

LOOK



BOOK

THE TREND



We connect through colours

In the post-pandemic world, consumers gravitate to beauty experiences that spark joy and boost their mood. In this context, hair will focus on optimistic colours and playful patterns that enable self-expression and creativity consumers crave for. In particular, the younger generation demands bold hair tones that offer a sense of escapism and fantasy! Colours become a symbol of optimism and balance. Colours can reflect consumers' multiple emotional states and connect them to their feelings.





We introduce...

ODE TO COLOUR

Because we breathe colour just like you do. Odysseys from earthy, commercial tones to bold, extravagant statements!

Colour is how we communicate, how we connect our community together. Colours reflect our attitudes and behaviours, that is exactly how we want to build an emotional connection with all true colour lovers.

We believe in the power of colour. How you make a statement with your colour choice. How you dare to express yourself.

Colour has no specific language, it is communication across countries, cultures, generations, genders.

We play with colours in harmony or colours in contrast.

Do you dare to join us?

#SimplySmarterCOLOUR



THE CREATORS

@urbanstudio_kumurov

Regional ambassador educator,
#IndolaSelected member,
salon owner in North Macedonia,
Indola colour expert

MILÉ KUMUROV

“For me as a colourist, the first things that catch my eye when I travel to a big city are obviously the colours. Every city has its own colour palette which awakens a different emotion within us: then, I try to recreate my perception of the city in the hair. The first tint that caught my eye in Budapest – where the Ode to Colour came to life – was the greenish-turquoise or the Verdigris colour. This tint goes far back in the world of colours but here I find a deep connection with modern graffiti that are widespread and mainly used with prime colours. This connection throws me back to the late 80s trends, sporty outdoor wearings, youth, well-being. Simple, yet subtle. And it is exactly what we did with our looks. A simple and very subtle base colour on which we added a modern prime colour, spiced up with greenish tint.”

The pale colours are another palette that got my attention. Pale sandy yellow. Pale grey. Pale brown. Pale beige. All those buildings, bridge roads in the old town look amazing in pale shades. Especially when combined with the soft purple light from the twilight after the sunset. And here is how I got inspired for the digital lavender look. This medium purple or light pinkish purple colour makes the pure blonde even purer. When combined with the natural white-grey hair, gives in to this sophisticated look a sense of calmness and well being.

All in all, Budapest has a wide variety. A lot of green, tradition and modernity. A lot of water. Lots of bonds that connect two societies together. No matter if you do a morning outdoor activity, go for coffee and lunch by the river or dinner in the heart of the city: you can feel the positive energy and the colourful emotion in any part of the day.”



ANDY SMITH



@andysmith_stylist
Global cut & styling ambassador,
creative director based in London

“For me, as a stylist, colour is so important to complete the final look - the communication between the colourist and me needs to be thorough. I feel a colour can really show off the beauty of a shape or structure within a haircut but can also hinder it if not properly fused together. Sometimes you have to let one of them be the feature and allow the other to sit in the background to keep quality and a luxe cool finish. The placement of the colour also adds a beautiful focal point, allows your eyes to be drawn in and creates depth with the look. Combining the two together properly allows you to create truly beautiful hair...”

GILLES

“What I love with the Ode To Colour is the fact that it tackles different age groups & cultures. The collection reflects one to one my clients' wishes in my daily business. Starting with white coverage, to bleaching and balayage, or even grey embellishment and pastels, this is all what clients are asking for. Very concretely, the collection can even be adapted to the male target group by using Indola XPRESSCOLOR – a range that allows you to achieve a perfect grey blending in only 10 minutes! Such products like NN2 or CC2 are a must-have for true colour lovers. Finally, what I can recommend to the clients to keep a salon-like colour is to use adapted products like a colour shampoo & treatment or conditioner. They lock colour pigments in the inner hair fiber to prevent from colour fading. Another possibility would be to use a product like COLOR STYLE MOUSSE for a quick and easy colour refreshment or neutralization.”



@gilles_indola
Experienced educator,
Indola colour expert



NN2

- Formulated with ingredients known for their medicinal purposes such as algae oil and aloe vera leaves
- Helps to reduce irritation, discomfort and staining that can occur during colouration
- Free from silicones, parabens, artificial colourants
- Vegan formula



CC2

New multi-usage spray

- Before colour service to support even colour results and great longevity
- After the colour service on all hair types to provide shine, subtleness and combability
- Use at home to banish frizz and static and leave the hair smooth
- Vegan formula

SITA ZOROA



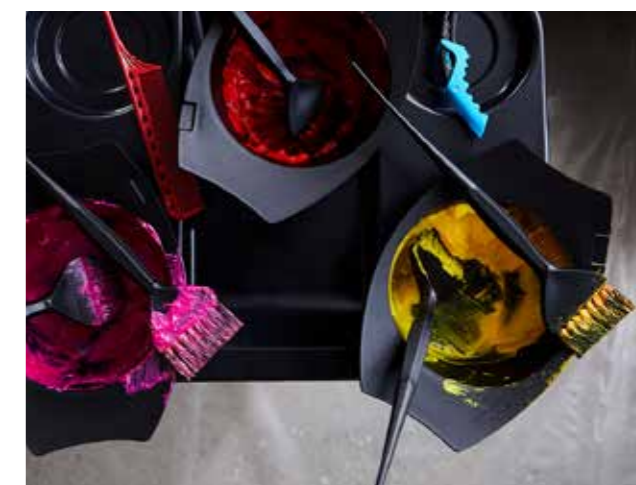
@miss_sita_Zoroa
Indola Ambassador in Spain,
#IndolaSelected member,
salon owner in Barcelona,
Indola colour expert

“I chose an unusual type of hairdressing; extreme changes have always been an inspiration and enigma for me... it's like being a magician. For this, with my years of experience, I learnt that you must have an absolute confidence and control over the product you work with. That same confidence and guarantee is what I transmit to my clients, and that is why in my salon anything crazy can happen. It's a chain...

The sentence “do what you want” is very popular with almost all of my clients. In the end, you can make an enjoyable service thanks to the creativity of the colourist, supported by the confidence and motivation of the clients.

Eventually, everything has fulfilled their expectations, my clients mainly trust my hands, my ideas, my criteria... but they have also discovered the combination of experience and high-quality products.

Many of them arrive at the salon, for the first time, doubting whether the final result is possible or not, and from the first day they realize that in Sita Zoroa there are no limits, any work, colour, effect, correction... is totally feasible.”



IOANNA AUSCHRA

“The Street Style Collection shows personalities that inspire to be bold and to be more true to who you are and who you want to be. This spirit eventually inspires others, which is a beautiful positive circle. What is important to me in my work is to create a look that is timeless - something new for the eye and yet not out of fashion after one season. More longevity and sustainability!”



@ioanna_Auschra
Fashion stylist



THE CUT & STYLE

A strong short haircut with a heavy top and fringed longer details.

THE COLOUR

A delicate blonde, which is complemented by a strong yellow-green contrast in the front area.

THE LOOKS

“Combine different denim pieces with different washes, feel free to go for special cuts, dare to try denim prints, which gives you the 90s spirit!”

Ioanna, fashion stylist

GRAPHIC EXPRESSION



The Graphic Expression marries history and modernity, combining a bold contemporary hairstyle and an old fashion trend, jeans. What role does she play? The chic Hollywood cowboy, the 50s working-class woman, the biker riding his Harley? The Graphic Expression is all at once. She embodies both a masculine inspiration and a strong feminine taste. The haircolour highlights these plurality and duality by the powerful yellow-green contrast in the front area.



- Maintain the look at home with the BLONDE EXPERT Care regime



THE CUT & STYLE

A soft, feminine short haircut with a slight asymmetry in the front area.

THE COLOUR

A neutral, warm shade of brown with delicate light reflections on the top of the head.



GRACEFUL BROWN



The Graceful Brown expresses wellbeing and balance through the soft tones of the dress, while the punchy green of the bag makes her look energetic. The combination of brown shades and green colour brings the calm of nature.

“The Graceful Brown look is an ode to chocolate shade and short hair.”

Gilles, experienced educator, Indola colour expert



- Gilles's favorite product to recreate this look: ACT NOW! Volume Powder – to bring volume while caring for the planet and without any sticky hair feel



- Gilles performed a dual application using PCC Intense coverage on the roots to cover the regrowth, and COLOR TRANSFORMER the lengths and ends to ensure healthy-looking shine

THE CUT & STYLE

A short bob cut with a feathery top and short bangs.

THE COLOUR

A refinement of naturally gray hair in fine ash lavender.



“What a great trend to show that the will to experiment has nothing to do with age.”

Ioanna, fashion stylist

JOYFUL REFINE MENT



The Joyful Refinement reminds the post-pandemic quest of fantasy and optimism. Green means hope, luck and creativity. The sunglasses that seem straight out from science-fiction with their future blue colour offer a sense of escapism. The Joyful Refinement shows that colour is a universal language crossing the generations and is an ode to “Grey Pride”.



- Mile's tip to prolong the results for longer, use COLOR STYLE MOUSSE:

“Because it's easy to apply, nice, vibrant and instantaneous. The result is guaranteed. Overall, it's very convenient and easy to use at home.”



- For the fine lavender placements, Mile used the new CREA-BOLD Pastel Lavender

THE CUT & STYLE

A stable mid-length haircut with no internal layers

THE COLOUR

Intense rich reds to intensify depth and expression.



“It’s a really strong and graphic cut, the colours are punchy, lively. This look is a way to say hello to life!”

Gilles, colourist

RUBY PERFECTION



The Ruby Perfection pictures the power of the colours to provide joy and energy. Sharing her mood among others with colours, Ruby Perfection participates in emotional plurality. That’s what Ode To Colour is about.



- Secret product to help create stunning hair colour and maintain it for longer: CC2



- The look was created by using a variety of red shades from PCC Fashion range

THE CUT & STYLE

A very long one length haircut with a bold between chin-to-shoulder length shorter one-side.

THE COLOUR

A cool lilac full head with a contrasting combination with a streak of teal.



“ This look is the most daring for me but the most elegant too. Long and versatile hair, the most difficult combination. Hard lines and marked with unthinkable colours. What a fantasy! ”

Sita, colourist

DARING LINES



The charisma of The Daring Lines rises from paradoxes. The short cut of the first side clashes the long cut of the other, the lilac shade challenges the streak of teal, the loose trouser faces the tube top. In the same spirit, the long and shiny aspect of the hair reminds a usual hairstyle while the short cut makes it maverick.



- To create the streak of teal, Sita used a mix of CREA-BOLD Teal Green and Turquoise



- Use our THERMAL PROTECTOR to protect against heat damage and to add a smooth and silky finish



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