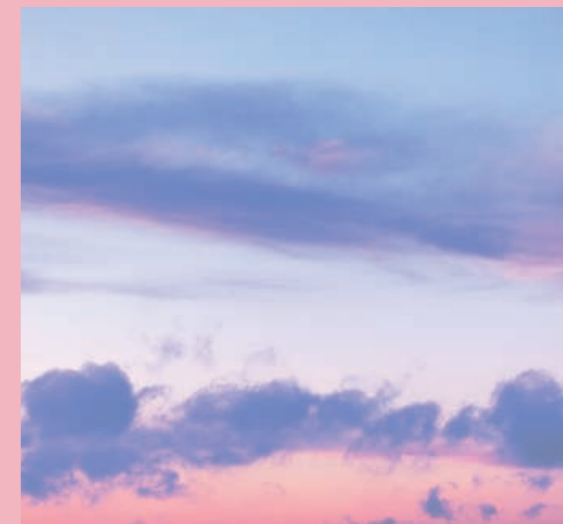
OUR PROMISE IS TO STAY REAL, RELEVANT, AND ALWAYS IN TUNE with the ever-changing world of street style!



THE TREND



Glimmers are micro-moments of joy—small, uplifting experiences that counterbalance the stress and anxiety of daily life.



The **'Glimmers of Joy'** trend emphasizes the beauty in small, joyful moments, using soft shimmer and delicate highlights to capture that sense of lightness and happiness.



INTRODUCING..

GLIMMERS OF JOY



LIFE IS MADE OF
TINY, BRILLIANT MOMENTS—
let your hair reflect the joy in each one.



THIS COLLECTION CELEBRATES
PURE JOY, expressed through the art of
hairdressing to inspire and energize.



CREATED IN VIENNA, A
CITY KNOWN FOR ITS
EXCEPTIONAL QUALITY
OF LIFE, our collection blends
timeless elegance with a sense
of joyful ease.



Embrace enchanting hairstyles
that **ILLUMINATE**
YOUR INNER
RADIANCE and
reveal your true essence.





“For this look we used a cool mauve brown colour which we applied with a blocking technique, creating a really nice multidimensional look.”

MILÉ KUMUROV,
INDOLA GLOBAL AMBASSADOR -
COLOUR

MAHOGANY FLAME



THIS HAIRSTYLE EMBODIES THE ESSENCE OF THE ‘GLIMMERS OF JOY’ TREND, where playful details meet vibrant energy.

The short, layered cut is full of movement, bringing a youthful and spirited feel to the overall look.

The rich auburn colour adds warmth, while the soft tousling reflects light, giving the hair a dynamic, joyful appearance.

The delicate fringe, paired with the structured yet breezy styling, channels a sense of lightness and optimism, making the look both expressive and uplifting.

THE COLOUR:

The rich auburn colour brings warmth to the style, with deep mauve-brown tones that catch the light beautifully

This shade adds depth and vibrancy, complementing the skin tone.

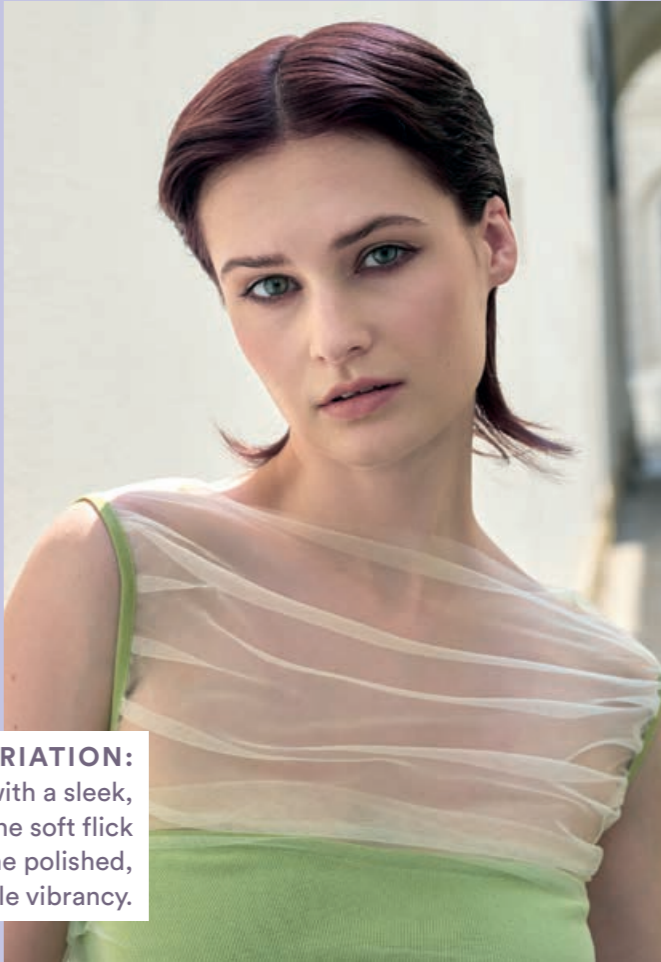
STYLING PRODUCT USED:
INDOLA Treat & Tame



THE CUT & STYLING:

The haircut is a pixie-mullet hybrid, featuring short sides and a slightly longer length at the back. It combines a choppy fringe with feathered layers, adding dimension and structure to the overall finish.

The styling is casual yet refined, with a textured look. The fringe is styled forward, with the back layers softly tousled to create a natural, lived-in effect. This gives the hair a modern, carefree finish.



LOOK VARIATION:

This look variation embraces the trend with a sleek, smooth, close-to-the-head texture. The soft flick at the ends brings a playful touch to the polished, minimal look, blending elegance with subtle vibrancy.

APRICOT AURA



THIS LOOK IS PLAYFUL WITH AN UPLIFTING SPIRIT.

The soft, peachy-blonde bob with airy, wispy layers frames the face beautifully, evoking a sense of joy and carefree charm.

The gentle waves and textured fringe add a light, breezy feel, while the sun-kissed tones of the hair bring a radiant glow, enhancing the vibrant energy of the look.

THE COLOUR:

The hair is a light peachy-blonde, with warm undertones that evoke feelings of sunshine and happiness. The soft pastel shade adds a cheerful and fresh dimension to the look, brightening the overall appearance.

STYLING PRODUCT USED:
INDOLA Texture Spray



THE CUT & STYLING:

The cut is a classic, chin-length bob with subtle layers that give it volume and movement. The feathered fringe adds a youthful, playful touch, perfectly complementing the structured yet soft shape of the bob.

The styling is effortless and light, with soft, tousled waves that give the hair a natural, windswept effect. The layers are styled to create gentle movement, making the look feel playful, breezy, and full of life.

LOOK VARIATION:

The tousled, soft waves of this look give a sense of lightness, playfulness and positivity. The slightly undone texture, paired with a breezy fringe, opens up the face and creates a friendly, approachable vibe. This modern hairstyle radiates confidence and charm, making it a perfect embodiment of effortless joy and optimism.



“This is a fresh take on the classic bob. I wanted to experiment with a different angle, adding some internal layers to break up the roundness and give it a more contemporary, edgy feel”

ANDY SMITH,
INDOLA GLOBAL AMBASSADOR
- CUT & STYLING





“We aimed for a long, slightly dynamic baseline, so her hair moves as she does, with a super high shine. We added a bold, graphic fringe to highlight her cheekbones, giving the look a modern, cool vibe”

ANDY SMITH,
INDOLA GLOBAL AMBASSADOR
- CUT & STYLING

SAPPHIRE ILLUSION



THIS SLEEK, LONG HAIRSTYLE REFLECTS THE ‘GLIMMERS OF JOY’ TREND with its vibrant, deep purple undertones, adding a subtle yet striking pop of colour.

The hair flows gracefully down the back, with a sharp, polished cut that creates a sense of elegance and balance.

The fringe adds a touch of playfulness, while the smooth, glossy texture enhances the rich, joyful hues, bringing an element of mystery and excitement to the look.

THE COLOUR:
The deep, dark brown hair is brought to life with bold violet-blue highlights that shine through in the light.

This mix of dark and vivid tones adds depth and joyfulness, perfectly complementing the trend by injecting a playful yet refined burst of colour.

STYLING PRODUCT USED:
INDOLA Glaze It Up



THE CUT & STYLING:
The cut is long and straight, falling well past the shoulders, with a blunt, full fringe that frames the face. The simplicity of the cut is sophisticated, while the straight length adds sleekness and refinement

The hair is styled in a sleek, straight manner, with the full fringe adding structure. The smooth texture and shine giving the overall look a polished and modern finish, while still retaining a sense of vibrancy and joy.



LOOK VARIATION:
This look variation embraces the 'Glimmers of Joy' trend with an unusual braid accented by vibrant indigo and purple highlights. The side-swept bangs soften the style, while the colourful strands add playful energy, blending elegance with a fun, creative twist.

HONEY GLAM



THIS MODERN TAKE ON THE ICONIC BRIGITTE BARDOT HAIRSTYLE RADIATES a carefree yet glamorous charm.

The voluminous, tousled layers of sandy, honey-blonde hair bring softness and warmth to the look, while the signature curtain fringe adds a retro yet playful vibe.

The golden tones reflect light beautifully, adding a sunny, joyful touch that feels both luxurious and effortlessly chic.

THE COLOUR:

The sandy, golden, honey-blonde shade adds depth and richness to the look. The warm, sun-kissed tones evoke feelings of summer joy, making the hair shine in the light and adding a vibrant, happy glow to the style.

STYLING PRODUCT USED:
INDOLA Lift It Up



THE CUT & STYLING:

The cut is layered with generous volume, focusing on adding body and movement throughout.

The signature curtain fringe frames the face, softly blending into the rest of the layered hair, creating an elegant yet undone look.

The hair is styled in a loose, tousled manner, giving it a natural, windswept effect that feels effortlessly glamorous. The textured volume throughout the hair creates a playful, joyful energy, in line with the trend's lighthearted spirit.

LOOK VARIATION:

This voluminous, retro-inspired updo impresses with soft, face-framing strands that add a playful, relaxed vibe, while the lifted crown adds height and elegance. The combination of structure and loose pieces brings a balance of joy and sophistication.



“We really wanted to capture this old-school pastel colour on the lengths with beautifully soft broken layers and a bit of volume with an undone look. Something really classic, shifted into the modern day.”

ANDY SMITH,
INDOLA GLOBAL AMBASSADOR
- CUT & STYLING

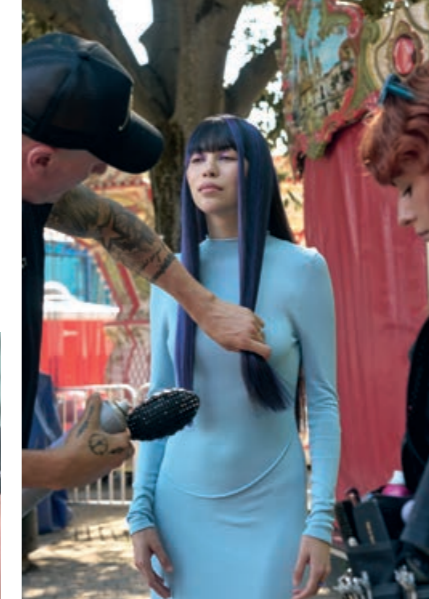
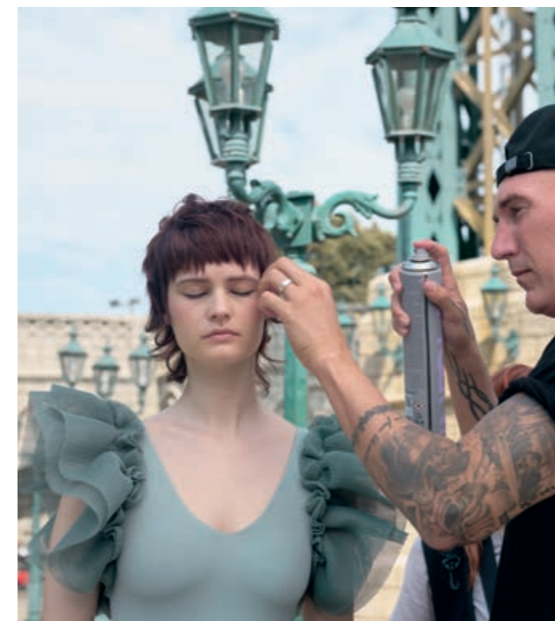


BEHIND THE SCENES



Creating a **HAIR STYLE COLLECTION** is much more than a few perfectly staged photos or videos; it's a **WHIRLWIND OF CREATIVITY**, collaboration, and precision.

THE HIGH TEMPERATURES during our Vienna shoot were a challenge, but thanks to an **INCREDIBLE TEAM AND TOP PRODUCTS**, the hairstyles remained flawless all day long.



OUR CUT & STYLING GLOBAL AMBASSADOR ANDY ensures every strand is flawlessly styled, leaving **NOTHING LESS** than **PERFECTION**.



WHEN HER FAVORITE bow-accented jeans sold out, our stylist **IOANNA TOOK MATTERS INTO HER OWN HANDS**, creating her own version.

ANDY SMITH

INDOLA GLOBAL AMBASSADOR - CUT & STYLING



HOW DID YOU REFLECT EACH MODEL'S PERSONALITY IN THE HAIR DESIGNS FOR THE COLLECTION?

The hair inspiration for the latest 2025 Spring/Summer street style collection took us on a true journey. We aimed to capture the joyful essence of each model's personality through diverse textures, playful details, sharp haircuts, and subtle yet striking colour highlights, all designed to enhance the innate joy in every look.

WHAT ARE YOUR THOUGHTS ON THE CITY CHOSEN AND ITS SURROUNDING ENVIRONMENT FOR THE COLLECTION?

Vienna proved to be the perfect setting for this collection, with its countless unique locations where we shot. Each space allowed us to fully capture and showcase the key elements and inspirations that shaped the entire collection, bringing its vision to life in a way that felt truly authentic.

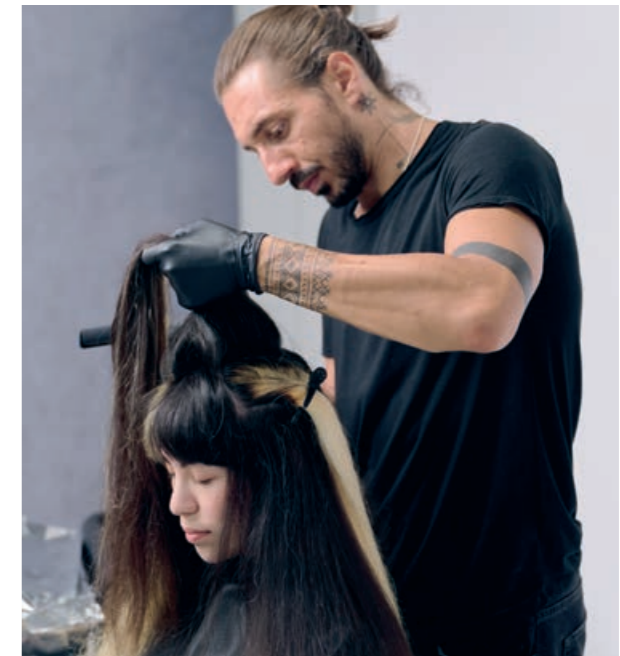
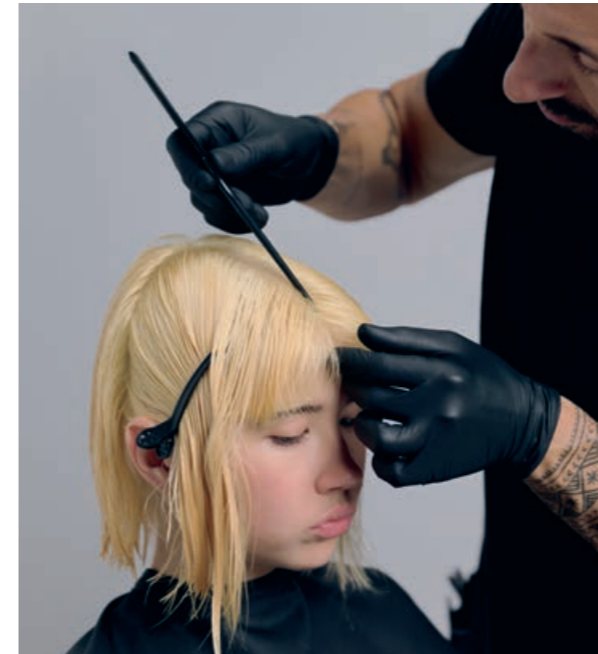


THE CREATORS



MILÉ KUMUROV

INDOLA GLOBAL AMBASSADOR - COLOUR



HOW DID YOU INCORPORATE THE THEME OF 'GLIMMERS OF JOY' INTO YOUR WORK?

We infused the hair with 'Glimmers of Joy' by blending vibrant shades and creative techniques, capturing the positive vibes and translating them into joyful, expressive colour moments.

WHAT INSPIRED YOUR CREATIVE PROCESS FOR THIS COLLECTION?

Inspiration today comes from countless sources—social media, blogs, and nearly everything we encounter on our screens. The locations where we shoot, like Vienna for this collection, are also hugely influential. Each city reveals unique colours and tones which, as a colourist, I find immensely inspiring. Ultimately, teamwork is the driving force behind my creativity in every collection.

IOANNA AUSCHRA

DO YOU HAVE A SPECIFIC THOUGHT OR INSIGHT YOU'D LIKE TO SHARE ABOUT THIS COLLECTION?

Every time I work on a new production for INDOLA, I'm truly inspired by the trends we highlight. It's such a creative process, and I love reinterpreting these trends in my own way.

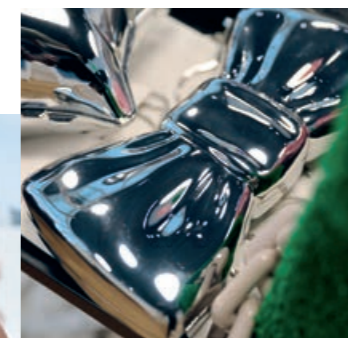
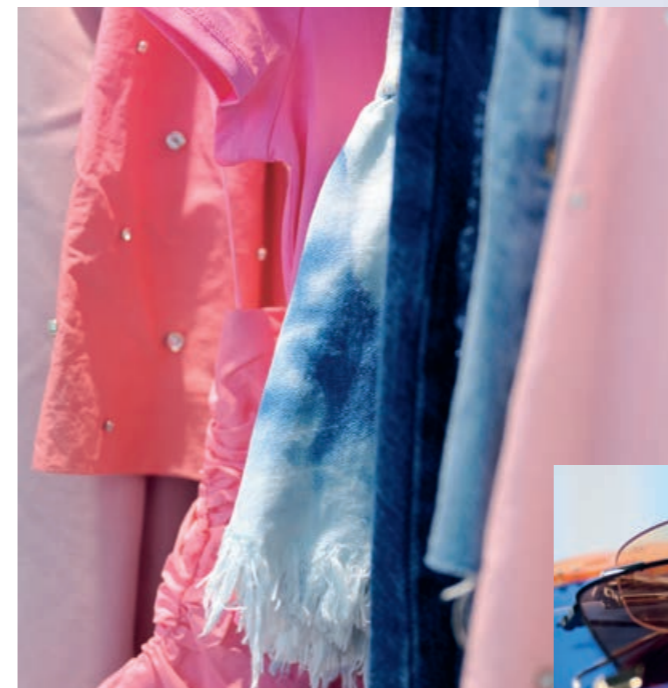
Fashion should be fun, and this collection has really encouraged me to bring more joyful energy into what I wear. I want the people around me to feel that positivity when they see me—who wouldn't love that? It's a beautiful way to share good vibes, and this collection captures that spirit perfectly.



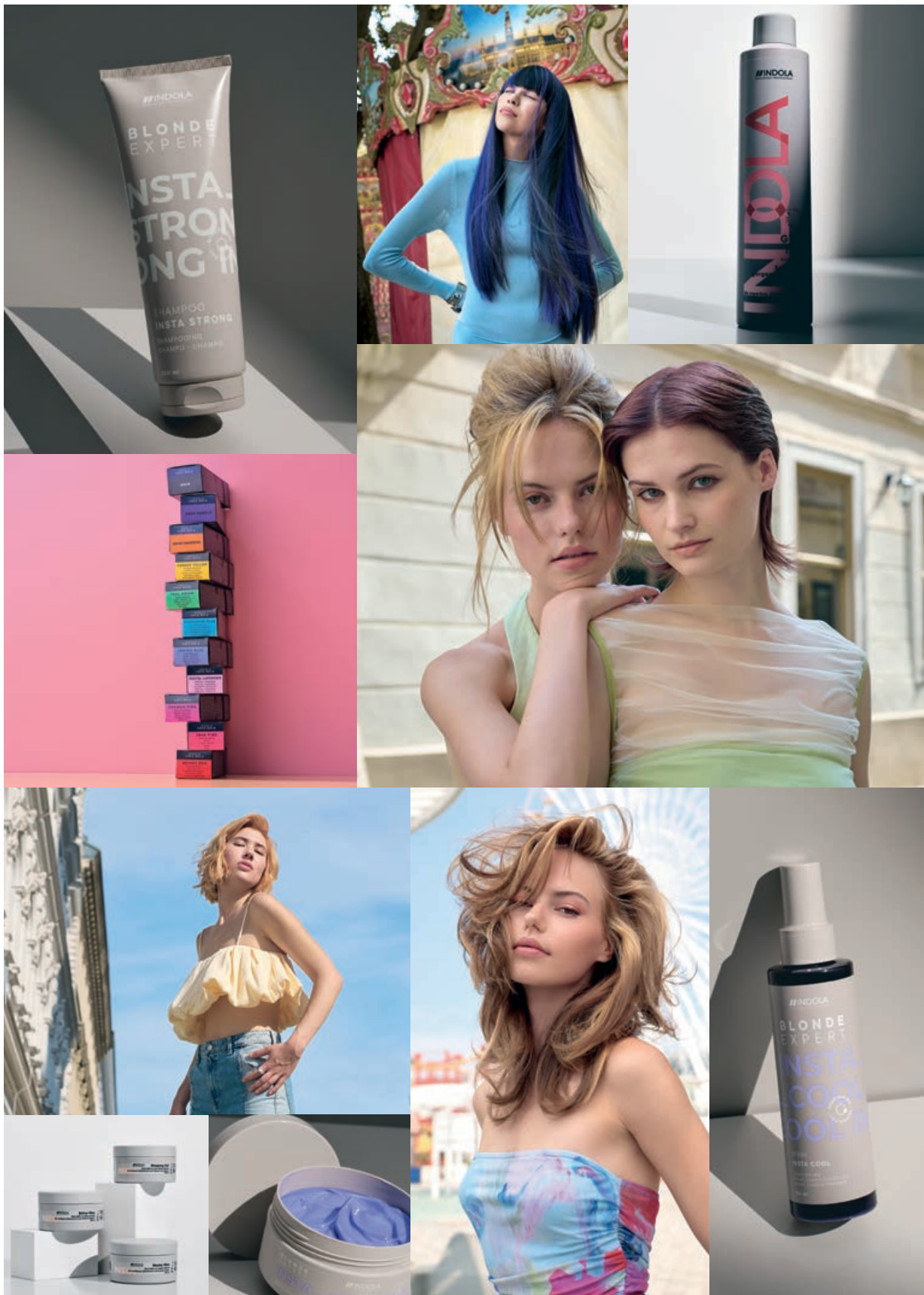
ARE THERE ANY NEW DIRECTIONS OR TECHNIQUES YOU EXPLORED SPECIFICALLY FOR 'GLIMMERS OF JOY'?

For 'Glimmers of Joy,' I embraced new directions and techniques that reflect the fun and playful elements of current fashion trends. I was inspired by designs featuring quirky details, like bows and rhinestones placed in unexpected spots.

This led me to explore and collaborate with new brands I hadn't worked with before, all of which are bringing this positive, lighthearted vibe. I wanted to push the boundaries a bit and show that fashion can be cute, and most importantly, fun. It's about sparking joy and making people smile.



THE
FASHION



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