

no.1 ASIAN PROFESSIONAL
BRAND IN SINGAPORE

SHISEIDO

PROFESSIONAL

2015 SPRING/SUMMER

LUCENT COLOR

The Asian Hair Color for All Occasions

EXCLUSIVE SERVICE ONLY IN
SHISEIDO PROFESSIONAL SALONS

SEASON HAIR COLOR

LUCENT COLOR

2015 SPRING/SUMMER

Romantic, translucent, airy and soft are the keywords to describe the softness of fashion' s new trends in Spring Summer 2015. This season' s color concept is 'LUCENT COLOR' : sophisticated gloss and a translucent touch creates beautifully shiny hair to adorn the woman who lives her life in a way that is sometimes tough, sometimes gently elegant, but always brilliant. Here, the color concept is introduced alongside three fashion trends: 'ROMANTIC TOUCH', 'MARINE' and 'NEW STANDARD'.

A woman with short brown hair is shown in profile, smiling and looking down. She is wearing a sleeveless, form-fitting dress with horizontal stripes in white and a light beige or gold color. Her hands are clasped in front of her. The background is a plain white wall, and a soft shadow of her head and shoulders is cast to the right. The text is centered over the image.

TOKYO COLOR COLLECTION
LUCENT COLOR
2015 SPRING/SUMMER

Style 1

LUCENT COLOR

ROMANTIC TOUCH

Airy romantic looks with more than a touch of translucency

SS 2015 RUNWAY INSPIRATIONS



Photos : IISVIEW / Zala Image

THE ASIAN TREND INTERPRETATION



SWEET PLUM



LUCENT ORCHID



CHIFFON MAUVE

SWEET PLUM

Creating a smooth strength in a feminine, ridge waves and a rise in the front. Shades of violet and warm beige impart a rich glass to hair, with highlights added to give natural dimension. Blush in coral tones heightens the natural complexion on misty skin, and glossy beige pink lip color adds a light finish to the look.



USING ITEM

[COLOR]
PRIMIENCE



[PERM]
CREATOR QURL



[STYLING]
STAGE WORKS



Air Feel
Motion



Structure
Hold Spray

SEASONAL HAIR COLOR & TECHNIQUE

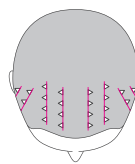
Apply highlights from the middle section to the ends. The asymmetrical arrangement is designed to produce a natural-looking impression and make waves and other hair arrangements look lighter.

V

WBe

HIGHLIGHTS

5mm
▽▽▽
5mm



1. FOIL WORK
Highlights: WBe13 (6%)

2. BASE COLOR
New growth parts / Colored parts (10Lv):
V8 + WBe9 = 3 : 1 (6%)



LUCENT ORCHID

With round volume at the top and a compact nape creating an attractive silhouette, this short style is elegant and feminine. Platinum and violet shades combine to give hair polished gloss, while highlights at the center top create the look of natural hair flow and dimension. Champagne gold for the eyes is matched with orange beige lips for an urban edge.

USING ITEM

[COLOR]
PRIMIENCE
ENRICH &
PRIMIENCE



[PERM]
CREATOR QURL



[STYLING]
STAGE WORKS



Bouncing
Primer



True Effector
(Neutral)

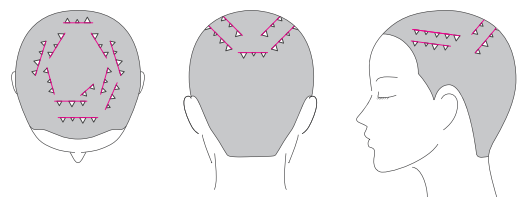
SEASONAL HAIR COLOR & TECHNIQUE

Apply highlights only to the middle section and above to accentuate movement that follows the flow created by the cut and to increase volume at the top. Perform a random-size chip formation, ensuring that individual chips are not overlapping, in order to produce a natural-looking coloring effect that nicely emphasizes dimensionality.

PtBe

V

HIGHLIGHTS 



1. FOIL WORK
Highlights: CL13 (6%)

2. BASE COLOR
New growth parts V7 + PtBe7 = 3 : 1 (6%)
Colored parts (8Lv): V8 + PtBe8 = 3 : 1 (6%)



CHIFFON MAUVE

Layers and layers of curls creates an airy feel and form the silhouette for this simple bob style. A clear, deep violet combined with highlights that reflects gradation, imparts soft movement and chiffon-like-airiness over the whole style. Semi-matt skin and a colorless eye area are matched with coral-toned lips for a translucent look.

USING ITEM

[COLOR]
PRIMIENCE



[PERM]
CREATOR QURL



[STYLING]
STAGE WORKS



Moisturizing
Primer

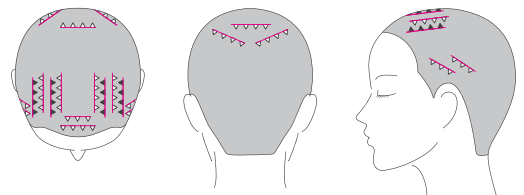


True Effector
(Matte)

SEASONAL HAIR COLOR & TECHNIQUE

For around the face line below the widest part of the head, perform a larger chip formation in order to make the flow of hair look lighter. To add movement to the bob-style cut, apply highlights and lowlights to the outer layer in a combination pattern designed to create mild contrast, resulting in a soft impression.

HIGHLIGHTS 5mm
5mm
LOWLIGHTS 5mm
5mm



1. FOIL WORK

Highlights (Gradation): Roots N9 (6%) /
Middle to the ends: Be13 (6%)
Lowlights: N7 (6%)

2. BASE COLOR

New growth parts / Colored parts (11Lv): V9 (6%)

Style 2

LUCENT COLOR

MARINE

This year, a Retro French feel inspires an elegant, grown-up marine style

SS 2015 RUNWAY INSPIRATIONS



Photos : firstVIEW / Zeta | image

THE ASIAN TREND INTERPRETATION



FRESH LEAF



AQUA MATT



PEARL BEIGE

FRESH LEAF

Volume at the top and front lend just a touch of sweetness to this casual, short style. A shade of green like that of a new leaf creates a translucent look, while lowlights around the face and highlights in the top add contrast. Subtly sweet beige eye color and a pink lip shade on semi-matt skin create an innocent ambience.



USING ITEM

[COLOR] PRIMIENCE



[STYLING] STAGE WORKS



Power
Shake



Soft
Paste

SEASONAL HAIR COLOR & TECHNIQUE

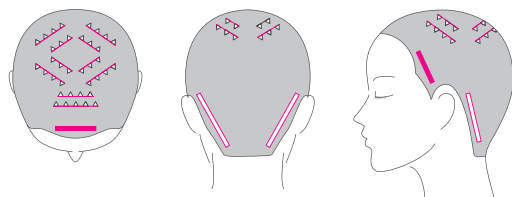
Apply highlights to areas above the widest part of the head, performing a triangle chip formation designed to progressively emphasize strand separation toward the hair ends and add a sense of depth to the top. Apply lowlights, slicing segments of hair, around the face line in order to add dynamism to the overall style.



HIGHLIGHTS 10mm
5mm

15mm

LOWLIGHTS
15mm



1. FOIL WORK

Highlights: AM13 + YBe11 = 1 : 1 (6%)

Lowlights: AM7 + YBe7 = 3 : 1 (3%)

2. BASE COLOR

New growth parts AM9 + YBe9 = 1 : 1 (6%)

Colored parts (12Lv): AM9 + YBe9 = 2 : 1 (3%)



AQUA MATT

Thickly cut bangs and curls bring out femininity in this medium length style. Clear aqua matt tones create soft texture, while all-over highlights naturally emphasize the movement of the curls. Eyeliner is used against fresh skin and coral lip shade, used purely to boost the complexion, complete the look of a pretty young girl.

USING ITEM

[COLOR] PRIMIENCE



[STYLING] STAGE WORKS



Power Shake



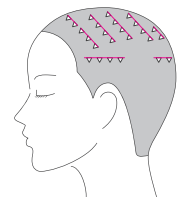
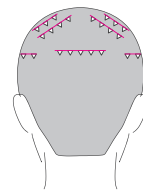
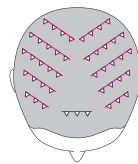
Soft Paste

SEASONAL HAIR COLOR & TECHNIQUE

To add a sense of depth and airiness to the created curls, apply spot highlights to four sections (above the widest part of the head, both sides and the back of the lower part; use one coloring sheet for each area), taking into account the specifics of the layered-cut style.

AM

HIGHLIGHTS $\begin{matrix} 5\text{mm} \\ \text{▽} \text{---} \text{▽} \\ 5\text{mm} \end{matrix}$



1. FOIL WORK

Highlights: CL13 (6%)

2. BASE COLOR

New growth parts: AM11 (6%)

Colored parts(13Lv): AM13 (3%)



PEARL BEIGE

The volume at the top contrasts beautifully with the tapering at the collar in this bob style. Deep bangs create a polished, charming impression. An elegant pearl beige shade lends an airy, translucent feel, while graduation highlights give the look of natural movement. Natural skin is matched with light beige around the eyes and a moderate pink lip for an active look.

USING ITEM

[COLOR]
PRIMIENCE
ENRICH &
PRIMIENCE



[STYLING]
STAGE WORKS



True Effector
(Shine)

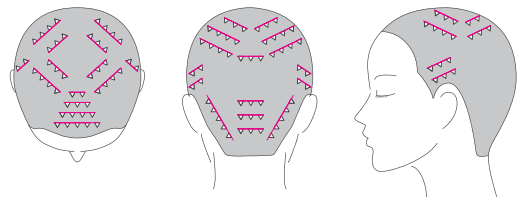
SEASONAL HAIR COLOR & TECHNIQUE

Apply highlights throughout the hair, using the balayage technique and performing an uneven chip formation, which will result in the tone gradually becoming lighter toward the ends. The repeating fine linear pattern enhances the glossy effect while achieving the appearance of a natural-looking, dimensional flow.

NBe

AM

BALAYAGE 



1. FOIL WORK

Highlights: CL13 + POWDER BLEACH = 3 : 1 (6%)

Taking an uneven chip in 10mm width from 5mm. Apply highlights to areas about 10cm away from the roots, using the balayage technique.

2. BASE COLOR

New growth parts: AM7 + NBe7 = 3 : 1 (6%)

Middle of colored parts (7Lv): AM11 + NBe9 = 2 : 1 (6%)

Ends of colored parts (7Lv): AM13 + NBe12 = 1 : 1 (6%)

Style 3

LUCENT COLOR

NEW STANDARD

Basics with a good dose of femininity

SS 2015 RUNWAY INSPIRATIONS



Photos : firstVIEW / Zeta Image

THE ASIAN TREND INTERPRETATION



BITTER CASSIS



BURGUNDY BROWN



FROSTY MATT

BITTER CASSIS

This casual, feminine medium-length style features thick bangs and three-dimensional waves. Red violet with a black currant-like depth adds a translucent feel to hair and skin, while a mix of lowlights and highlights boost dimension and heighten the relaxed feel. Red lips accent glossy skin, while eyes are downplayed in stylish brown shades.



USING ITEM

[COLOR]
PRIMIENCE



[PERM]
CREATOR QURL



[STYLING]
STAGE WORKS



Moisturizing
Primer



True
Effector
(Neutral)



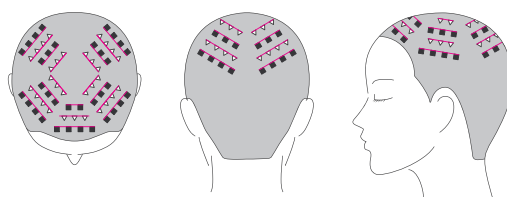
Structure
Hold
Spray

SEASONAL HAIR COLOR & TECHNIQUE

Apply lowlights, performing a square chip formation. Then, apply highlights above that area, performing a triangle chip formation designed to match up with the strong lowlight lines so created. Blend hair throughout to add natural-looking dimensionality to the overall style.



HIGHLIGHTS 3mm
3mm
LOWLIGHTS 5mm
5mm



1. FOIL WORK

Highlights: V11 (6%)

Lowlights: R5 (3%)

2. BASE COLOR

New growth parts: V7 + WBe9 = 1 : 1 (6%)

Middle of colored parts (10Lv) : V8 + R8 + WBe8 = 1 : 1 : 1 (6%)

Ends of colored parts (11 Lv): V8 + R8 + WBe8 = 2 : 2 : 1



BURGUNDY BROWN

Loose curls at the hair lend an air of refinement to this long style. Natural brown is added to violet for increased depth of color, giving the hair a refined gloss and creating an elegant impression. In addition gradation highlights boost hair's natural dimension of movement. Sheer skin, relatively straight brows and pink lips creates a sophisticated look.

USING ITEM

[COLOR]
PRIMIENCE ENRICH & PRIMIENCE



[PERM]
CREATOR QURL



[STYLING]
STAGE WORKS

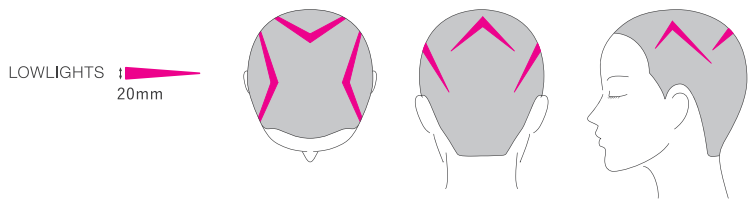


Air Feel Motion

Nuance Curl Cream

SEASONAL HAIR COLOR & TECHNIQUE

Apply lowlights in a slicing manner, creating a pattern consisting of multiple pairs of inverted cones tapering toward the ends. This coloring design can produce a sense of depth and dimensionality, which is particularly noticeable when hair is arranged.



- 1. FOIL WORK**
Lowlights: V7 + NB6 = 2 : 1 (6%)
- 2. BASE COLOR**
New growth parts: V7 + NB6 = 2 : 1 (6%)
Middle of colored parts(8Lv) /
Ends of colored parts (1 0 Lv): V11 + NB8 = 4 : 1 (6%)



FROSTY MATT

Long bangs turn up the cool quotient in this clean bob style with natural, soft movement. A spoonful of gray added to clear aqua matt makes for a dark color presence. Highlights – visible when the hair moves – create depth and dimension. Liner around the eyes is paired with coral-toned orange lips for a sharp mood.

USING ITEM

[COLOR] PRIMIENCE



[STYLING] STAGE WORKS




Smoothing
Primer

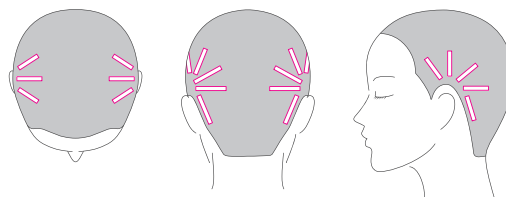


True Effector
(Neutral)

SEASONAL HAIR COLOR & TECHNIQUE

Create a style with no coloring on the outer layer. Apply spot highlights around the ears only, so that the color will be noticeable when hair is put up for styling or other reasons. This coloring style can create a variety of looks in combination with the styling arrangement.

HIGHLIGHTS :  10mm



1. FOIL WORK

Highlights: CL13 + POWER BLEACH = 5 : 1 (6%)

2. BASE COLOR

New growth parts / Colored parts (10Lv): AM7 + G7 = 1 : 1 (6%)

AM

G

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