

LOOK



BOOK



THE TREND

Dive into the world of **IMAGINATIVE RENAISSANCE**, where past and present come together in a new reality. This inspiring movement celebrates the convergence of art, science, and tradition by infusing them with innovative thinking, modern ideas and technologies.



Similarly, hairstylists experiment with unconventional cuts, colours, and textures, echoing the spirit of artistic innovation. From complex braids that remind us of medieval times to avant-garde hairstyles inspired by futuristic visions, hair becomes a canvas for self-expression and exploration.



Fashion and hair trends reflect this resurgence of creativity and reinvention. Our artists draw inspiration from historical styles, re-interpreting them with a modern twist.

Fabrics and textures blend traditional craftsmanship with cutting-edge techniques, creating garments that tell stories of the past while embracing the future.





BRIDGING ERAS between past and present, blending together ancient values with contemporary innovations.

Celebrating a
NEW ARTISTIC AWAKENING
and an expanded
imagination.



INTRODUCING..

IMAGINATIVE RENAISSANCE



THE TREND IS AN INVITE to renew our spirit and set the stage for new ideas.



FINDING INSPIRATION FROM ART, science and poetry to craft new, modern concepts.



MADRID, with its architecture, history, and energy, is the **PERFECT BACKDROP** for this trend.

REDEFINING BEAUTY STANDARDS, breaking away from conventions.





VINTAGE VERVE

INDULGE IN THE TIMELESS ELEGANCE of Renaissance-inspired updos, where every twist, knot, and braid weaves together to evoke the opulence of bygone eras.

Drawing inspiration from the elaborate hairstyles immortalised in Renaissance paintings, these updos are a symphony of intricate details and romantic flair.

THE COLOUR:

A luscious brown hair colour infused with soft, subtle highlights. The base hue is a rich, warm brown, exuding depth and sophistication. Delicate highlights, just a bit lighter than the base colour, are strategically woven throughout, creating dimension and adding a sun-kissed glow.

THE CUT & STYLE:

Indulge in the timeless charm of a classic long hair haircut: sleek, flowing hair that cascade effortlessly down the back, epitomising enduring elegance and grace.



PRODUCTS USED:

Craft this deep, romantic look and its subtle highlights with **BLONDE EXPERT** Lightener, then quell the rebellious hair cascade with a hint of **Flexible Hairspray** for the perfect look endurance.



LOOK VARIATION:

"I totally changed the shape of the hair, gently brushing it to create more texture, and then bounding the final 10-15 cm with little braids, to give the impression of a long bob."

ANDY SMITH, INDOLA Global Ambassador



EMBRACE THE ESSENCE OF RENAISSANCE BEAUTY with a modern twist through this textured bob haircut with warm browns.

This timeless style pays homage to the sophistication and elegance of the Renaissance epoch whilst incorporating contemporary flair.

THE COLOUR:

Embrace a warm brown hair colour adorned with different shades of brown. This multi-dimensional hair colour palette captures the depth and warmth of the era, adding a touch of timeless elegance to the look.

THE CUT & STYLE:

This layered bob haircut offers a perfect balance of classic sophistication and modern versatility, making it an ideal choice for those seeking a timeless yet contemporary look.



PRODUCTS USED:

PCC is the perfect ally to create this elegant, complex blend of warm browns. Mix with COLOR TRANSFORMER to achieve a demi-permanent result — the perfect solution for those who don't want to compromise too much.

LOOK VARIATION:

“I wanted to create a more polished hairstyle, going from a bob to a sleek and strongly pulled back look. The idea was to create a modern version of the classical French pleat but giving it a more modern twist, creating a flat, tight shape. We used Volumising Powder on the inside and the center to give more volume and applied some of the new Shaping Gel to pull the hair away from the face.”

ANDY SMITH, INDOLA Global Ambassador



EPOCHE ELEGANCE



BRONZE GRACE

IMAGINE A CURLY HAIRSTYLE that exudes modern sophistication and timeless charm.

Cascading curls that intertwine seamlessly with delicate twists, creating a stunning effect of texture that adorns your crown with effortless elegance. Every twist and knot is carefully crafted, adding detail and depth to your curls, like the detailed art found in Renaissance masterpieces.

THE COLOUR:

With its soft brass base, gentle gold accents and natural-looking highlights, this hair colour radiates timeless sophistication with a hint of the charm of times gone by.

THE CUT & STYLE:

This heavy layered curly haircut offers a stunning blend of volume, texture, and romance.

With its lush curls, voluminous layers, and striking fringe, this hairstyle is sure to captivate attention and evoke admiration wherever you go.



PRODUCTS USED:

Blend together PCC 9.3 and CREA-MIX to obtain this shimmering bronze colour and add COLOR TRANSFORMER to get a lighter, demi-permanent effect.

LOOK VARIATION:

"I wanted to change the texture of the curls and create a more vintage look, so I twisted some of the details around the hairline, including the fringe, into the top. I left the rest of the hair with its natural texture, and I twisted it into flat curls, pinning it in different sections to create a lovely shape, leaving out the lengths in the front."

ANDY SMITH, INDOLA Global Ambassador

A REVIVAL OF VISIONS

After the demanding times of the last few years, the world shows a universal desire for a fresh new start.

Just like the Renaissance marked an era of rebirth and innovative thinking, today we find ourselves at the treshold of a modern-day one.

As we navigate through the challenges of the modern world, fashion and hair trends inspired by the **Imaginative Renaissance** remind us to embrace change, celebrate diversity, and keep pushing the boundaries of creativity.

Our looks reflect timeless elegance whilst at the same time breaking away from antiquated norms and rejuvenating into something new.

AND SOLUTIONS





THIS RENAISSANCE-INSPIRED FEMININE SHORT HAIRCUT in soft pink and golden honey tones offers a timeless and elegant look that allows for romantic and sophisticated styling variations and inspires admiration with its delicate tones and beautiful texture.

THE COLOUR:

This soft muted rose hair colour with hues of golden honey adds a touch of sophistication and romance to the look.

THE CUT & STYLE:

With this precise cut, soft layers and subtle accents, this hairstyle is a versatile and stylish choice for those who want to make a bold statement while radiating grace.



PRODUCTS USED:

Dive into this sophisticated pink shade by blending together the charming COLOR STYLE MOUSSE Soft Mauve and Silver. Accomplish the magic by adding a final touch of BLONDE EXPERT Pastels P.28 and P.16.

LOOK VARIATION:

“I wanted to go into a more modern fingerwave wet look, using our new Shaping Gel and sculpting nice little waves into the hair. This styling variation softens up the colour and gives a total transformation to the hairstyle: starting from fluffy, voluminous hair, we reach a really flat look with a high shine.”

ANDY SMITH, INDOLA Global Ambassador



BLUSH ROMANCE

EXPLORE A SHORT MALE HAIRCUT with a longer disconnected top and super short sides, complemented by matte brown hair colour and wavy styling details, offering a contemporary interpretation of classic elegance.

This look exudes sophistication and refinement with a modern edge.

THE COLOUR:

The look is characterised by a simple, matte hair colour. Classic and timeless.

THE CUT & STYLE:

This short male haircut with a longer disconnected top and very short sides offers a contemporary take on classic elegance.



PRODUCTS USED:

Unlock this intense dark by combining CREA-MIX 0.11 and 0.22 together with COLOR TRANSFORMER. Achieve a final lustrous and polished effect with a touch Shine Wax.

LOOK VARIATION:

“For the look variation, I wanted to break the texture and allow the haircut to be free. I just added a little bit of Shine Wax and water to broke into the texture, letting it be much more undone and give out a more “cool guy” vibe.

ANDY SMITH, INDOLA Global Ambassador



RENAISSANCE REBEL

ANDY SMITH

WHAT IS THE BEST PART OF WORKING WITH INDOLA AS A HAIRDRESSER?

Firstly, it's the opportunity to collaborate with a fantastic global creative team that continuously inspires and challenges me to draw inspiration from various countries and geographical areas. I aim to strike the right balance by creating looks and styles that resonate across different cultural contexts.



Another point is the great balance between INDOLA's creative and commercial nature. Additionally, the quality of the care and styling products makes my life so much easier as a session stylist who needs to travel a lot. I feel that INDOLA is indeed the best choice for freelancers and hairdressers working in small boutique salons that require a smaller, yet complete, toolkit of high-quality products.

WHICH LOOK WAS THE MOST CHALLENGING FOR YOU AS A HAIRSTYLIST?

I strive to keep every haircut simple and easy to understand, prioritising education. It's essential to me that the cutting and styling techniques are easily replicable in daily salon life, without overwhelming clients. However, if I were to mention a particularly challenging style, it would be the victory rolls. Crafting them to achieve the perfect shape can be quite demanding.



THE CREATORS

OUR COLOURISTS SHARE THE SECRETS BEHIND THE LOOKS

“**The Epoch Elegance look** is a variation of multidimensional colour. I used four different shades, ranging from warm browns to cooler tones, resulting in a perfect blend that embodies the modern Renaissance feel, centered around a muted brown colour.



The colour technique behind the **Blush Romance** look is really simple: I first lightened the base using BLONDE EXPERT Lightener. Then, I created a simple hair sectioning consisting of two triangles. I used two different BLONDE EXPERT shades, enhancing them with COLOR STYLE MOUSSE in Soft Mauve and Silver.”

PETER MARITY

INDOLA PROFESSIONAL HAIR COLOURIST AND EDUCATOR BASED IN HUNGARY

“**The Vintage Verve look** is like a veil, with all three shades that create the overall nuance hidden underneath. We created colour sections, both horizontal and vertical, scattered throughout, blending together seamlessly with no visible contrasts between them. The end result is a girly nuance that can't be easily defined.



ARI PALOJARVI

INDOLA PROFESSIONAL HAIR COLOURIST AND EDUCATOR BASED IN FINLAND

The colour technique for the **Bronze Grace** look involves creating three triangles, where the hair is bleached, and light is brought to the front. The colour triangles formed on the sides of the head are positioned in various directions. This results in the colour dropping more onto the lengths on one side of the head, while on the other side, the colour gathers mostly at the top, creating an interesting asymmetric effect.

For the **Renaissance Rebel** Look, the colour technique mainly involves applying CREA-MIX to slightly cool down the base colour and add more ash undertones. This creates a tougher yet romantic appearance for the model. By cooling down the base colour, the facial features appear stronger and more defined, and the hair frames the face.”

IOANNA AUSCHRA

WHICH LOOKS ARE YOUR FAVOURITES AND WHY?

I believe the **Bronze Grace** look was most strongly connected to the trend. It combines all the typical features of the Renaissance: natural materials like marble stone, hand-made elements such as lace, the historically long skirt, the transparent shoe adding a modern twist, and finally, the large jewelry pieces that traditionally represented the 'status' of the owner. I loved it!



HOW DOES THIS COLLECTION INSPIRE YOU AS A STYLIST, AND WHAT DID YOU LIKE MOST ABOUT IT?

This collection felt like a gift to me. Its theme resonated deeply with my interests as a fashion stylist and with the journey I've taken to get where I am today.

Having previously made historic costumes and worked for theaters, I found even greater enjoyment in this collection. The modern interpretation was the cherry on top.



COULD YOU TELL US A BIT MORE ABOUT THE COLOUR PALETTE OF THE COLLECTION?

This hair collection was inspiring to me because the hair colours were so natural yet rich. Brown, a colour I didn't previously appreciate in fashion, completely changed my perspective after seeing this collection.

Brown tones can be incredibly diverse, and I particularly love the rich light brown used in some of the fashion pieces. Recently, I bought myself a brown blazer, and before our collection, I didn't think the colour suited me. Thanks to this collection, I feel like a new person!



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