

HAIR

S T O R I E S

6 Iridescent
blonde
NEW BLONDE
SHADES FROM
COLORANCE

Win a
trip to the
Maldives
with Kerasilk

COPENHAGEN
FASHION
WEEK *Highlights*

+ 3 EXCLUSIVE INTERVIEWS ABOUT FOLLOWING YOUR DREAMS

Martyna Brechelke

"It's just about getting yourself
out there - and not overthinking it"

Charmaine Lago

"If I had listened to everybody
who told me to quit, I wouldn't
be where I am today."

Nicci Welsh

"Every time you get a NO
you'll get a YES eventually"

HAIR

STORIES

GENERAL MANAGER | Gitte Skouenborg
FOUNDING EDITOR | Janet Mc Nish Kristensen
BRAND MANAGERS | Satu Kuisma, Sanne Iggström
GRAPHIC DESIGN | Louise Engstrand
DIGITAL MARKETING | Clara Aranda Mendez
PROOF READING | Dorthe Thomsen, Stine Thomsen

CONTRIBUTORS:

CPH Fashion Week:
Brands: Remain, Rotate,
Nicklas Skovgaard, OpéraSPORT
Photographers: James Cochrane
& Tonya Matyu
Unsplash // Pexels

SALES MANAGERS

Casper Graversen +45 26 11 74 03
Fredrik Olsson +46 70 53 810 45
Jenni Haikonen +35 840 900 4674
Aina Wiik +47 41 68 67 44

CUSTOMER SERVICE

Denmark: +45 46 15 21 11
Sweden: +46 08 556 020 70
Finland: +35 0800 127 27
Norway: +47 22 55 69 91

PUBLISHER

Kao Salon Division Nordic

@Goldwellnordic @Kmshairpro @Kerasilkofficial @Varisprohair @Kaosalondivision



DEAR READERS,

Welcome to the third edition of our Hair Stories, where we celebrate the incredible journeys of three remarkable female entrepreneurs

who have transformed their love for fashion into flourishing businesses.

Once again we are thrilled to share our experience from Copenhagen Fashion Week, where the spotlight shone on the upcoming Autumn/Winter 2024 collections. Our team had the honor of working backstage, contributing to the creation of unforgettable looks for numerous shows.

Our talented hair team played a significant role in bringing the designers' visions to life, crafting everything from sleek, minimalist styles to bold blowouts. Being backstage is an exhilarating experience, filled with a unique blend of creativity, teamwork, and high energy - a close collaboration with designers, makeup artists, and stylists, ensuring that our hair designs seamlessly align with the overall aesthetic of each show.

Our first feature interview introduces you to an inspiring fashion illustrator whose journey began with a simple sketch in a primary school notebook. Follow her path as she discovers her true passion for fashion illustration, a medium that allows her to express her unique vision and creativity. Next, we dive into the dynamic world of Charmaine, a bold entrepreneur who transitioned from influencer to founder of 96 Studio Creation and 96 Management. Charmaine's journey is a powerful testament to turning setbacks into opportunities.

Finally, join us in exploring the inspiring career of Nicci Welsh, a globally recognized make-up artist and educator. Her story is a true testament to the power of perseverance, passion, and dedication to education.

Take a moment, unwind, and enjoy these inspiring insights of creativity, strength, and success in the world of fashion and entrepreneurship.

Don't forget to enter our TikTok competition! I know I could definitely use a tripod...

Warm regards,

Janet Mc Nish Kristensen
Editor, Hair Stories

I N D E X

EDITORIAL	4
Meet the new head of Education Marianne Skålvik	
3 THINGS YOU DIDN'T KNOW ABOUT KAO	6
CELEBRATING 50 YEARS OF FANTASTIC COLORATION	8
CPH FASHION WEEK SEASONAL TRENDS	12
From the streets to the stage	
MEET MARTYNA BRECHELKE	18
A passionate illustrator following her dream and mastering the art of the perfect line	
CPH FASHION WEEK STYLING	24
Come with us behind the scenes	
HAIR STYLING FROM THE INTERNATIONAL STAGES	28
From Glass Hair to the Micro Bob	
INTERVIEW CHARMAINE LAGO	32
About following your own voice	
INTRODUCING THE NEW STYLESIGN	36
Where creativity meets sustainability	
TIKTOK COMPETITION	43
Win the perfect filming kit	
SPRING SUMMER COLOR TRENDS	44
What is trending this summer	
BLONDE YOUR WAY	46
6 new luminous blonde shades	
INTERVIEW NICCI WELSH	54
From salon roots to global beauty icon	
KERASILK - A YEAR OF LUXURIOUS HAIR CARE	62
Celebrating the 1-year anniversary	
YOUR MUST HAVE PRODUCT	65
Discover the new Kerasilk Strengthening Bond Builder	
LISBON	66
Eight things to do in this dream destination	
KMS BEACH STYLE CREME	68
Cleaner beaches - better beach hair	
MALDIVES	74
Win a dream getaway to the Maldives	
VARIS	76
Creating the perfect blowout	
MEET CLARA MENDEZ	78
Our Social Media Content Manager and the creative force behind @goldwellnordic	
SUMMER IN MADRID	80
Uncover the magic of Spain's vibrant capital	
BACK TO LIFE	82
The perfect travel kit for this summer	
WEBSHOP	86
One stop: Webshop and Social Media content for your salon	



Marianne's Journey to leading the Nordic Education Team

In this edition of Hair Stories we welcome Marianne Skålvik to her new role as the head of the Nordic Education Department

CAN YOU TELL ME A BIT ABOUT YOUR ROLE AS ASSOCIATE DIRECTOR EDUCATION NORDICS?

I am very new in the position, and I am just getting started, but I will lead and support the Nordic Education Team. I am really looking forward to this opportunity as I think my hairdressing background as well as my experience in education & sales will help me support the Nordic Team. I have worked in sales for the past 6 years and have established good relationships with my clients which I feel will be beneficial in my new role. For example how to use sales techniques in education - I hope to be the red thread in this. I will also be travelling a lot to be as supportive as possible when it comes to for example seminars, events and team building experiences. It is important for me to truly be there for my team and their needs.

“My heart has always been with education, so when the opportunity came to return to education, I jumped at it!”

WHY DID YOU MAKE THE SWITCH FROM SALES TO EDUCATION?

I think for me, I love being in sales, but my heart is with education. Many years ago, when I was working as a hairdresser and hairdresser educator, I used to travel a lot, and because I had young children, I originally switched to sales to be able to spend more time with my family. Now that my children are older, I feel that it has become easier to travel again. I think my heart has always been with education, so when this opportunity came to go back to education, I jumped at it! I was only 20 years old when I started as an educator, and a lot of the students were older than me. The really fun thing is that sometimes, to this day, I meet my old students and they are like 'omg it's you, Marianne. I remember you and you were so young! You were so strict, but in a good way' - I love this!

WHAT MAKES YOU PROUD TO WORK AT KAO?

I would say my colleagues. I really love my colleagues; they really inspire me with their good mood, and everyone truly wants the best. In this new position, it will be a bit different, because now my colleagues will be all over the Nordics, whilst it has been Norway for many years. But I have this good feeling with the Nordic people as well, so I am really looking forward to working closer with them.

WHAT IS YOUR BEST EXPERIENCE WITH KAO?

During the COVID lock down, I think every employee at Kao really felt that we were important. A lot of people's lives were put on hold, and they were not allowed to work, but everyone at Kao was still working and we used the time to build up new knowledge to also really take care of the clients. I knew Kao was a great company, but this really made me appreciate Kao so much more because there was so much respect for us. They really saw everyone's value and tried to help where possible.

Marianne Skålvik
Oslo, Norway
Associate Director
Education Nordics
14 years at Kao



Hair goals

WHAT ARE YOUR FAVORITE HAIR PRODUCTS AT KAO?

My list is really, really, long because I love all the brands, but if I have to choose like one product from Oribe, I would choose Impermeable, the Anti-Humidity Spray. From StyleSign, I really like the BB Cream, it is just amazing to do a quick blow-dry for my thick hair! Whilst from Kerasilk, I cannot live without the Liquid Cuticle Filler, I love it so much. It makes such a big difference when I do not have it.

WHAT ARE YOUR HAIR SUMMER ESSENTIALS?

I use the Oribe Priming Lotion because it has a lot of moisture in it, which you need during summer. As well as the Dualsenses Sun collection: the shampoo, conditioner, and spray to protect my hair from the sun.

DO YOU HAVE ANY HAIR GOALS FOR 2024?

I would really like to get the Kerasilk Keratin treatment done to my hair again. It is so good for my hair and makes it so much more manageable to style. The treatment is amazing!



3 Things about KAO

Did you know...?

Kao's history started in 1887 when Tomiro Nagase launched Kao's first soap, in Japan, marking the start of Kao's focus on top-notch quality in hair and skincare.

Nagase's commitment to excellence led to the unique practice of including certificates of analysis with each soap, something which had never been done before.

To this day, Kao continues to be a quality first company and is guided by Nagase's belief that **"Good fortune comes to those who work diligently and act with integrity."**

1 Kao is proud to be named one of the World's Most Ethical Companies 18 years in a row. For every year this list has existed!

2 Kao works with local organisations when launching new products such as with the KMS CONSCIOUSSTYLE Beach Style Creme made

from upcycled seaweed for cleaner beaches, helping protect the environment. Read more about this on page 68



PETA APPROVED

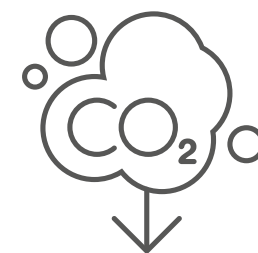
Vegan | Global Animal Test Policy

Alongside KMS and Oribe, Kerasilk and the new StyleSign launch portfolios have successfully been certified by PETA and its 'Beauty without Bunnies' program.

StyleSign has relaunched itself in white packaging as it is easier to recycle and better for the planet, saving up to 22 tons of plastic a year. Read more about this on page 41

By implementing **Innovation in Reduction** and **Innovation in Recycling** with regard to CO₂, Kao Corporation is aiming to reach carbon zero by 2040 and being carbon negative 2050 in its business activities.

Already now we are taking steps to reduce CO₂ with many of our brands such as Kerasilk, Goldwell Colorance and KMS and partnering up with Climate Partner to offset our carbon emission.



COPENHAGEN FASHION WEEK



During Copenhagen Fashion Week, Oribe, KMS and Kerasilk only work with brands who meet the Sustainability Requirements and of which at least 50% of the collections are certified, upcycled or recycled materials.

Kao was present backstage at CPHFW 24 at Niklas Skovgaard, Remain, Rotate and OpéraSPORT see page 12 for more fashion insight.



Psst...

All Topchic products have vegan formulas – and as of its 50th year, all formulas are also CO₂ compensated!

ETHISPHERE®
WORLD'S MOST
ETHICAL
COMPANIES®
2007 - 2024

50 YEARS TOPCHIC by GOLDWELL.



Three cheers for Topchic! In 2024, Goldwell's best-in-class color range celebrates its 50-year anniversary – and five decades of delivering intense colors with optimum gentleness and excellent shine.

First developed in the 1970s by color experts - for color experts - today Topchic stands the test of time and looking ahead, it's leading the way for conscious beauty, too. Let's look back at 50 years of color heritage and artistry with a color excellence icon.

Ingredients: Water/Aqua/Eau, Cetearyl Alcohol, Ammonium Hydroxide, Oleic Acid, Stearamide MEA, Cocamide MEA, Propylene Glycol, Sodium Cetearyl Sulfate, Propylene Glycol Stearate SE, Sodium Gullfinch, Sodium Lauryl Sulfate, Ammonium Chloride, Alcohol, Dequal, Ascorbic Acid, Tetrasodium EDTA, Polyethylene Glycol, Tocopheryl Acetate, Ubiquinol, Fragrance/Parfum, Alpha-Isooctyl Isobutyl, Toluene 2,5-Dioxane Sulfate, Resorcinol, HC Yellow No. 2, 1,3-Bis(2,4-Dichlorophenoxy)propane HCl, m-Aminophenol.

Cont.: 1, 2

250g



50
YEARS
TOPCHIC

Pssst!

Did you know that
Topchic hair color is used by more than
100,000 salons and stylists worldwide.*

*Based on internal Kao Salon sell-thru data, January to December 2023.

TIMELINE OF AN ICON

1974

Topchic comes onto the scene, developed with cutting-edge technology. Salons could now enjoy easy-to-use, high-performance color - thanks to a formula that's still loved today!

1974

Stylists celebrate! A new and unique depot can system designed for precise dosing which reseals to prevent color oxidation. Making Topchic even easier to use; precise and convenient for salons.

1986

Color excellence also means protecting hair health. Enter Color Balancing - a revolutionary service that matches the Topchic and Colorance shades portfolios to gently achieve intense color and healthy even color results from root to tip.

2013

Topchic takes a leap forward with an extensive range of over 120 shades for infinite possibilities – all formulated to deliver the perfect balance of high performance and ammonia level for uncompromised color.

2018

Goldwell pioneers HD³ Color Technology in System @Pure Pigments - a next gen dye technology that can be mixed into any Topchic recipe to create long-lasting, multi-dimensional and truly high-definition results.

2023

Goldwell launches Topchic Zero - an incredibly caring and ammonia-free addition, delivering an uncompromised, outstanding performance.

2024

All Topchic products have vegan formulas - and as of its 50th year, all formulas are also CO₂ compensated!



CPHFW SEASONAL TRENDS

CPHFW Streetstyle trends:

Mini Shorts

Ladylike tailoring

Faux fur bonanza

Two or three tone styling

Shorts



Ladylike tailoring



Faux fur coat



2-3 tone styling

Copenhagen continues to solidify its reputation as a hub for cutting-edge street style, with the latest looks hitting the pavement showcasing an array of seasonal trends.

Danish fashionistas have been embracing a more understated color palette, showcasing their playfulness through statement headwear, dashes of leopard print, and an abundance of the bold and enduring color trend: red, red, red.

As the chilly city of Copenhagen demands warmth, it's no surprise to see the fashion set donning exuberant faux furs to combat the cold. Alongside this, ladylike tailoring, a refined selection of neutral tones, cinched waists, sculpted shoulders, and timeless accessories take center stage on the streets, embodying the essence of the season's fashion trends.

Moody

but with a hint
of optimism



REMAIN AW 24

Martin Asbjørn's debut collection as creative director for Remain showcases a lady-like edge with classic, timeless designs. The collection's color palette shifts through dark hues of burgundy, moss green, brown, and black, with a refreshing touch of lilac. The designer described the color palette as moody but with a hint of optimism. Intricate stitching and unique techniques highlight the brand's signature style. "Everything was designed to the true DNA of the Remain woman," he says, referencing, for example, the jewellery created in collaboration with Jo Riis-Hansen and the mesh boots and kitten-heeled slingback made by Anna Nord.

The color red holds a p
enduring significance in
ion and makeup. Often
with passion, energy, a
red is a bold
commands att
has been used
sophistication
pieces such as

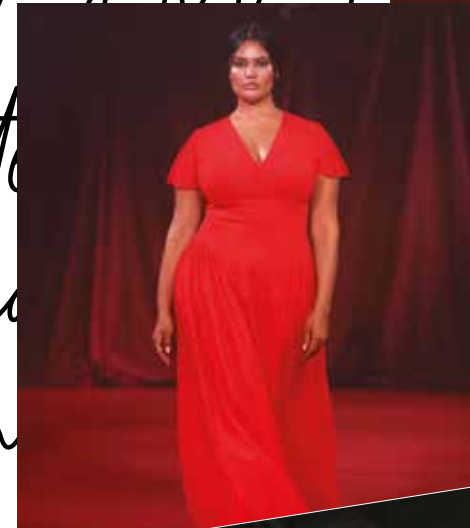
ROTATE AW 24

This winter will sizzle with sexy and sleek red designs from the designer duo Thora Valdimarsdottir and Jeanette Madsen.

Drawing inspiration from the 1950s' mid-calf length styles, they have transformed these classic silhouettes into their famous, sexy ROTATE universe.

Focusing on feminine silhouettes, no one can elevate sheer, sexy, and bold dresses like ROTATE, reflecting the brand's signature style.

make a memorab
makeup, red is most fa
bodied in the red lipstick,



Feminine Romance with a Rebellious Edge

CPHFW AW24 Runway Trends: Feminine Romance with a Rebellious Edge

The Copenhagen Fashion Week AW24 runways are set to showcase a striking blend of feminine romance and rebellious attitude. Expect to see an infusion of sheer dresses in vibrant, daring shades of radiant red. These bold ensembles are sure to make a statement and set the tone for the upcoming AW 24 fashion trends.

Read more about the trends in Kao's upcoming Trend Report.

Ask your consultant to get a copy



From architect to fashion illustrator

WHAT INITIALLY DREW YOU TO THE FIELD OF FASHION ILLUSTRATION AND HOW DID YOU BEGIN YOUR CAREER IN THIS INDUSTRY?

I feel that I have always been interested in fashion illustration, without even knowing it was fashion illustration. In primary school, I saw a fashion illustration printed on a notebook cover in a shop. I didn't understand what I saw or what it was, but I loved it and bought it so I could start sketching in it at school. At that time, nobody around me really knew what fashion illustration was, my family just thought it was a hobby. So, when I finished high school, I started studying architecture, to connect drawing with a 'real' job. But after studying architecture for years, I realized this was not for me. Which was a big deal. It made me question myself. However, despite this, I kept going and moved to Denmark to study fashion design instead. And I kind of

'ran away' from Poland to really focus on what I enjoyed. I could sense that my family and friends were a bit disappointed in my choice. However, I personally felt that this was the best thing I could have done for myself. This is the place where I belong. During my studies, I also had a class on

Fashion Illustration which is when I realized that this is what I want to do. Designing fashion was great but I felt I could truly be myself when I started illustrating. From this point onwards, I started to really focus on illustrating and began publishing my work on social media which eventually led to commissions and even drawing live at Copenhagen fashion week.

HOW DID IT ALL REALLY KICK OFF FOR YOU?

I started publishing my work on Instagram. In the beginning, it was so stressful, and I was very insecure about posting my work online. However, my friends were so supportive and told me to stop overthinking, so I kept posting. The positive responses gave a lot of confidence and allowed me to reach a bigger audience.

I also found illustrators who were making commissions/illustrations during the fashion weeks.

I realized this is what I wanted, to be able to travel to fashion capitals and illustrate. I kept practicing as much as I could, to improve my illustrations and confidence as it was not always easy. I knew it was just about getting myself out there as I knew I had the skills. I would also reach out to companies and explain to them what I do, as illustrating is a niche. Luckily, a lot of them wanted to give me a chance and this is where everything kind of kicked off.



CAN YOU WALK US THROUGH YOUR CREATIVE PROCESS AS A FASHION ILLUSTRATOR? HOW DO YOU APPROACH A NEW PROJECT, FROM IDEATION TO THE FINAL ILLUSTRATION?

I would say I divide my project in two groups, firstly for commissions, and secondly for private uses.

When I get a commission, I get a brief from the client and try to collaborate with the client. I listen to what the client wants, to get an understanding of their idea of what they would like to achieve with the illustration and try to match it with my ideas and skills. We agree on a mood

board to get a visual representation of the concept and I ask them to give an example of previous works so I can get a good understanding of the aesthetics which they want. It's important for me to have an open dialogue with the client so that both sides are aligned and know what to expect. After receiving the brief, I meet with the client to discuss what the sketches should look like. I make 2-3 sketches to see which direc-

tion we should take. When we agree on a final sketch, I make the final artwork which might be digital or analogue.

When I illustrate privately, I have more freedom because it's just me and my creative tools. The process of illustrating is the same but the concept making is completely up to me. I often make sketches with different poses, inspired by humans and fashion, and try to determine what the character expresses. I really try to focus on the emotion behind it. I might also base my illustration on the fit of the clothes or the vision

"I draw so much inspiration of the flea markets, as there are endless possibilities to interpret and visually illustrate the people, objects and places."

of the designer, to get a feel for the overall mood behind the collection. I look for styles which make

me excited, for example specific colors, shapes or pieces made by designers I love. I try to observe the emotion I get and why it makes me feel that way and then make the mood around it.

Regardless of the purpose of my illustrations, I think the most important thing for me is to have an emotional impact. Illustrations are so much about the feeling that it evokes in people.

WHAT INSPIRES YOUR WORK, AND ARE THERE ANY ARTISTS, DESIGNERS OR TRENDS THAT INFLUENCE YOUR STYLE AS A FASHION ILLUSTRATOR?

In general, as an artist, everything can inspire me. What is very inspiring to me however are flea markets and second-hand stores. I think when you go online or to museums, you have a strict selection of what you see. Because the museum will have a set 'theme' and online you have an algorithm. However, at a flea market there is no filter, it is all random. You never know what you will find there. At a flea market, I take a lot of pictures of different shapes, structures and objects. As nothing has been chosen by me, it is a good way to creatively challenge myself. I get so much inspiration from the flea markets as there are endless possibilities to interpret and visually illustrate the people, objects and places.

In general, I am a very observant person and I tend to overthink, so I focus on things that happen around me a lot. I am quite a curious person, and I am very interested in human behavior, psychology so I like to observe people and imagine what they would do. I naturally create stories about people, which I in turn use in my illustrations. Human behavior is therefore a very strong source of inspiration to me in what I create.



MARTINA BRECHLJE
2014, CHN



I try to not look at what other artists do, as I want to be as original as possible. However, there are some artists which I look up to such as Alastair Philip Wiper and Tortik Annushka, because for both of them I feel that I can see their passion through their work, and they really take you through the process of their art making. I also follow several photographers, as there is so much inspiration to be drawn from their photo-shoots such as how the models are styled or are posing.

HOW MANY HOURS DO YOU DRAW A WEEK - AND WHAT DO YOU LOVE DRAWING THE MOST?

No matter what, I draw every day. Sometimes I have two hours and then put on some nice music to relax, other times I have 10 minutes and do a quick sketch. In the weekends I have several hours to practice and explore.

“When I illustrate, it’s like a form of meditation and a way to disconnect from what’s around me.”

When I illustrate, it is like a form of meditation and a way to disconnect from what is around me.

I love drawing fashion illustrations and runways. At runways, I can experiment more with myself and create a whole story about a single look. Designers often also have a strong message behind their looks, and I try to understand this as much as possible and visually show this through my illustrations. There are some designers, such as Loewe, where I feel like I just understand the vision behind the design which makes it so much easier for me highlight this in my work. When I understand the concept of the brand, I add the story which I feel like goes along with the vision. I really try to analyze their work, as it is someone else’s and not my own. And then I illustrate based on this, for example the lines might

be cleaner or rawer because I want to highlight the aesthetic of the brand. Another thing which I love are show notes because with these I can dig deeper and understand the inspiration of the collection. It's a treat to read about these things.

IN YOUR JOURNEY AS A YOUNG FASHION ILLUSTRATOR, WHAT CHALLENGES HAVE YOU FACED, AND HOW HAVE YOU OVERCOME THEM? HOW DO YOU CONTINUE TO GROW AND EVOLVE IN YOUR CRAFT?

Firstly, I am a freelancer which means I do everything myself, from SoMe, accounting or photographing, you name it and I do it. This can sometimes be a bit overwhelming and takes away time from my actual job. However, it just needs to be done, so I try

not to worry about it too much and instead finish it as quickly as possible to be able to dedicate more time on my illustrations.

Secondly, I think I am my own biggest critique, which I sometimes I feel many artists can relate to. I question my work a lot, which in turn often makes my work better. Sometimes I push myself too far, since I want the most of myself, which can be quite difficult. I am happy about my work, but I am not always nicest to myself. When I am illustrating, I really try to reflect and have an internal discussion with myself; Why am I feeling this way? What triggered it? Are these things real or insecurities which everyone has? I need to clarify it in my brain, what is real and what comes from insecurity, which helps me feel better. think another thing which I have accepted is that not everyone is going to like me and work, and that is ok.

LOOKING AHEAD, WHAT ARE YOUR ASPIRATIONS AND GOALS AS A FASHION ILLUSTRATOR? ARE THERE SPECIFIC PROJECTS, COLLABORATIONS, OR MILESTONES YOU HOPE TO ACHIEVE IN YOUR CAREER?

I would love to do campaigns, that would be the dream. I would love to see my illustrations on a billboard or work with beauty brands to create unique collaborations - for example on perfume bottles or on packaging. I also want to continue with my live illustrations and to travel more. To for example, sketch in front of people at events for brands abroad or at weddings where I can sketch the atmosphere.

Currently, I feel that I have no planned journey. I want to do what I feel like doing and what makes me happy, which is something I am still figuring out and exploring. I love the freedom of being a fashion illustrator and having the creative power to approach different collaborations and designers.

CAN YOU SHARE ANY MEMORABLE PROJECTS OR COLLABORATIONS YOU'VE WORKED ON THROUGHOUT YOUR CAREER?

My dream project was with Tiffany & Co. It was an in-store live-drawing event during the Christmas period. It was so significant to me, to be able to work with a luxury brand which I had looked up to for so many years. It was so powerful, to have a brand like this reach out to me and it motivated me so much. I will always have ups and downs and when something like this happens, it reassures me to keep going.

The second project is when I illustrated a menu card with cocktails from my hometown in Poland because I got complete creative freedom. I drew the ingredients of the cocktails and connected it to the city map of my city, so it was truly special to me. Even though it was for a cocktail menu, I was able to apply my design skills as I had to look at objects from a new perspective. In the end, it was a nice challenge - and taught me to not get too comfortable in my own skin and always be open to explore.



Personal info

Martyna Brechelke

@mbrechelke

Fashion Illustrator &
Event Artist, 6th of
July 1995, Poland

Bsc Architecture
and Urbanism-
Engineering & Bsc
Fashion Design

Experience:

Tiffany & Co.
Oribe
Gestuz
Lovechild 1979
MKDT Studio
Uma Wang

CPHFW Step by Step

Come with us behind the scenes and see how the looks were created at Copenhagen fashion week



Step by step:



Credits: CPHFW
Designer: OpéraSPORT
Photo: James Cochrane, Jonas Søndergaard, Bryndis Thorsteinsdottir
Hair: Marianne Jensen & Team

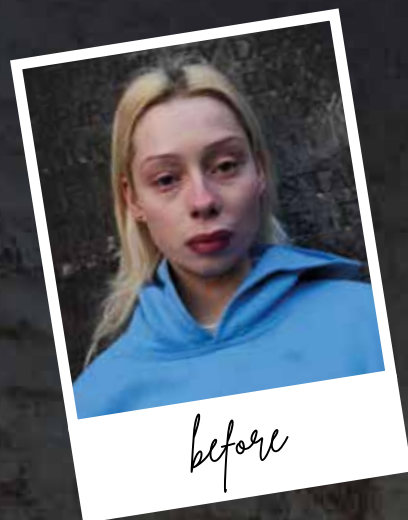
Guendelach and Malina (OpéraSPORT founders) found inspiration for their autumn/winter 24 collection from blending the elegance of the opera with sporty elements, reflected in their use of lavish baroque prints and quilting alongside sporty stretch fabrics.

The collection showcased a vibrant color palette of plum, burgundy, navy, beige, and brown, with occasional splashes of orange. The focus was on dresses, featuring body-conscious rouching, cut-out and ruffle necklines, embodying the feminine sportiness of OpéraSPORT. Additionally, outerwear was a standout category, with a brown faux fur coat and a quilted jacket standing out as must-haves for the season. The collection was showcased at the Copenhagen Opera House.



Step by step:





Step by step:



Credits: CPHEW
Designer: Nicklas Skovgaard
Photocredit: James Cochrane
Hair: Marianne Jensen & Team

Nicklas Skovgaard's second show was characterized by big, voluminous hair and clothing inspired by the extravagant fashion of the 1980s. The designer, though only 29 and not having experienced that era himself, found inspiration from three muses: his mother Annie, Working Girl's Tess McGill, and Licia Jönsson from the pop duo Laban.

The collection featured dramatic, space-occupying clothes, such as tiered bubble dresses and inflated silhouettes that dropped the waist, creating a blouson effect. The designs also included smocked waists to draw attention to wide shoulders, and soft, handmade knits. Models showcased the collection by emoting on round sheepskin rugs placed in circular chairs in a stone-floored church hall.

The use of ruffles was described as "baroque," but the overall collection felt more free-spirited. The overall vibe of the collection was expressive and playful, capturing the hedonistic spirit of the 1980s.



Step by step:





CARE & STYLING PRODUCTS:
 KERASILK Finishing Cream
 KERASILK Color Protecting
 Shampoo & Conditioner
 StyleSign Weightless Shine
 Oil and Shine Spray

COLOR:
 Gloss is the perfect way to give
 shine a boost and offers a versatile,
 non-committal route to revamping
 color. And Goldwell's Blonde Your Way
 collection of toners also offers a way
 to add a radiant glow to blonde hair.

GOLDWELL COLOR PRODUCTS:
 Colorance Gloss Tones - All shades
 Colorance Clear & @Pure Pigments
 for a lip gloss effect
 Cool Pink @PP for a cool
 rosy element,

CARE & STYLING PRODUCTS:
 StyleSign Shaping and Finishing Spray
 StyleSign Bodifying Brilliance
 StyleSign Compressed Working Hairspray
 KERASILK Multi-Benefit Hair Oil
 KERASILK Smoothing Mask
 KERASILK Color Sealer
 KERASILK Multi-Purpose Hair Spray
 KERASILK Finishing Cream

Color:
 Think glossy natural shades with
 touches of saturated pastels for an extra
 injection of innocence.

GW COLOR PRODUCTS:
 Elumen Clear
 Saturated pastels - warm sunset, smoky
 lavender, soft sands
 Natural Gloss Rich Mahogany BR@6
 Mocha NB@4 Taupe NA@8

GLASS HAIR

The skinification of haircare continues with this trend which is dedicated to the shiniest of hair and follows on from the huge interest in glazed donut and glass skin effects which originated from the Asian beauty market. Now, hair follows suit and mirrors the desire for all things super shiny, glossy - and mirror-like!

Leading website LOOKFANTASTIC has even tipped 'mirror hair' as the biggest trend for this year and certainly when it came to the catwalks it was clear that an arsenal of shine-enhancing products from serums to oils and glosses had been deployed at brands including Tom Ford, Miu Miu, Jason Wu, and Anna Sui.

HAIR TODAY

T R E N D R E P O R T

The key HAIRSTYLING LOOKS to try this SUMMER,
 as seen on the international stages.



GIRL'S WORLD

This trend is all about an unapologetic ode to joy. From the charming bows and ribbons that were laced through hair or twisted around ballerina-esque buns that were seen all over the SS24 catwalks from brands including Christian Siriano and Chanel, this mood draws inspiration from the likes of the ballet core trend, alongside regency and coquette core and is driven by the post-romance fashion trend. It's all about focussing on, and amplifying, a very feminine aesthetic. Like its predecessor Barbiecore, it can be seen as a Gen Z and Millennial statement on diversity and feminism, but it is also very much about simply having fun. Think of it as a dose of dopamine dressing for the hair.

For styling inspiration think ballet-buns, renaissance curls and braids in every guise you can think of - all dressed up and ready to go.



CREDIT: CORPO

LAZY LUXE

A mash up between the quiet luxury trend that so dominated last year and continues to be a force on the trend barometer, combined with the 'Lazy Girl' aesthetic which crosses over with the 'Hangover Beauty' trend, which trend-forecaster WGSN has tipped to be huge for 2024 as stressed-out consumers are prioritising joy and pushing back against strict regimes after the years of lockdown restrictions.

Hair-wise this trend can be seen in fuss-free hairstyles that incorporate lots of low-maintenance layers (styles range from butterfly cuts –already at over 1.8 billion views on Tik Tok –to the 'Kitty Cut').

For styling inspiration think 'just-got-out-of-the-shower' wet hair and a 90's minimalism texture. Speaking of the 90's, the zig zag circle hairbands that were all the rage then are also making a comeback, spotted on the runways of top fashion houses including Givenchy.



CARE & STYLING PRODUCTS:

StyleSign Air-Dry BB Cream
KERASILK Curl Balm
KERASILK Strengthening Bond Builder
KERASILK Keratin Treatment (in-salon)

COLOR:

Subtlety is key with a more scaled-back, conservative mood being driven by the quiet luxury aesthetic combined with pared down beauty routines as a result of the cost of living crisis. And not forgetting to mention, customers looking for ways to make their color last longer. Tones have heated up to suit all skin tones. Last year's trends such as Copper Cowgirl have moved into more grown-up territory of toasted pecan reds; and cooler mushroom browns have segued into rich porcini browns. Even blondes have shifted with the bright Barbie Blonde moving into more caramelized, softer and warmer tones – perfectly encapsulated by Goldwell's Blonde Your Way Iridescent Blonde tones. Highlights have also been warmed up and diluted as last year's chunky, look-at-me highlights have been replaced by more blended - and low maintenance - highlights such as soft ribbon lights and baby balayage that incorporate blended shadow roots.

GW COLOR PRODUCTS:

SilkLift or Oxycur
Colorance Biscuit Blonde 10BB 8B
Elumen Almond Blonde NB@10 Wheat AB@9
Colorance Gloss Tones- Café Latte 10PN Vanilla
10B Creme 10BN



THE MICRO BOB

The Micro Bob – aka Le Petit Bob – is the key style trend that has hair on the chopping block this season, and it's tipped to only gain in popularity. The ultra-short length typically falls just above or at the jawline and gives maximum impact with minimal upkeep. Often, the cutting involves a slight graduation at the nape of the neck which helps to lift the hair above the natural hairline and makes it easier to create the shorter length elsewhere.

The epitome of sleek lines, this style is less about layers and more about easy, effortless, but sassy chic – think Amelie or Liza Minelli in Cabaret. Or for some real life inspiration the red carpet has seen the likes of Carey Mulligan, Ayo Edebiri, Greta Lee, America Ferrera, Michelle Williams, and Julianne Hough all raise their hairline.

In line with a growing focus on hair health the Micro Bob also has the advantage of offering an easy way to get rid of any dry or over-processed hair. "The great thing about the micro bob is in its versatility. I love two of Stylesign's new products on hair this length, the Air-Dry BB Cream for natural texture, or the Weightless Shine Oil for a smooth, sharp look. Finish the look with Stylesign Defining Wax for separation and texture on all hair types." Nicholas Fletcher-Holmes

CREDIT: CORO



INTERVIEW

The Journey of a young Boss lady

Meet Charmaine Lago a bold young entrepreneur who fearlessly charted her own course after facing setbacks. From a young blogger to becoming an established creative force, she shares her inspiring journey of following your dreams. Join us as Charmaine opens up about starting a fresh, overcoming challenges, and making her impact in the dynamic world of social media, talent management, and editorial work

Can you share the story behind your journey from being an influencer to establishing your own creative studio? What inspired you to make the transition into entrepreneurship?

My journey began in Herning (a medium size Danish city) as a young blogger which later evolved into a career as an influencer. I realized that simply living the influencer life wasn't enough for me. After my Instagram account was hacked, I saw it as a sign of shifting my focus and build something meaningful for others in the creative industry. This led to the establishment of **Lago Consulting** and my clothing brand, **Lé Lago Vêtements**. I felt it was too early for me to handle everything as I was in my early twenties. I just didn't have enough

experience with things in life. That's why I needed to close my previous companies to start again. This led me to start **96 Studio Creation**, marking a new beginning for myself. This process allowed me to gain clarity on my direction and focus, leading me to shift towards events and campaigns. This led to the launch of **96 Management** in 2023 which began with 12 model bookings and grew substantially to over 47 model bookings by now. Subsequently, we established **House of Artems** as a new studio showroom, providing a full package for our clients.

Being involved in social media and talent management, how do you balance the creative aspects of your work with the business side of managing talents and running a studio? What challenges have you encountered and how have you overcome them?

For me, blending creativity with business strategy comes naturally. The studio allows us to offer a unique space for events and workshops, as well as serving as a versatile location for photo and video shoots. While it all flows naturally for me, one challenge is maintaining a professional boundary with friends who are also part of the business. Separating personal and professional relationships has been a continuous challenge, but it's essential for the success and growth of the business.

You are an editor of @switchmagazine. How has your multifaceted background influenced your editorial approach?

My multifaceted background as an influencer, photographer, and talent manager has greatly influenced my editorial approach at @switchmagazine. It has given me a strong network and styling expertise, which is valuable in my editorial work. Additionally, my experience traveling for Fashion

“ Ultimately, it's not about age, but about what you can achieve, and I strive to earn respect based on my accomplishments rather than my age. ”



Week and shooting editorials has allowed me to focus on creating compelling visuals and building a strong network within the fashion industry. This experience has also allowed me to work with a talented production team, further enhancing the quality of our editorial content.

In the dynamic world of social media, trends evolve rapidly. How do you stay ahead of the curve and ensure that your creative studio remains innovative and relevant? Where do you seek inspiration?

To stay ahead and remain relevant, it's crucial for us to constantly seek out new trends and understand market movements. We've noticed shifts in consumer behaviour, such as a preference for vintage shops over online shopping in the fashion industry. This has prompted us to explore new markets and diversify our focus. As for inspiration, I find it in networking and attending events. This helps us anticipate future trends and think creatively about potential changes we can implement.

What are your top 5 Insta accounts that you follow or would recommend following?

Even though I follow more than 6000 people on Instagram, it is important to note that my approach to Instagram is primarily focused on networking and professional engagements rather than seeking inspiration or following individuals. If I should mention one it would be @venedaacarter. I find inspiration from real-life interactions and encounters, particularly from individuals with ambitious and inspiring qualities. For example, my mother, who is not active on Instagram, serves as a significant source of inspiration for me.

What has been your biggest achievement? What has made you most proud?

There have been numerous achievements that I'm proud of, but if I were to highlight one, it would be the creation of 96 StudioCreation, 96 Management, and House of Artems.

The process of building these three companies has been a significant journey for me. 2022, particularly, stands out as an exciting and formative year, during which I travelled extensively and found my direction as an entrepreneur. I don't have a single moment of pride; instead, I am proud of the collective accomplishments of my team and everyone I have encountered along this inspiring journey.

What advice would you give to an aspiring entrepreneur looking to break into the fields of social media, talent management or editorial work based on your own experience, and what key lessons have you learned and will share with someone looking to take the same path?

My advice is to simply go for it! Be resilient and strong, especially since the online world can be challenging. While it's important to consider a good piece of advice, it's equally crucial to not let the negativity of others deter you from pursuing your goals.



“ I love working with 96 Management ”
Marianne Jensen





NEW GOLDWELL STYLESIGN *Creativity and Sustainability*

Everyone wants a stunning style that lasts – for all occasions

and in any environment. With the new Style-Sign, you and your clients can easily create lasting styles. From coarse to fine, straight to curly. Every style can be as strong or re-touchable, and as shiny or matt as you envision.

The new iconic Goldwell StyleSign collection is designed to create and reimagine styles with ease. With a versatile yet compact assortment of 27 products, including revered classics and five great additions, the StyleSign collection empowers hair-stylists to create enduring styles that stand the test of time.

The multifunctional nature of the new Style-Sign plays to the individualistic take on looks. The products are designed to allow professionals to play with and express each client's individual style. The compact assortment addresses specific styling needs, from texturizers and volumizers to finishers and shine enhancers, StyleSign offers a complete collection with newly upgraded vegan and color safe formulas.



ROUGHMAN

One of the classic hero products in our assortment, Roughman, retains its strength and exceptional performance while now featuring a more sustainable and user-friendly package. This upgrade not only enhances its eco-friendliness but also makes the product even easier to use.

Meet the novelties

NEW

AIR-DRY BB CREAM
Silky smooth, controlled and healthy-looking hair without a blow dryer. This nourishing cream combats frizz and provides a light hold and soft shine for any hair texture.

“Weightless Shine Oil has such a light wonderful formulation! Really easy to spread, makes hair super soft and shiny without any fear of looking greasy. One of my favorites of new StyleSign.”

Taiju Koivula
Studio Taika, Finland

NEW

WEIGHTLESS SHINE-OIL
Bring any style to life with an oil that delivers ultra-high shine, lasting frizz control and enhances color luminosity. Plus, moisture is sealed in without weighing hair down.

NEW
COMPRESSED WORKING HAIRSPRAY
Micro-fine, targeted spray provides instantly medium hold, intense shine, humidity and frizz-resistance. Concentrated to provide the same number of applications in half the size.



NEW

DEFINING WAX

Unlock instant definition with control that lasts and lasts. A soft-textured wax with medium hold and ultra-high shine.

NEW

MATTIFYING PASTE

Make it matte: Create fuller, textured and tousled styles without any unwanted stickiness, residue or flakiness.



TEXTURE





Marine Bamboo

The StyleSign collection is formulated with technology harnessed from Marine Bamboo. This ingredient is known for its extraordinary flexibility, structural strength and resistance to UV to help it thrive in harsh underwater environments - new technology to support protection against oxidation, styling and environmental stressors such as humidity or UV light.

LOVE OUR NEW LOOK? THE PLANET DOES TOO.

With the new StyleSign, you can make an impact while ensuring superior results for your clients' well-being and the environment.



>22 t
PLASTIC
SAVED²

>1.7 t
ALUMINIUM
SAVED

REDUCE

Less packaging, less waste. By switching to lightweight aluminium cans and smaller caps, we have reduced both aluminium and plastic waste.

UP TO
98%
PCR
MATERIALS
USED

REUSE

Made to do more. All containers³ use up to 98% PCR in order to reuse recovered plastic instead of virgin plastic.

RECYCLE

Designed for recycling. The new white design of the packaging not only looks good, it also helps to increase recyclability.

All StyleSign products are CO₂-compensated and therefore climate neutral⁴.



Making StyleSign a proud member of PETA's 'Beauty Without Bunnies' program, PETA acknowledges that none of our products or ingredients are tested on animals.



² Plastic savings per year: smaller caps >8 t, new tubes >14 t³ Except Lightweight Fluid, Smoothing Serum Spray and Bundling Gel. ⁴ Often also called "carbon neutral", describing the reduction and compensation of carbon emissions to zero; scientifically, "climate neutral" refers to all greenhouse gases, not only carbon dioxide.

Tik

In today's fast-paced digital world, the role of social media in business cannot be overstated. As a salon, utilizing platforms like TikTok can be a game-changer in engaging with your clients and showcasing your skills.

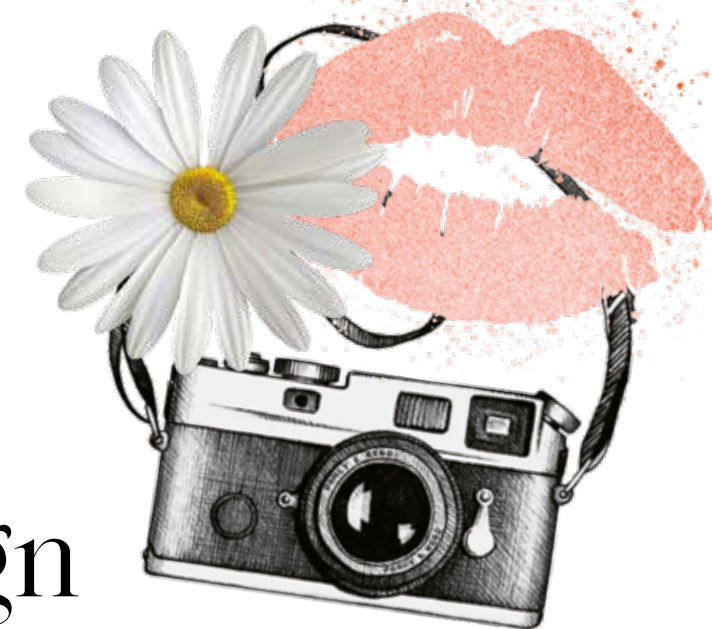
TikTok offers a fun and dynamic way for your clients to interact with you and your salon. Through creative and entertaining videos, you can provide a behind-the-scenes look at your work, including color techniques, styling methods, and treatment processes.

This creates an interactive experience that goes beyond static images or text posts on other social media platforms.

Furthermore, being active on TikTok demonstrates that your salon is modern and in touch with current trends. This can appeal to younger, tech-savvy clients who are looking for a salon that reflects their own sense of style and innovation. Engaging in TikTok can also serve as a tool to guide clients to important links about your salon, such as booking appointments, learning about services and promotions, and discovering product offerings.

Get started today and why not kickstart your TikTok online presence with an opportunity to win your own filming toolkit.

TikTok, Competition, Trends – StyleSign



HOW TO TAKE PART

You are invited to participate by following @kaosalon_nordic on TikTok and posting a video showcasing your step-by-step process of creating a stunning hair transformation. Show us step-by-step in your reel from the initial consultation to the final styled look. We would love to see you use and highlight the use of Kerasilk, KMS and/or StyleSign and Goldwell color products, ensuring that no detail is left unexplored. Use the hashtag #KaoNordicCompetition

By participating in the competition, you not only have the opportunity to showcase your talent and creativity to a wider audience. You also stand a chance to win the ultimate SoMe package to take your filming to the next level. Post your step-by-step before 30th. of September 2024

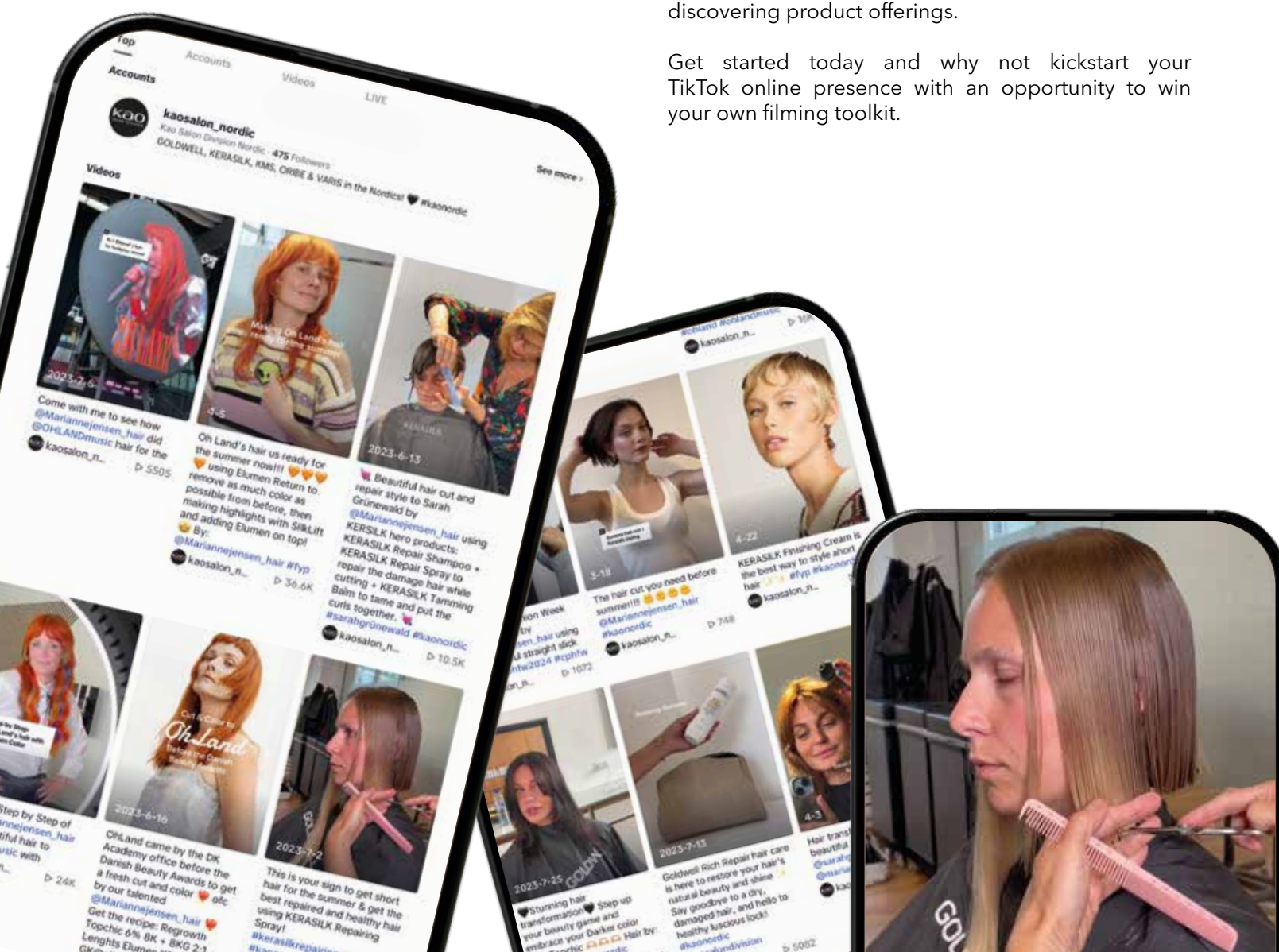
- Mobile camera holder
- Mobile tripod holder
- Mobile suction holder
- Click-on lamp

Value: 160 €



IPHONE NOT INCLUDED

Tok

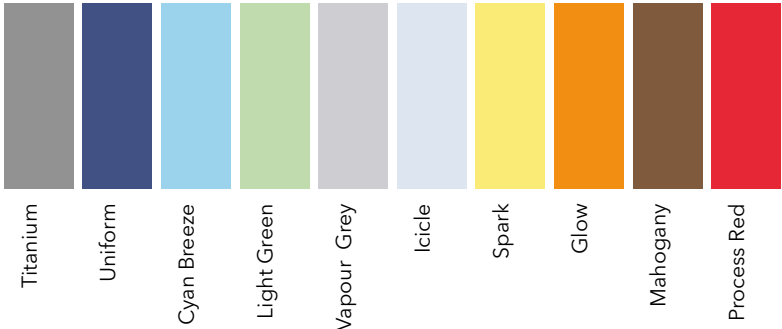


SS 2024 COLOR TRENDS

A glance to the high street and this spring summer collection, you will find 3 predominant trends setting the guidelines and the tone.

CLEAN RESET:

This trend is all about practicality and minimalism - it's about embracing a future filled with progress, empowerment, and sustainability. Think sporty designs and vibrant colors mixing with a clean Scandinavian minimalist style. The twist is elements inspired by industrial materials and shapes. This is seen when it comes to the color palette that features shiny and reflective hues alongside clean base tones like Haze and Calcite, and lively brights such as Spark, Cherry Tomato, and Aurora Pink. To give a lively touch, use Cyan Breeze and Light Green.



FENTY BEAUTY
Cheeks Out Freestyle
Cream Blush 30 €



Anna Von Lipa - Lyon
Champagne glass 61 €



IRIDESCENT COLOR EFFECTS:

What does iridescent mean?

Think of nature: a beautiful butterfly, shiny beetles' wings or a glorious peacock feather - all around us nature has manifested beautiful shiny and iridescent creations.

Radiant Matter is an innovative company taking sustainability to the very forefront with their BioSequins, the world's first BioSequins, built with sparkling iridescence made from renewable and abundant cellulose, their biodegradable sequins are non-toxic, colorfast and pigment free.



Spring & Summer is the perfect time to consider a leap into the latest blonde hair trends of the season - and they are gorgeous stretching from glowing **iridescent** multi-dimensional tones to warmer honey tones to **Raspberry Chocolate** a brunette base infused with soft and subtle highlights that create a warm and natural looking tone-on tone look (see page 46).





BLONDE NEVER GOES OUT OF STYLE,

because it is so much more than just a color. It boosts confidence, complements inner beauty and empowers a truly positive attitude. And capturing blonde's unique essence is easier than ever before.

8BV

8GP

10BV

10GP

8GPk

10GPk

SIX LUMINOUS SHADES

Each shade creates a **multi-tonal** blonde with a sophisticated **radiant glow** and a **beautiful iridescent shine**

COLORANCE:

- » Shine-infusing demi-permanent hair color without ammonia.
- » With IntraLipid Technology which repairs the hair's structure by regenerating up to 70% of the hair's lost lipids.
- » pH-balanced formula: provides up to 35% more gentleness¹

COLORANCE GLOSS:

- » Superior shine-infusing liquid hair color without ammonia. Maximum performance in just 10 minutes.



Imagine your hair as a canvas: Using linear gradients makes it shine brightly, and tonal applications add depth. Think of photochromic materials that change color in the sunlight – they bring a captivating quality. Goldwell's Blonde Your Way campaign takes this trend to the next level. Using color layering techniques with Colorance Gloss Tones and Colorance, it creates beautiful tones of gold, pink, nude, and silver. Your hair becomes a work of art with iridescent shades that catch the eye!

1. When Topchic is color-balanced with Colorance. Compared to balancing the color with alkaline permanent hair color.

B | BLONDE YOUR WAY

Blonde is confidence - blonde complements inner beauty and empowers a
truely positive attitude and allows every person's uniqueness to shine.

RASPBERRY CHOCOLATE

Luminous reflections
for a multitonal effect

SPICY ROSÉ

Pure blonde infusion
with an iridescent twist

VANILLA SKY

Multi-dimensional
rainbow blonde

MARSHMALLOW DREAMS

A radiant blonde with
optimum gentleness





As we eagerly anticipate the long, warm summer days ahead, we envision sunrays gently kissing our skin and enjoying the long evenings filled with light. Just as it is important to take care of your skin, it's equally essential to protect your blonde hair in the sun.

3 BEST SUMMER BLONDE TIPS

Experience instant impact with the best care for your blonde hair. The Dualsenses range is tailored to provide and maintain hydration for your blonde locks.

1 Hydration is key: The Dualsenses Sun Leave-In Spray with UV protection is essential for shielding your hair from harmful UV rays, preventing sun damage that can cause dryness, brittleness, and color fading. It maintains vibrant blonde hair, preventing it from turning brassy or dull due to sun exposure. Additionally, this leave-in spray provides essential hydration and nourishment, keeping your hair soft, smooth, and healthy despite prolonged sun exposure.

2 For instant impact: Your blonde hair deserves the best care. The Dualsenses range offers nourishing shampoos and conditioners to keep your blonde locks hydrated, from Rich Repair to our ultimate hair fiber-strengthening Bond Pro line. Try the 60sec Bond Pro Treatment, which effectively strengthens and repairs hair, targeting weak and fragile strands to reduce breakage and split ends. Alternatively, the Silver 60sec Treatment instantly refines cool tones for a stunning effect.

3 After-Sun TLC: After a day of soaking up the sun, treat your hair with a hydrating mask to restore moisture and prevent dryness. Refresh and maintain your luminous shine with the Dualsenses Silver range that neutralizes unwanted yellow tones and instantly refines cool effects. Silver 60sec Treatment regenerates your hair instantly by up to 100% in just 60 seconds.



Want Effortless Summer Styling?

Try Stylesign Air-Dry BB Cream it is perfect for easy-breezy summer styling. It hydrates without weighing hair down, enhances natural texture, adds shine, and controls frizz. It simplifies your hair routine for smooth, manageable hair.

INTERVIEW

FROM SALON ROOTS
TO GLOBAL BEAUTY ICON

Nicci Welsh

Explore the journey of Nicci Welsh, a renowned make-up artist and educator, as she shares her inspiring career path, the launch of her Academy, and insights into the latest beauty trends.

CAREER:

I started as a shampoo girl in my mother's salon as a 9-year-old. At the age of 19, I was running my parents' salons and was responsible for the day-to-day operations and training the staff.

I pursued my hairdressing NVQ in the UK, while also engaging in beauty work alongside as a beautician at the salon. My passion for make-up led me to enrol in a short course at the London College of Fashion for make-up artistry. After completing my regular hairdressing education, I pursued a Level 3 qualification and then progressed to a Level 4 to become eligible for teaching. I always knew that I wanted to teach and then I was the educator for the salon. I did the London College of Fashion



Meet

NICCI WELSH
of Nicci Welsh Academy

Zodiac sign: Cancer (July)
Born in England - North
Hampshire

Lives in Copenhagen with
her husband Mads and
their two sons Anton 18
and Oscar 20 years old

www.nicciwelsh.com
[@nicciwelsh](https://www.instagram.com/nicciwelsh)
[@nicciwelshacademy](https://www.instagram.com/nicciwelshacademy)

for my make-up and several courses at Vidal Sassoon's and then "The University of Life" - of course.

WHAT KICK-STARTED YOUR CAREER?

I've worked all over the world and I've been working with different brands as a session stylist or as a make-up artist, but my main career started in the UK. I was with an agency there and I got on a job for the Pink Floyd album cover "The Back Catalogue" which is a very infamous album cover in the music business. I was asked to do the hair, and this gave me an entrance into the music business where I have since worked with artists like Robbie Williams and Kylie Minogue.

It was just a great opportunity to start in the music business. I realized that music and musicians was the same as working with people in the salon.

You just aim to make them

feel good by looking good, because when they look good, they feel good and then they did their job, and that was really what it was always all about. I always say that I've had many lifetimes within my one lifetime, and I think that's been a fantastic experience to be able to take hairdressing and make-up and go down these different paths with them.

So, working in the salon was amazing. It was fantastic.

The reason I got into working with celebrities and music was because one of my clients was a photographer and

“ I always say that I've had many lifetimes within my one lifetime, and I think that's been a fantastic experience to be able to take hairdressing and make-up and go down these different paths with them. ”

to go backwards and forwards to London in search of jobs. You get so many no's like - no, you've never done anything before. But I just had the philosophy and still do "Every time you get a NO, you'll get a YES eventually." So, every time a no comes, you wait. I was closer to the yes, so I just didn't give up and eventually an agency allowed me to do some photo shoots with their models and with those pictures I went to the next agency. It's all about building a portfolio and showing what you are able to do - the only thing was that the agency said it would take 2 to 3 years and I thought "oh, I don't have time to wait that long." I'll go to Denmark, get some pictures there and then come back again. When I got to Denmark, I met some people who worked on a TV program called Puls. It was a music program, and they were looking for a make-up artist and asked me. I thought, OK, TV and music, it was a great combination. And from there, it was a stepping stone that led to writing a regular column every month in Vi Unge and Skøn Magazine sharing all the behind-the-scenes tips and tricks and working with bands like the Sugar Babes, Kylie Minogue and Soap. I got asked to be featured on

he asked me if I would take some pictures with him and if I could do the hair. He was doing a campaign in Scotland. We flew to Scotland, and I tried it. I then decided

Pop Stars on a regular basis doing all the makeovers, and that led to me writing a book. I was just sharing tips and tricks and at the same time, the music program asked me to make a little feature on TV.

So, working as a Hair and Make-up artist led to being a writer - being a TV presenter and filming and sharing everything - it was so much fun because it was just totally what we do now for the Social media. It was making content, and I gave information about my job. I thought I love to share, and I was meant to teach anyway, and I had done the education to be a teacher.

HOW DID YOU START YOUR ACADEMY?

I guess you could say that My Space kind of lead up to starting the make-up school. My Space was really big, (before Facebook, there was My Space) and bands like Nik & Jay whom I worked with for over 10 years, had a fan base that wanted to speak to them and couldn't get close to them. However, they could ask me, so they would write and ask where did Jay get his head-band? Or what shoes is Nik wearing? And I would answer them here.

So, we started communicating with their fan base and then everything moved over to Facebook. Facebook opened up and people could have more direct access to me. The fans also asked me 'where did you take your education? What did you do to get your job?'

“ Every time you get a NO, you'll get a YES eventually. ”

You have to go to the UK because there isn't anything in Denmark that does this and then I thought that I would love to be able to teach people who live in Denmark.

I combined all the elements of my job as a hair stylist and a makeup artist working in fashion, photo shoots, music videos, celebrities and with my teaching education. I created the first hair and makeup education in Denmark, which focused only in those areas and opened Nicci Welsh Academy in 2010.

I was working backstage at fashion weeks in New York first as a makeup artist and then as a hairstylist which gave me some great insights I could share with my students. Oribe approached me to work with their Global team and I started as the Lead stylist of international education and today I am a Global Principle. This gives me the best of both worlds makeup and hair to teach at Nicci Welsh Academy.

Working as part of the Global team for Oribe haircare means I can share my inspiration all over the world as well as Scandinavia. Part of my job is to create the Global Trend Report and to present my work on big stages. This really helps me to bring new, usable interesting techniques to other hair dressers as well as my students at Nicci Welsh Academy.



AS A RENOWNED MAKE-UP ARTIST, YOU'VE NOT ONLY SHOWCASED INCREDIBLY CREATIVE SKILLS, BUT HAVE ALSO BUILT A SUCCESSFUL BUSINESS. CAN YOU SHARE SOME KEY EVENTS THAT HAVE PLAYED A SIGNIFICANT ROLE IN ESTABLISHING YOUR BRAND IN THE BEAUTY INDUSTRY?

The education and the training that I had from working in the salon gave me such a solid foundation of knowing face shapes, skin types, hair textures, skin textures, colors.

It made a big difference having the confidence to go and work with any hair type or skin type and that I think makes a massive impact. You need to get the right education and training to begin with.

And then it's also because nowadays you can learn so much from YouTube and Instagram, which is fine if you're

doing it on yourself, but you need to understand what if I'm going on a photo shoot, what is the lighting going to do to the make-up? If we're outside, if it's daylight, what does that do? I mean, if someone is going to be going on a TV screen and they're stressing and they're sweating a lot, how do you stop that from making the hair fall or the make-up melt? So, education is key.

Building a strong portfolio through collaborations with agencies and photographers is vital for credibility in the field. Rejection is common, but perseverance is key; every "no" brings you closer to a "yes."

And I think the teacher gene in me really helped the business of building us as a community, which then became the brand.

The Academy is called Nicci Welsh, but we've always been a group of people. It's never just been me teaching, and communication was key to being able to bring other people in and also share information.

Also, Social Media revolutionized our approach by providing an instant outlet to share our work, and I put out everything and shared everything. I have a lot to give, and I have a lot to share, and I would love if other people could share it with me. It's very lonely being successful if you're only successful by yourself. I believe that if we can share our success, you're going to have more fun with more people.

I've just always had the philosophy that there is a limitless abundance of everything you want. I've never been scared to share because I never worried that I wouldn't get it for myself.

“It's very lonely being successful if you're only successful by yourself. I believe that if we can share our success, you're going to have more fun with more people.”

WHAT ADVICE DO YOU HAVE FOR ASPIRING MAKE-UP ARTISTS LOOKING TO TURN THEIR PASSION INTO A THRIVING CAREER?

I think that's a really good question that brings me back again to our Instagram and YouTube nation. Social media is a fantastic platform for everybody where you can learn anything in the same way as you can do make-up from watching a YouTube video, but I truly believe that you cannot be at the level of professionalism without gaining the experience of different scenarios of working as a personal make-up artist. That doesn't necessarily mean that you have to have a formal education to do. It means that you need the experience.



From the shoot

WHY IS EDUCATION SO CRUCIAL FOR ASPIRING PROFESSIONALS IN THE MAKEUP INDUSTRY?

If you want a faster track to be able to become a professional, education is the base. Having the education means that you are learning from experts that have been in the field like me for over 30 years.

Having that base of knowing the right foundations, right color tones, right products is a necessity.

Once you've got that, you are becoming a self-employed person. You have to be **the CEO of your own career**. You have to regardless of working for a make-up company and having a full-time job as a make-up artist, it's your responsibility to showcase what you can do even if you work for one of the bigger brands. If you're not showcasing through your own social media, which is your own shop front, you are not getting the opportunities that other people will be getting if they showcase their work. Social media! Very, very important.

Once you've got the education, you've then got to show your work in a way as you become the boss of your own company, whether you are freelance, whether you have your own company or whether you work for somebody else.

SPRING AND SUMMER OFTEN BRING NEW TRENDS IN FASHION AND BEAUTY. CAN YOU GIVE US A SNEAK PEEK INTO THE UPCOMING MAKE-UP TRENDS FOR THESE SEASONS?

Well, the first one that I want to talk about is what I've titled doll make-up. If you look on social media, it is coming up.

There are also a few magazines writing about it as doll make-up. It's been a craze since Pat McGrath came out and broke the Internet of doing this glass type skin. The skin looks like it's got a sheet of glass over it. What happens with trends

is trends are coming from the fashion industry or they're coming from social media, and they're coming from the street. So, you've got these areas where the trends are being developed. The doll make-up is this transparent layer of super hydrated skin. The make-up underneath is like pastel shades. These pastel pink cheeks and sort of rounded glossy - having this doll-like finish to it.

Never-before-published polaroids from Nicci's private collection.



But then there are also these strong colors coming back every time in the spring. It's always more of a fun time. We normally go deeper, darker shades of the winter and in spring we've got more fun colors and playing more with colors. So, blusher, we're calling it **the "flush blush"** because it's coming from the top of the cheeks and all the way around to the eyes. It's coming like a C- shape and it's coming from Fashion Week, but also from Social Media. A lot of social media videos are showing ways of how to contour your face with blushes and lift up the cheekbones. So instead of putting the blushes onto the apples of the cheeks, you're putting it right on the top of the cheekbone, putting it in a C-shape round to the eye in strong fuchsia colors and burgundies. Stronger blusher colors creating a fresh look like you get after running.

Then you've got lashes. Lashes were a really big hit on the spring, summer 24 catwalk. They were over the top lashes, not our everyday lashes. They were in different shapes. They were sort of elongated. They were coming out even past the side of the heads, but it puts a focus back on lashes again. Lashes are becoming quite common. You can put them on yourself; so, putting extra lashes on and then loads and loads of mascara and you can kind of shape

them a little bit like the doll. You could put it into the doll trend as well.

And make them like spider lashes separated. There are more dull types, or you can sort of wind them out and work with your eye shapes as well. There are three trends that were really coming through this spring & summer 24.

There is another one for spring that we haven't talked about, and that is the red color. Red was very popular: red nails, red lips, red clothes

HOW DO YOU STAY AHEAD OF THE CURVE IN IDENTIFYING AND INCORPORATING THESE TRENDS AND TECHNIQUES INTO YOUR WORK?

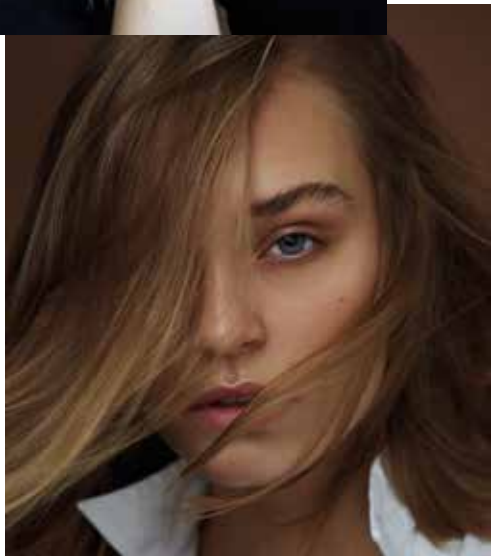
For me, it's really important to be ahead of it because also the great thing is that fashion is always six months ahead. If you're color trend forecasting that can be two, three, four years ahead and that's not my job to trend forecast for color, but it is part of my job to make sure that I'm up to date.

I'm very fortunate in the way of that I've worked so many years here in Denmark, so every beauty company sends me press releases. So, when something new is coming out, I get to try the products, which is really, really important so that you know how textures are working. Techniques actually change vastly because of the products. It changes on the consistency and transparency and drying time and setting time. Different powders can bring out different trends.

The fantastic thing for me is that I'm every season in Paris and I do work in New York every season as well. But Paris is one of those main capital cities at Fashion Week that creates the most trends. Being backstage and being at the shows that are coming six months before any of the trends that we see on the street is a massive help.

YOUR WORK IS CELEBRATED FOR ITS ARTISTIC AND CREATIVE FLAIR. CAN YOU SHARE A BIT ABOUT YOUR CREATIVE PROCESS? HOW DO YOU DRAW INSPIRATION AND TRANSLATE IT INTO UNIQUE MAKE-UP LOOKS?

My creative journey started with early experiences where feedback on hair and make-up styles during shoots was enlightening. Despite my initial confusion over being told my hair work resembled that of a hairdresser



“ It's not just about teaching techniques; it's about helping students find their own artistic integrity. ”

(which, of course, I am!), I gradually began to understand the distinction between 'too pretty' and what truly resonates in the fashion world.

My perspective shifted dramatically when I began working backstage at Fashion Weeks in Paris and New York. Experiencing the unique style and techniques in those environments helped me discern my personal preferences amidst the trends. I started organizing trend folders, separating what was trendy from what truly spoke to me artistically.

An essential part of my creative process is teaching at the make-up school. It's not just about teaching techniques; it's about helping students find their own artistic integrity. We provide them with the tools to discover what they like and how to express it.

At my workspace, experimentation is key. I have mannequins and plastic half head shapes that you just put on the table where I try out different looks, refining my techniques until they align with my aesthetic. And I've always believed in the power of filming my process, not just for sharing, but also for learning. Every time I teach or share, I learn something new in return.

Collaborations with designers and industry professionals also play a significant role in my creative process. Their input and guidance help shape my decisions, ensuring that the looks I create complement the fashion and colors they are designed to accompany.

So, my creative journey isn't just about following trends; it's about understanding what I truly love and sharing that with others.

YOU HAVE MENTIONED PAT MCGRATH GLASS SKIN FROM THE FASHION SHOW B MASON MAGELLA. WHO ARE YOUR TOP FIVE TO FOLLOW ON INSTAGRAM?

@nicciwelshacademy - this is our artist community profile. Then I love to be inspired by photos, lighting and fashion shows: @Vogue Runway @The Impression @Lachlan Bailey @Mads Haugaard



WHAT ARE YOUR FAVOURITE MAKE-UP PRODUCTS OR TOOLS THAT YOU COULDN'T LIVE WITHOUT?

I think it would have to be tools - because you can pretty much do any make-up with your finger, but you can't get it professional without your tools. One of my absolute favourites is a powder foundation brush with incredibly soft bristles, giving everything an airbrushed finish. It's perfect for applying blush, foundation, or even adding a glossy layer to hair. Then there's a concealer from Sisley Paris; that's a game-changer. It's like an eye cream packed with hydration, providing coverage without feeling greasy. And let's not forget about the timeless "Orb" eyeshadow from Mac, a go-to for me since the early days. So, if I had to pick, it's all about that brush, the Mac eyeshadow, and the Sisley concealer.

Happy Birthday Year

Kerasilk Turns 1! In March we celebrated Kerasilk's 1 year anniversary with the most beautiful spring hair at Kao Salon Academy Helsinki with over 30 Finnish customers. Kerasilk's luxurious and innovative products offer the latest top technology in the hair industry; Natural raw materials made with biomimetic silk and luxurious biotechnology. The head of the Finnish Kerasilk education team, Sanna Thelin, together with Noora Siitari, Kiia Hartman and Galina Hanhimäki, were responsible for the evening's hair show. Beautiful spring colors created with Goldwell LightDimensions and sophisticated designs styled with Kerasilk styling products were highlighted in the show.

The brand's marketing greetings were brought by Nordic Brand Manager Sanne Iggström. The whole Finnish Kerasilk team celebrated the occasion with Country Manager Riku Vilanti and Business Developer Jukka Bergman.

Photos: Camilla Bloom

Hair: Sanna Thelin
Noora Siitari

Galina Hanhimäki
Kiia Hartman

Make-up: Litu Kettunen



KERASILK

What do the Nordics love about the Kerasilk relaunch and its products?

We reached out to our three Nordic Kerasilk Ambassadors from Denmark, Norway, and Finland, and their responses were unanimous. Discover what they have to say about Kerasilk.

“Kerasilk is completely unique and gives you that luxurious salon feeling, everywhere. Incredibly easy to use, fantastic combability, lovely signature scent, and the hair feels like it has been given a new life”

Inger Helen Torgersen
Inger Helen Torgersen
Norwegian Kerasilk Ambassador



“Really, what’s not to love. Luxurious, beautiful products that perform and smell fantastic. Massive shine, the feeling of weightless and healthy hair that looks amazing. I love the fact that they are all built up on the vegan formular, they are eco-friendly, they all have the Biomimetic Silk and the same scent.”

Sofie Kastberg Kristensen
Sofie Kastberg Kristensen
Danish Kerasilk Ambassador



“I love Kerasilk because it makes the hair feel super light and smooth, but still allowing the hair to be voluminous and easy to style”

Kiia Hartman
Kiia Hartman
Finnish Kerasilk Ambassador



The **Strengthening Bond Builder** is a new ESSENTIAL product which launched in January 2024. It is a deep-acting, intensive, vegan treatment with Biomimetic Silk and Bondamide which builds new hair bonds to repair brittle, dull or rough and even highly damaged hair. It strengthens the hair and restores the hair from the inside out, resulting in **20x stronger hair**.

ANY TIPS ON HOW TO USE IT?

Apply the Strengthening Bond Builder in towel-dried hair, especially bleached or dyed hair, to make the hair much easier to work with before styling. Apply SBB first to level up other products on top; for example, to untangle the hair, use the Strengthening Bond Builder first and then the Taming Balm and/or Multi-Benefit Hair Oil for smooth hair with a nice finish.

Combine the Strengthening Bond Builder with the Liquid Cuticle Filler for those with highly damaged hair who want strong and healthy hair. Combine the Strengthening Bond Builder with the Volumizing Spray to create natural, free flowing volumized hair. Combine the Strengthening Bond Builder with the Restorative Balm for nourished and moisturized hair.

DISCOVER THE NEW KERASILK STRENGTHENING BOND BUILDER

WHAT DO YOU LOVE ABOUT THE STRENGTHENING BOND BUILDER?

“I got a wow feeling from the first time I tried it. Normally, when I have bleached my hair, it is incredibly fragile, but with Strengthening Bond Builder in it, it was much more unified and easier to comb and manage directly after bleaching.”

Inger Helen Torgersen
Norwegian Kerasilk Ambassador

“The Strengthening Bond Builder works wonders. It really helps the individual hair strand and seems to repair and fill out split ends. It’s so easy to use and my clients love it. They feel the difference. And for a leave-in product/treatment, it’s again a really lightweight product that can be used by everyone.”

Sofie Kastberg Kristensen
Danish Kerasilk Ambassador

“I like the new Strengthening Bond Builder, it leaves the hair super strong, but still doesn’t feel like the hair has product in it. It’s easy to use as a base under other products, and I love the strong feel the hair gets after few uses.”

Kiia Hartman
Finnish Kerasilk Ambassador

“The Strengthening Bond Builder is well received in our salon. Easily distributed into the hair without weighing down even the thinnest hair. Feels like a repairing primer on the hair that gives an even foundation to the styling products.”

Anita Nedrebo
Norwegian hairdresser

8 LISBON things to do in this dream destination

This year's Kerasilk SS24 boxes are inspired by the craft of tactile ceramic artistry. And what city embodies a rich pottery tradition more than Lisbon itself? Wander through winding cobblestone streets adorned with colorful ceramic tiles, explore the eclectic Alfama, indulge in fresh bacalhau while ending the day with a breathtaking view of the city at Miradouro de Santa Luzia.



12345678

THE ULTIMATE LISBON WEEKEND GETAWAY:

Hop on tram 28 for a scenic ride through the city's historic neighborhoods.

Hop off at Alfama, Lisbon's old neighbourhood with lots of charm, and wander through its narrow streets, full of historic buildings.

Visit Caldas da Rainha and purchase a handmade ceramic tile or in Portuguese 'azulejo'.

Take the train for the day to Cascais and enjoy the beach or take surf lessons whilst enjoying a Caipirinha.

Try fresh seafood such as bacalhau and grilled sardines at Tu e Eu, for the ultimate local Portuguese experience.

Enjoy the breathtaking views of Lisbon as you sail on the River Tagus whilst the sun sets.

Immerse yourself in a night of Fado music at Mesa de Frades, a former chapel with original tiles and murals on the walls.

Have a cocktail at Red Frog Speakeasy Bar, an award winning and hidden gem in the city center.



HOW TO MAKE THE MOST DELICIOUS

Pasteis de Nata:

40 g all-purpose flour

1/4 teaspoon salt

350 ml whole milk

265 g granulated sugar

80 ml water

6 large egg yolks

5 ml vanilla extract

1 cinnamon stick

1 peel of 1 lemon cut in thin strips

300 g sheet puff pastry

Ground cinnamon for dusting (optional)

INSTRUCTIONS:

Preheat your oven to 290°C and lightly grease a muffin tin with oil or butter. In a saucepan, mix together sugar, water, vanilla extract, lemon peel, and a cinnamon stick. Bring to a boil and let it reach 100°C without stirring. Then remove the cinnamon stick and take the pan off the heat. In another saucepan, whisk together milk, flour, and salt until smooth. Cook over medium heat, stirring constantly, until thickened (about 5 minutes). Remove from heat and let cool for 10 minutes. Once cooled, whisk in egg yolks, then add the sugar syrup and mix well. Strain the mixture through a sieve to remove any lumps. Cut a puff pastry sheet into 12 equal pieces. Place each piece in a muffin cup and press it against the sides to form a cup shape. Make sure the pastry comes slightly above the edge of each well. Fill each pastry cup about ¾ full with the custard mixture. Bake in the preheated oven for 10-12 minutes, or until the custard starts to caramelize and the pastry turns golden brown. Optionally, dust with powdered sugar and cinnamon before serving. Enjoy warm!



CLEANER BEACHES BETTER BEACH HAIR

A NEW PLANET-KIND LIMITED EDITION

MADE WITH UPCYCLED SEAWEED TO CLEAN
THE WORLD'S BEACHES. GIVES YOUR HAIR THAT
JUST-BACK-FROM-THE-BEACH LOOK.

KMS × CARBONWAVE



KMS sets a new benchmark for sustainability in the haircare industry. By integrating upcycled seaweed in partnership with Carbonwave, a public benefit start-up committed to preserving the world's oceans, KMS demonstrates that great style and environmental stewardship can go hand in hand. Upcycled Sargassum seaweed, a naturally derived texturizer, is the core of the CONSCIOUSSTYLE Beach Style Creme formula. This seaweed-based emulsifier smooths the formulation for a weightless and very easy to apply creme.

Carbonwave collects washed up seaweed that accumulates on beaches around the world and transforms it into an eco-friendly ingredient, preventing its negative impact on the environment.

kms

kmshair.com

∞ X YouTube Instagram #kmshair



 **Climate neutral**
Packaging
ClimatePartner.com/14717-2005-1001



LOVE FOR BEACH LIFE

LIMITED EDITION: KMS CONSCIOUSSTYLE SEAWEED BEACH STYLE CREME CRAFTED WITH UPCYCLED SEAWEED FOR SUSTAINABLE STYLE

KMS styling creme is the first ever to be formulated with upcycled seaweed, delivering weightless hydration, touchable hold and an airy texture for effortlessly tousled, beach-like looks.

WHAT'S SO SPECIAL ABOUT IT?

- Windswept, airy texture
- Tousled, beach-like looks
- Provides weightless hydration
- Touchable hold
- No stiff hair feeling

WHAT'S IN IT?

- Upcycled seaweed for clean beaches to help protect the environment.
Upcycling is taking waste and creating something useful from it.
- Clean¹, vegan² formula
- > 97% ingredients of natural origin³
- > 82% biodegradability⁴

HOW DO I USE IT?

- Work through towel-dried or dry hair

DID YOU KNOW...

...this is the world's first CONSCIOUSSTYLE Beach Style Creme by KMS, using upcycled seaweed.



KMS X CARBONWAVE: Turning a climate challenge into a Clean Product Innovation

CarbonWave is a public benefit start-up who developed a unique scientific method to turn seaweed into a high-value biomaterial. By upcycling the seaweed, they are helping clean up the beaches and preventing the release of methane gas due to its decomposing. This has a huge impact, as upcycling just 1 ton of wet seaweed prevents 850 kg of CO₂ equivalent from being released into the atmosphere – approximately the same CO₂ amount that 50 trees growing for an entire year will release.




Enjoy a Day at the Beach

GREAT KMS PRODUCTS WITH UV PROTECTION

Fun facts
Hot Selling Summer Treat:
July is National Ice Cream
Month in the United States,
with the third Sunday in July
designated as National Ice
Cream Day.

*Amazing beaches
to explore:*

- Lucky Australia
- Honopu Hawaii
- Pipe Greek Bahamas
- Navagio Greece
- Maldives
- Le Morne Mauritius
- Vaeroy Norway



CURLUP Perfecting Lotion – beautifies and enhances natural curls, reactivated by scrunching.

MOISTREPAIR Leave-In-Conditioner – spray in towel-dried hair for instant moisture and compatibility with heat protection.

TAMEFRIZZ De-Frizz Oil – frizz and humidity control for up to 3 days

ADDVOLUME Leave-In Conditioner – spray in towel-dried hair for instant moisture and compatibility with heat protection.

HAIRPLAY Messing Creme – creates instant day – after texture and workable grip

Fun facts
The Wax Palm (Ceroxylon quindiuense) of the Andes Mountains can reach heights of over 60 meters



*Estimates suggest there
are around 50-60 million
kangaroos in Australia*



ESCAPE TO PARADISE:

Win a dream getaway to the Maldives

Always dreamed of travelling to paradise? Or of drinking a cocktail on white sandy beaches with clear water? Now is your chance! From March 1st until 31st of August 2024, you can win a luxury getaway for two to the Maldives worth over 15,000 Euros!



How can you win?

End consumer:

Scan the QR code on the back of a Kerasilk Spring Summer set box

Fill in the submission form on the landing page linked with the QR code

One entry per person

Stylist:

Note down the unique code on the back of the Kerasilk Spring Summer 24 set boxes

Scan the QR code on the stylist incentive chart and fill in the submission form on the landing page

Use the unique code whilst filling in the submission form

Multiple entries = more chances to win!



WHAT IS INCLUDED?

7 nights stay for two in the luxury 5* Hard Rock Hotel

Return flights from winning country

Silver beachfront double room, sea view and terrace

Half board

Complementary return speedboat transfers



*Having the
right tools*

is a must for achieving the perfect blowout. From high-quality hair-dryers to specialized brushes, each tool plays a key role in creating a flawless finish. VARIS offers a full assortment of tools **designed by hairdresser for hairdressers**, that will ensure the perfect end result and fit perfectly in your hands, making them indispensable!

Looking for natural-looking volume in fine or limp hair? Your go to is the VARIS Vent Brush

1. Start by directing the airflow of the VARIS AIRO downward, lifting the hair at the roots with the VARIS Vent Brush, to instantly lift and add volume.
2. Roll and Lift: Roll sections of hair around the brush, lifting at the roots as you go. Focus on the crown area for maximum volume.
3. Finishing Touches: For added texture, use the Kerasilk Texturizing Spray and set the style with the Kerasilk Multi-Purpose Hairspray to ensure long-lasting volume without stiffness.

After achieving a stunning blowout, it is also important to educate the customers to take care of their hair at home, through using heat protection, good brushes and heating tools. By taking proper care of their hair, they will be able to maintain healthy hair and keep a more lasting color, resulting in more satisfied customers. Infused with Hydroionic Crystals which create a glossy result, whilst minimizing frizz, the VARIS brushes are the perfect tools to recommend to customers to maintain their healthy hair between salon visits.

Unlocking the Perfect Blowout

Looking for sleek,
silky-smooth blowouts?

A must try is the VARIS Paddle Brush

1. Straight Down: Using the VARIS Paddle Brush, glide through sections of hair in a downward motion while blow-drying. Keep brush flat for smoothness.
2. Tension is Key: Apply gentle tension to the hair as you brush and blow-dry to ensure a sleek finish.
3. Finish with Shine: Apply Kerasilk Finishing Cream post-drying for luminosity and fly-away control.

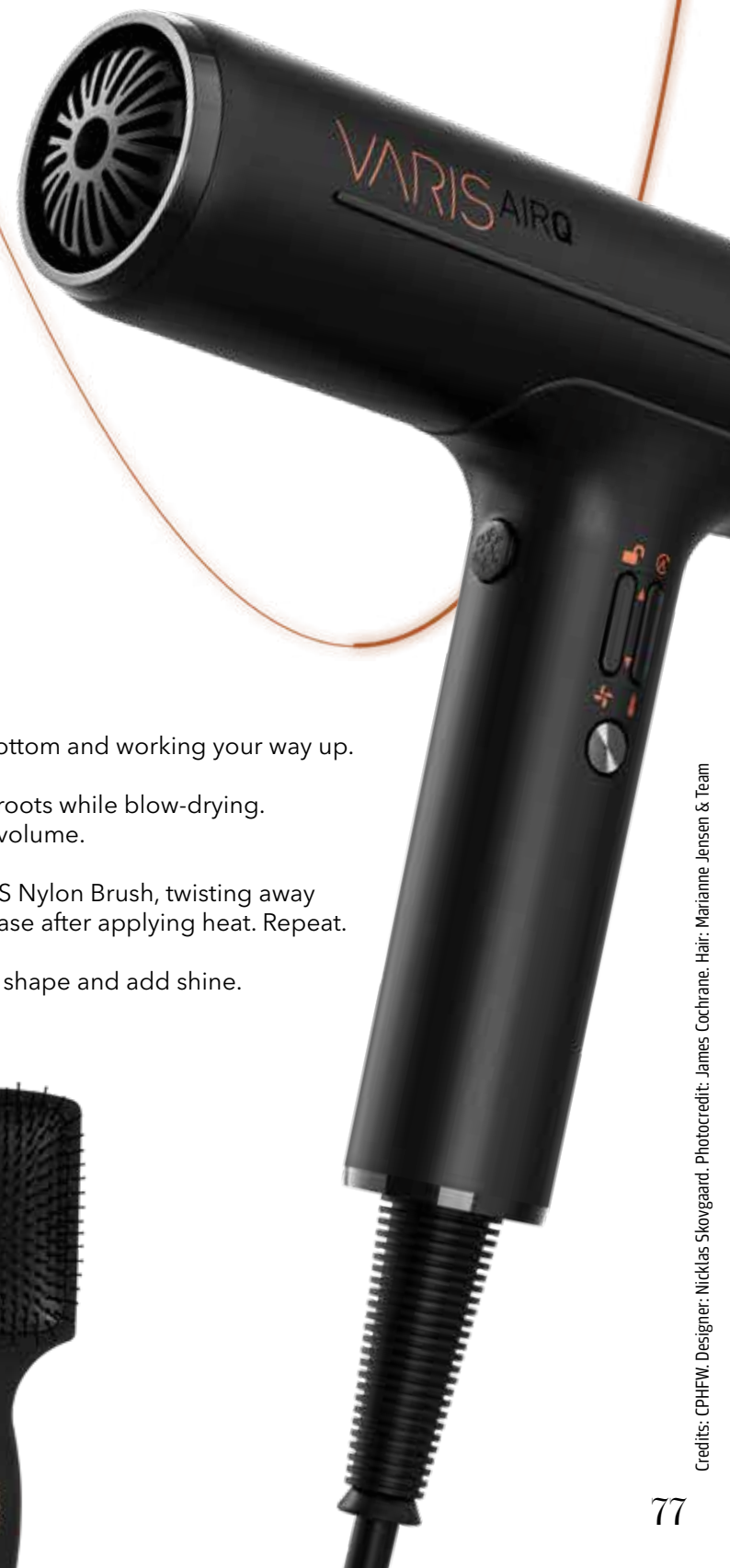
Looking for volume and bounce
without frizz in a blowout?

Then grab the VARIS Nylon Brush

TECHNIQUE - SECTIONING:

Divide hair into manageable sections, starting from the bottom and working your way up.

1. Root Lift: Use the VARIS Nylon Brush to lift hair at the roots while blow-drying. Direct the airflow towards the brush to create lift and volume.
2. Curl and Twist: Wrap sections of hair around the VARIS Nylon Brush, twisting away from the face for a natural-looking curl. Hold and release after applying heat. Repeat.
3. Cool Shot: Seal style with a burst of cool air to set the shape and add shine.



Meet Clara, the

However, her recent escapades have taken her beyond the confines of her office and into the glamorous world of fashion week. At the start of the year, Clara found herself in the heart of the action at both Copenhagen and London Fashion Week. As she weaved her way through the bustling backstage areas, she had the opportunity to witness the magic behind the scenes at more than 10 different shows. For Clara, the experience was not just about capturing captivating content for Kao's social media, but also about soaking in the electrifying atmosphere and drawing inspiration from the creative minds around her. "It has been an incredibly fun and inspirational experience to travel around the fashion weeks," Clara reflects.

Witnessing the StyleSign brand in action, creating stunning looks that stood the test of the runway, I couldn't help but feel a sense of pride and excitement. Seeing StyleSign being used by top stylists and artists to craft impeccable hairstyles for the shows' models was a moment of validation, showing that StyleSign is indeed a leader in the industry".

"The chance to interact with influencers, designers, models, and makeup and hair artists has been incredibly enriching for me", Clara explains. "Their passion and creativity have left an indelible mark on me, and I've been able to bring that energy and inspiration back to my work at Kao."

As Clara continues to spearhead Kao's social media strategy, her experiences at fashion weeks have undoubtedly added a new dimension to her approach. The firsthand insights into the latest trends, the behind-the-scenes glimpses, and the connections she has forged have all contributed to her evolving perspective on fashion and beauty. "I am excited to bring the energy and creativity I've encountered at fashion week back to Kao," Clara says.



Don't forget to take part in our TikTok competition, where you can win a great prize - you will find it on page 43

 @kaosalon_nordic

79

We Love Madrid

Madrid

The vibrant capital of Spain where every corner tells a story and every moment is a celebration of art, culture, and history. A city with an eclectic mix of modernity and tradition, offering a wide range of experiences to suit every taste.

From the bustling streets of the city center to the peaceful oasis of Retiro Park, Madrid pulls you in with its diverse attractions. A must see at the heart of the city is the beautiful **Palacio de Cristal**.

While Madrid may not be the birthplace of flamenco, it's still a significant hub for flamenco culture and performances. Experience the passion and intensity of the dance at one of the city's many flamenco bars (Tablaos). If you are a football enthusiast, you can't say Madrid and not think of **Real Madrid**, the 2024 winner of UEFA Champions

League. While football tickets are very expensive and hard to get, a visit to the iconic **Bernabéu Stadium** offers a glimpse into the history of the club.

For a thrilling day of family fun, **Parque Warner** Madrid promises an unforgettable adventure with its exhilarating rides and captivating entertainment shows. And no visit to Madrid would be complete without a leisurely stroll through the hallowed halls of the **Prado Museum**, home to an unparalleled collection of European art spanning centuries.

As the day draws to a close, unwind with a refreshing glass of sangria at **El Palco**, where the lively ambiance and flavorful libations perfectly encapsulate the essence of Spanish hospitality.



What is Sangria?

Sangria is a Spanish wine cocktail traditionally made with red wine, citrus fruits and juice, spices, and other liquors such as Vermouth or Brandy. "Tasty and refreshing!"



Our top 3 rooftop bars

Azotea del Círculo de Bellas Artes

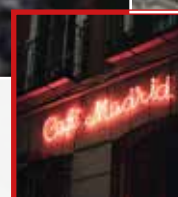
7th floor | Azotea del Círculo de bellas artes offer the most stunning sunset view and a 360°-view of the city.
Price range: €€€

Picos Pardos Sky Lounge

Set on top of the 5-star BLESS Hotel Madrid in Salamanca, this is a stylish and exotic rooftop heaven.
Price range: €€€€

La Terraza de Santo Domingo

7th floor | Santo Domingo
Located in the heart of Madrid.
An urban rooftop escape that is open all year round.
Price range: €€€



Ole:

An exclamation of approval or admiration often shouted during a flamenco performance.



BACK TO *Life*

VIVID
VIBRANT
LOVE
JOY

Sun
Summer
Relax

A dash of red
Add the seasonal red color to
your summer-styled hair with the
Dualsenses gift with purchase scrunchie.

In the excitement of planning a weekend getaway, gearing up for a holiday adventure or simply squeezing in a quick gym session between errands, one thing often gets overlooked: your hair routine. That's where travel-sized hair products swoop in to save the day. Compact, convenient, and oh-so-useful, these pint-sized essentials ensure that your locks stay on point, no matter the occasion.

Whether you're jetting off for a weekend escape, packing your bags for a much-needed holiday or tossing your gym gear into your tote for a quick workout, space is precious. Travel-sized hair products are the ultimate space-savers, allowing you to pack light without sacrificing your hair care regimen. With mini versions of your

favorite shampoo, conditioner, and styling products tucked away in your bag, you can breeze through your getaway or gym session with ease, knowing that your hair is in good hands.

So, whether you're embarking on a weekend adventure, gearing up for a holiday retreat, or hitting the gym for a quick work-out, don't forget to pack your trusty travel-sized hair products. They're the perfect companions for wherever life takes you, ensuring that you always look and feel your best, no matter the destination.

The perfect travel kit for this summer: Bond Pro Shampoo & 60sec Treatment to strengthen your hair and the new StyleSign Air-Dry BB Cream the dream product for summer smooth hair without a hairdryer!



BACK TO *Life*[♥] KMS



This summer KMS is bringing the craft of tattooing to KMS as it's the ultimate symbol of individuality, self expression, uniqueness and artistry.

It's a craft that embodies the true spirit of the brand.



Summer vibes



Must stay



On my Bucket list

ENJOY THIS SUMMER WITH KMS

LUXURY TRAVEL BAGS WITH
YOUR FAVOURITE SUMMER HEROES ON-THE-GO

REUSABLE MAKE-UP REMOVER PADS
GREAT ON-THE-GO AND PERFECT FOR SUMMER.



Why SoMe is important & easy to use



As a thriving hairdresser, you understand the importance of offering high-quality products to your clients. Our webshop is designed to make it easy for you to access a wide range of professional haircare products, ensuring that you can always provide the best for your customers.

In addition to providing easy access to essential products, we also offer social media support to help you elevate your salon's online presence. We understand the power of social media in today's market, and we provide you with the tools and resources to effectively showcase and promote the products you offer.

Posting on platforms like Instagram and TikTok can create a strong desire for your clients to purchase the products they see in your salon.

Consistent and engaging social media presence can help you build a loyal following and attract new customers. By posting our social media material, you can effectively communicate the benefits and results of the products you offer, enticing your clients to make informed and inspired purchase decisions.

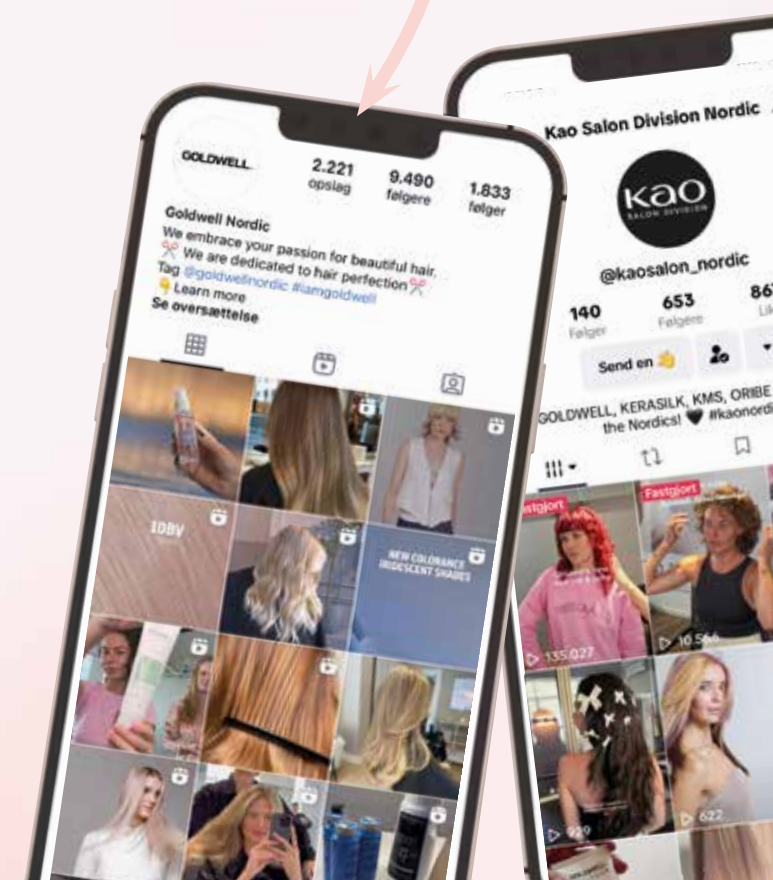
Ultimately, our webshop and social media support are valuable assets that can help you strengthen your salon business. By accessing our convenient webshop and leveraging our social media material, you can enhance your product offerings, drive sales, and cultivate a loyal client base.

We are committed to supporting your success as a hairdresser, and our webshop and social media resources are designed to empower you to thrive in a competitive industry. Elevate your salon business with our comprehensive tools and take your customer experience to the next level.



VISIT OUR KAO SALON WEBSHOP AT:

KaoSalonPartner.dk
KaoSalonPartner.fi
KaoSalonPartner.no
KaoSalonPartner.se





The heat is on.

ORIBE

*Heat protection
meets innovative styling.*

NEW

This multi-tasking Dry Heat Protection Spray shields your hair from hot tools while it nourishes, conditions and repairs strands to their softest, healthiest prime.