

LOOK



BOOK

MYSTICAL GARDEN



MYSTICAL GARDEN is a tribute to nature in its most primal form: wild, unfiltered, and ever-evolving, where beauty is found in both darkness and renewal.



Inspired by the raw, untamed beauty of nature, this trend embraces its darker, more mysterious side, where shadow and light create an atmosphere of depth and intrigue.



Organic movement, shadowy contrasts, and natural imperfections create a look that is both powerful and poetic.



In a world that rushes forward, Mystical Garden reminds us to pause, breathe, and reconnect with nature's steady, grounding presence.





GOLDEN TWILIGHT

A FREE-SPIRITED EXPRESSION OF NATURAL TEXTURE AND SOFT REBELLION.

This look captures the raw, unfiltered energy of nature, like wildflowers growing untamed in a secret garden. The effortless, lived-in finish contrasts with the depth of colour to evoke mystery and sensuality.

THE STYLING:

Styling leans into natural volume and undone texture, with tousled waves and irregular bends that enhance the hair's natural body, as if the wind styled it on a forest walk. The overall feel is sensual, airy, and effortlessly wild.

THE CUT:

The cut is a modern shag with layered texture throughout, paired with soft, eye-grazing bangs that frame the face and add a bohemian edge.

THE COLOUR:

A rich chestnut brown base is softly illuminated with earthy copper and soft cinnamon highlights, mimicking the warmth of autumn leaves and sun-drenched bark.

The multi-tonal effect creates depth and movement, enhancing the natural wave and catching the light in an organic, earthy way.



INDOLA Volume & Blow-Dry Spray



INDOLA Salt Spray



A BOLD YET REFINED INTERPRETATION OF THE MYSTICAL GARDEN TREND.

This look channels the balance between structure and softness, blending sleek graphic lines with a surreal, berry-toned colour palette that feels both grounded in nature and dreamlike in mood.

THE STYLING:

Styling is ultra-sleek with a glass-like shine, enhancing the clean silhouette and elevating the dramatic colour story.

THE CUT:

The cut is a sharp, chin-length blunt bob with a centre parting, delivering a bold yet minimalistic shape. Precision-cut edges give structure, while the slight outward flip at the ends adds movement and personality.

THE COLOUR:

The colour features a deep, cool-toned plum that shifts with the light, a multi-dimensional blend of cherry, mulberry, and violet tones. These rich hues create a mystical depth, reminiscent of ripe forest fruits and shadowy florals found in a secret garden at twilight. The overall effect is both luxurious and mysterious, with a modern, high-gloss finish.



INDOLA Light Mousse



INDOLA Glaze It Up



MYSTIC MULBERRY

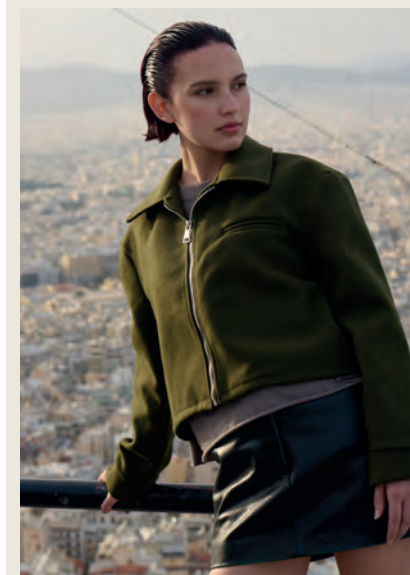
LOOK VARIATION STYLING

PRODUCTS USED:

INDOLA Shaping Gel
INDOLA Flexible Hair Spray



THE BLUNT BOB is given a bold, modern twist with a sleek, slicked-back finish. Hair is combed away from the face and styled close to the scalp, emphasising the cut's clean lines and sculptural silhouette. The high-shine texture enhances the mystical plum tones, creating a look that feels both futuristic and grounded in nature, like dew-drops on midnight petals.



PRODUCTS USED:

INDOLA Texture Spray
INDOLA Volumising Powder



THE SIGNATURE WILD TEXTURE of the original look is reimagined into a softly undone updo. Hair is gathered loosely at the crown, allowing natural waves and layers to fall freely for an airy, romantic finish. Face-framing tendrils and tousled bangs keep the mood effortless and organic, like a garden breeze caught mid-movement. This variation elevates the look while staying true to its free-spirited essence.





A RELAXED, TEXTURED LOOK THAT FEELS GROUNDED AND ORGANIC,

like moss under bare feet or wind through tall grass. This effortless cut and colour combo reflects the natural charm and quiet complexity of a hidden woodland grove, bringing a soft, contemporary edge to the trend.

THE STYLING:

Styling is tousled and touchable, emphasizing volume and texture with a barely-there product finish. Perfectly undone and deeply wearable.

THE CUT:

The cut is a modern textured crop with longer, feathered layers through the crown and fringe, creating natural movement and shape. The sides and back stay slightly shorter for structure, while the top is styled with definition and softness.

THE COLOUR:

A harmonious blend of earthy browns with soft mahogany accents. The colour adds subtle depth and dimension, with a tone-on-tone effect that enhances texture without overpowering the natural vibe. Inspired by tree bark, sun-dappled earth, and fallen leaves, this colour palette stays true to nature while adding modern refinement.



INDOLA Salt Spray
INDOLA Shine Wax



THIS LOOK RADIATES QUIET STRENGTH AND CONFIDENCE, COMBINING ELEGANCE WITH INTENSITY.

Flowing length, a rich palette, and effortless movement come together to evoke a mystical garden where passion meets poetry, a powerful statement that remains soft at the edges.

THE STYLING:

The styling is smooth and airy, with soft, natural-looking movement through the mid-lengths and ends, creating a harmonious contrast to the vibrant colour. The result is effortlessly polished with an ethereal touch.

THE CUT:

The haircut keeps length intact, with long layers that enhance flow and volume. A clean middle part frames the face and balances the overall silhouette.

THE COLOUR:

A luxurious deep crimson red, infused with tonal depth and dimension. The colour shifts between rich wine, ruby, and subtle cherry tones depending on the light, creating a vibrant yet sophisticated result. The shade is reminiscent of the petals of exotic blooms and the warmth of enchanted sunsets. Bold, feminine, and endlessly captivating.



INDOLA Finishing Serum



INDOLA Flexible Hairspray



LOOK VARIATION STYLING

PRODUCTS USED:

INDOLA Light Mousse
INDOLA Flexible Hairspray



THE TOUSLED CROP

is transformed with sculpted volume and a refined, retro-inspired finish. The top is styled back and up with defined lift, creating contrast to the natural texture through the sides and back. This elevated styling introduces a polished, fashion-forward attitude while still celebrating the hair's movement — like a cultivated garden shaped by the elements, yet still wild at heart.



THE FLOWING LENGTH

of the original look is reimagined with a half-up top knot, adding a fresh and modern twist. The top section is pulled up into a softly structured bun, while the remaining hair cascades freely in gentle waves. This style highlights the dimensional red tones and brings a youthful, carefree energy. Like a bold flower blooming beneath the sun.



PRODUCTS USED:

INDOLA Texture Spray
INDOLA Glaze it Up





Andy Smith

Milé Kumurov

THE CREATORS

HOW DOES THE MYSTICAL GARDEN TREND INSPIRE THE WAY YOU SHAPE AND STYLE HAIR IN THIS COLLECTION?

To stay aligned with the mystical garden feel, we aimed for a soft, organic, lived-in texture. The focus was on building up the products in layers, while still allowing the hair to move naturally. There are moments where the wind gently lifts the hair, keeping the overall look fresh, youthful, and effortlessly natural.

ANDY SMITH,
INDOLA GLOBAL AMBASSADOR - CUT & STYLING

WHAT INSPIRED YOUR APPROACH TO COLOUR PLACEMENT AND DEPTH?

Mystical Garden is a trend that connects us to nature's roots while honouring its mystical, transformative essence. Darker elements reflect nature's mystery, reminding us that beauty thrives in contrast. For example the rich chocolate and cherry hues evoke the earth's depth, shadowed landscapes, and blooming botanicals. This interplay of dark, multi-dimensional tones captures the magic of an enchanted garden, where light and dark coexist.

MILÉ KUMUROV,
INDOLA GLOBAL AMBASSADOR - COLOUR

“HAIR, JUST LIKE
NATURE, IS CONSTANTLY
EVOLVING”

“BEAUTY THRIVES IN CONTRASTS”

HOW DOES HAIR COLOUR TELL A STORY IN THIS COLLECTION, AND WHAT EMOTIONS DO THESE SHADES BRING TO LIFE?

I think the feeling we're bringing back to life in this collection is serenity. It's that peaceful feeling you get when walking through a forest garden or along the shore. It also carries a sense of self-empowerment. Personally, I've always seen dark colours as empowering, and in this collection, we've given that idea a modern twist. By creating a balance between deep, dark tones and lighter, more intense hues, we've crafted an emotional harmony that feels both grounded and uplifting.

WHAT TECHNIQUES DID YOU USE TO MAKE THESE COLORS FEEL ORGANIC AND SEAMLESSLY BLENDED, LIKE NATURAL ELEMENTS?

My aim was to create a really lovely, organic blend of colours, exploring both the depth and the intensity of the shades. For the Mystic Mulberry for instance, I have used the air touch technique, that delivers very rich, layered results, perfect for this kind of colour. Another technique I used was colour melt for the cherry red, combining it with deep brown and different shades of red. I also used a freehand painting technique, where I brought in various shades and focused more on contrast, mainly warm, earthy tones.

MILÉ KUMUROV,
INDOLA GLOBAL AMBASSADOR – COLOUR

HOW DO YOU SEE THE RELATIONSHIP BETWEEN HAIR AND NATURE REFLECTED IN THIS COLLECTION?

Hair is fluid, it moves, changes, and develops over time. That's the direction we're taking with this concept: allowing the hair to reflect that same sense of movement, softness, and an organic, lived-in quality. The textures are refined yet natural, with soft waves, loosely undone curls, and gentle breaks in the hair to reflect the way things occur in the natural world.

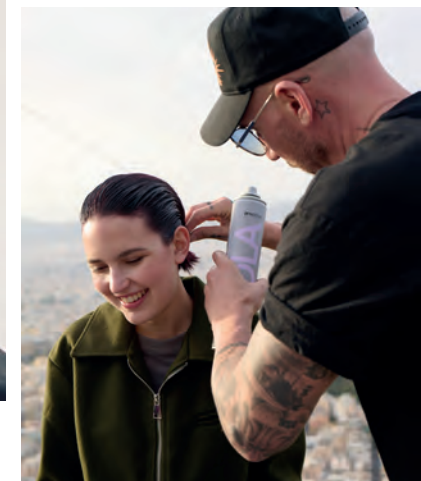
WHAT EMOTIONS OR MOODS DO YOU HOPE TO EVOKE THROUGH THE HAIRSTYLES YOU HAVE CREATED?

We are always aiming to draw out the emotions and moods of the models. By giving each of them an individual look and working with this organic, natural aesthetic, it really allows them to embody the trend and become a part of it. Joy in every look.

ANDY SMITH,
INDOLA GLOBAL AMBASSADOR - CUT & STYLING



THE CREATING TOURS



THE FASHION



“HAIR AND FASHION
MOVE AS ONE: THEY
REFLECT WHO YOU ARE”



FASHION AND HAIR ARE DEEPLY CONNECTED FORMS OF SELF-EXPRESSION. HOW DO YOU SEE THIS SYNERGY PLAYING OUT IN THIS COLLECTION?

In this collection, that synergy was key. The hairstyles make strong statements, they are confident and self aware, sometimes wild, sometimes soft and I reflected this in the looks through contrasts in structure, shape, material, and the choice of colours. I worked with bold reflections and transparency. This created a holistic expression that seems authentic and individual - and underlined the new hair trends.

IF YOU COULD DESCRIBE THE ENERGY AND SPIRIT OF THIS COLLECTION IN JUST A FEW WORDS, WHAT WOULD THEY BE?

Organic, poetic, and quietly powerful. The collection carries a sense of mystery, but it's grounded in something deeply natural. It's about softness with strength, like nature itself. Every look feels like a moment of still beauty, with an edge of the unexpected.

IOANNA AUSCHRA,
FASHION STYLIST



ATHENS, A CITY WHERE ANCIENT RUINS INTERTWINE with overgrown landscapes, embodies the essence of Mystical Garden. A place where history, nature, and time-worn beauty coexist in perfect harmony.



Behind the scenes, it's a fast-paced environment where it's all about finding the right balance between the setting, the energy, and the creativity to make each shot come to life.



BEHIND THE SCENES



Up on a mountain with the city in the background, the team brought street style into nature's raw elements. One of the looks had to be adjusted on the way to match the windy conditions. That's what street style is: being flexible, real, and going with the flow.



