

#SimplySmarter

INDOLA
PROFESSIONAL

LOOK BOOK

STREET STYLE COLLECTION • DROP 1 / 2026

In a world overflowing with trends, it's not always about doing more — it's about being smarter.

Our new collection doesn't follow fashion — it follows function, freedom and forward-thinking.



It's not just a collection.

It's a toolkit of smart solutions that simplify salon work, inspire creative expression and elevate service value — from consultation to cut, colour, care and styling.

#SimplySmarter



#SimplySmarter has always been at the core of our work — now we are being louder about it.



“#SimplySmarter
MEANS

working efficiently with
clever techniques. ”

ANDY SMITH
INDOLA GLOBAL AMBASSADOR - CUT & STYLING

“SMART COLOUR

should look great in
the salon and stay
flattering and practical
in everyday life. ”

MILÉ KUMUROV,
INDOLA GLOBAL AMBASSADOR - COLOUR

THE
CREATORS



MIDNIGHT EDGE

Smarter Structure, Edgier Finish

This haircut is all about a shape that speaks for itself. The precision undercut features internal texture and a soft undercut contour that makes the style fall naturally into place.

Easy to wear sleek or disheveled, with styling flexibility built in —no stress, just edge.

#SimplySmarter

- A structured cut that styles itself
- Built-in versatility: edgy or soft by switching products
- Bold shape enhanced by strategic colour accent



MIDNIGHT
EDGE





MIDNIGHT
EDGE

Smart Colour

Dive into the depths of sophistication with this sleek, short bob—where precision meets artistry.

The dark blue-black base radiates mystery and refinement, while a daring blue accent adds a modern edge, catching the light with every movement.

This colour doesn't just complement the cut—it elevates it, sculpting the shape and amplifying the shine for a look that's both structured and luminous. A true statement of confidence and style.



Smart Cut Technique

This sculpted short contour cut is a masterclass in modern hairdressing. Designed with a clever disconnection underneath, it stays tight and clean around the nape, while the silhouette flows naturally with the head shape — ensuring a graceful, low-maintenance grow-out.

The side-framing length and fringe are thoughtfully customised to reflect individual personality, offering versatility that transitions effortlessly from bold to soft. It's a cut that speaks volumes with subtlety, balancing structure and freedom in perfect harmony.

Smart Styling & Product

- **Style:** Sleek and clean, or textured and edgy depending on styling mood
- **Product:** Matte Wax or Shaping Gel for separation and control

FLAMED SHAG



FLAMED
SHAG



Smarter Colour Contrast

This look is all about visual punch with precision. A bold copper face frame set against a deep global base creates instant dimension and contouring — no heavy foiling needed.

A quick, clever placement that delivers maximum client satisfaction.

#SimplySmarter

- High-impact colour with minimal effort
- Focused placement = quicker services + less product
- Face-framing colour that flatters and photographs beautifully



Smart Colour

This look combines depth and vibrancy in a way that feels both striking and wearable. A rich, glossy base—like espresso, auburn or maroon—creates a luxurious foundation, while the face-framing sections are pre-lightened and toned with vivid copper.

The placement is designed to enhance facial features, adding a pop of colour that’s bold without being overpowering.

Thanks to the Smart Colour Technique, the application is faster, with less time in foils and more control during processing. It’s a confident colour choice that’s as efficient as it is eye-catching.



Smart Care for Radiant Colour

To keep this vibrant look fresh and luminous, a pigment-safe care routine is key. Specially formulated products help lock in colour intensity and shine, preserving the richness of the base and the brilliance of the copper-toned face frame.

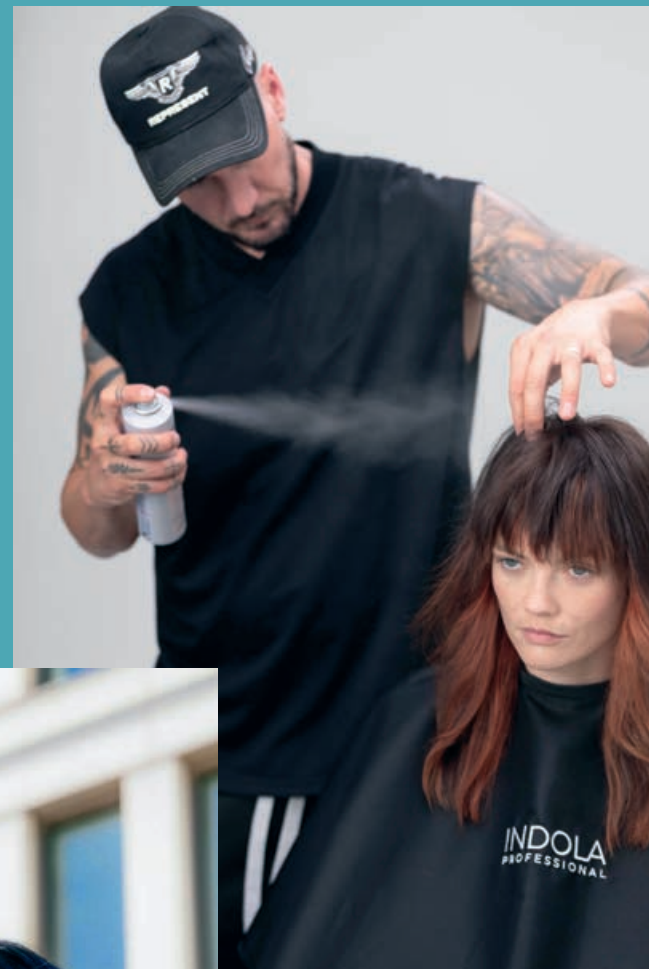
Between salon visits, copper-refresh options like COLOR STYLE MOUSSE offer an easy way to revive warmth and vibrancy. Thanks to smart sectioning during application, maintenance touch-ups are simpler and more targeted—making upkeep as smart and seamless as the colour itself.



Smart Styling & Product

- **Style:** Sleek finish or waves to bring out contrast movement
- **Product:** Glaze It Up or Texture Spray

FLAMED
SHAG



THE CREATORS

What does #SimplySmarter mean to you in the context of hair?

To me, #SimplySmarter in the context of hair means using clever techniques and working efficiently.

It's a guide that helps you easily execute the looks you want to achieve, and also a smart way to apply products and style hair. I believe smart tips offer clever approaches to finishing a haircut—whether through texturising techniques, weight removal, or ensuring that the haircut and shape suit the personality and natural head shape.

What makes the looks 'Flamed Shag' and 'Midnight Edge' smart from your perspective?

From my perspective, the Flamed Shag is a very current look. The way I've broken it down allows it to be done in free areas, making it super simple and smart.

The shag has evolved and changed over time and can be adapted in many ways, but it will always remain relevant. It's smart to have a technique that helps you achieve this look.

As for the Midnight Edge, I think with the K-pop vibe becoming increasingly popular worldwide, it's a look that many people are embracing.

The curtain technique is super smart to have in your skillset, allowing you to stay up-to-date with modern trends and movements—whether for male or female clients.

What makes a product or tool truly "smart" to you?

I think products are smart in themselves because every hair texture, shape, and need is different.

It's really smart to understand the products and be able to adapt each and every product to each individual.

ANDY SMITH

What does #SimplySmarter mean to you in the context of hair?

To me, #SimplySmarter in hair means creating colours and styles that look effortless, yet have a lot of thought and skill behind them.

It's about working with the natural texture, personality, and lifestyle of the client, and delivering a result that feels modern, wearable, and easy to maintain.

Smart hair colour should not only look beautiful in the salon, but also stay flattering and practical in everyday life.

What makes the looks 'Flamed Shag' and 'Midnight Edge' smart from your perspective?

The Flamed Shag is smart because the bold copper face-frame energizes the shaggy layers, highlighting the natural movement and framing the face in a way that feels both playful and authentic.

The Midnight Edge is smart because the strong, minimal cut is elevated with a subtle reflection that only reveals itself in certain light, giving depth and character without complicating the style.

Both show that smart design comes from enhancing natural features rather than overloading them.

Did you incorporate any new colouring techniques?

Yes — for the Flamed Shag, I used bold face-framing placement almost like a sculpting tool, contrasting the espresso base with copper for maximum impact.

For the Midnight Edge, I applied a controlled overlay technique so the blue reflection shines only under certain light, giving a dimensional effect without multiple heavy processes.



THE CREATORS



LOUDER. BOLDER. #SimplySmarter



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