



R

LOOK BOOK
VOL2

z.one concept™





PURE

La nuova collezione z.one concept™ si ispira al concetto di purezza assoluta reinterpretata con la trasparenza dei colori. Le trasparenze rendono i confini meno evidenti, sono un filtro che rende un'immagine mutevole proprio come la donna della collezione **PURE**: autentica e creativa. In un mondo che chiede trasparenza, sincerità e ascolto, la creatività e il desiderio di esprimere se stessi supera la logica dell'apparire. Lei carpisce l'essenza unica delle cose, delineandone solo i contorni e guardando attraverso i colori delle trasparenze che ne liberano tridimensionalità. Tutto assume un volume, una sfumatura, una tonalità diversa creando degli intrecci creativi che ritroviamo anche nel hair fashion. Le tonalità sono pastello e fanno da trait d'union fra tagli e colori rappresentando la massima espressione della creatività stilistica. Grazie ai colori e alle trasparenze è come sfiorare il tutto per ridare un senso puro alla bellezza. Nell'era dedicata alle emozioni, la donna **PURE** guarda attraverso i colori per proteggere i pensieri e liberare i sentimenti.

— *The new z.one concept™ collection is inspired by the concept of absolute purity, reinterpreted with a transparency of colours. Transparency makes boundaries less evident, it is a filter that makes an image mercurial, just like the women of the **PURE** collection: authentic and creative. In a world that demands transparency, sincerity and awareness, creativity and the desire for self-expression surpass the logic of mere appearance. She purloins the unique essence of things, outlining their contours and looking through the colours of transparencies that release their three-dimensionality. Everything takes on different volumes, hues, tones, devising creative interweaving that can also be found in hair fashion. Pastel shades are the unifying feature between cuts and colour, representing the maximum expression of stylistic creativity. Through these colours and transparencies, everything is brushed upon lightly to give a sense of purity to beauty. In the era dedicated to emotions, the **PURE** woman looks through colours to protect her thoughts and release her emotions.*

RE



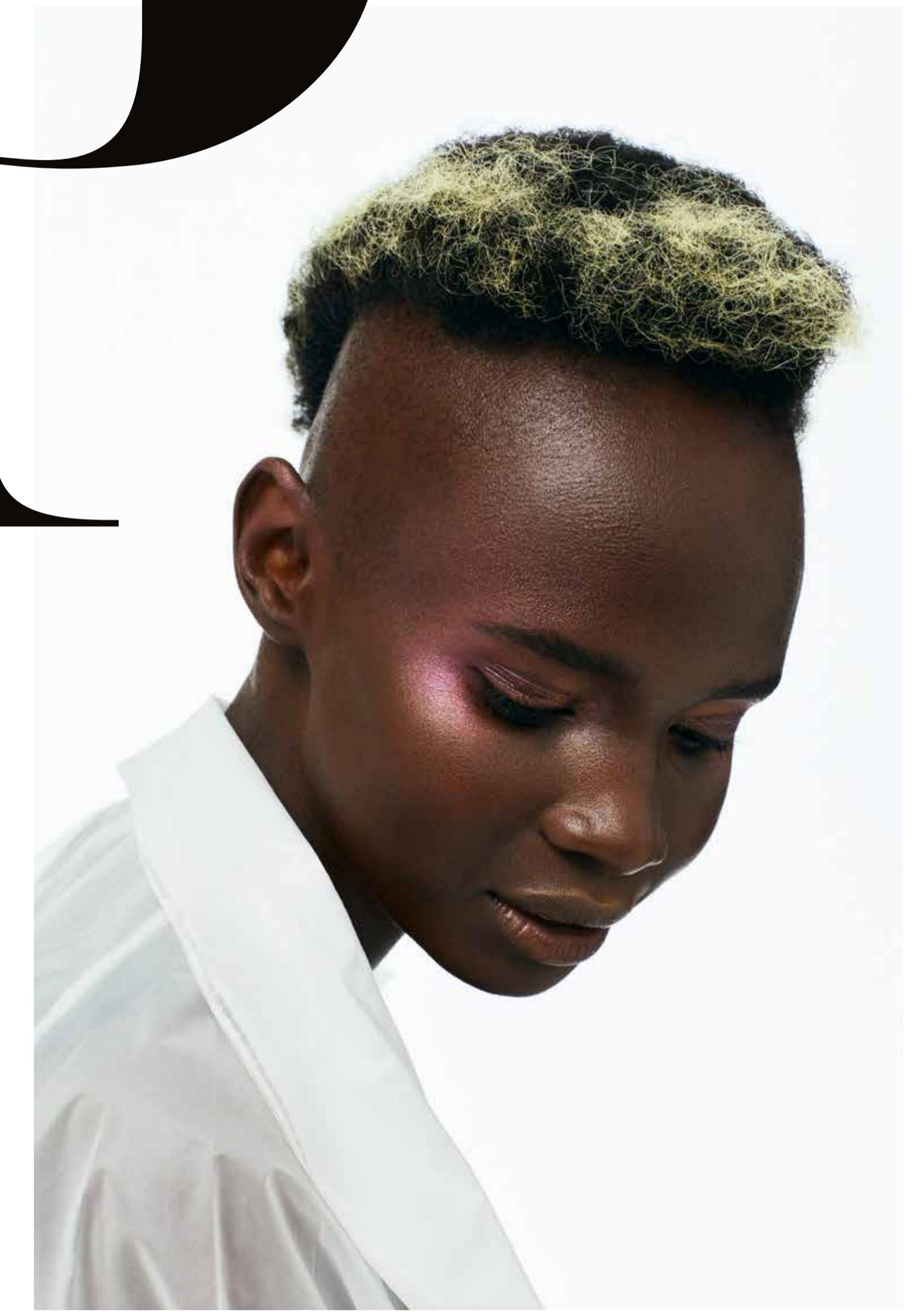






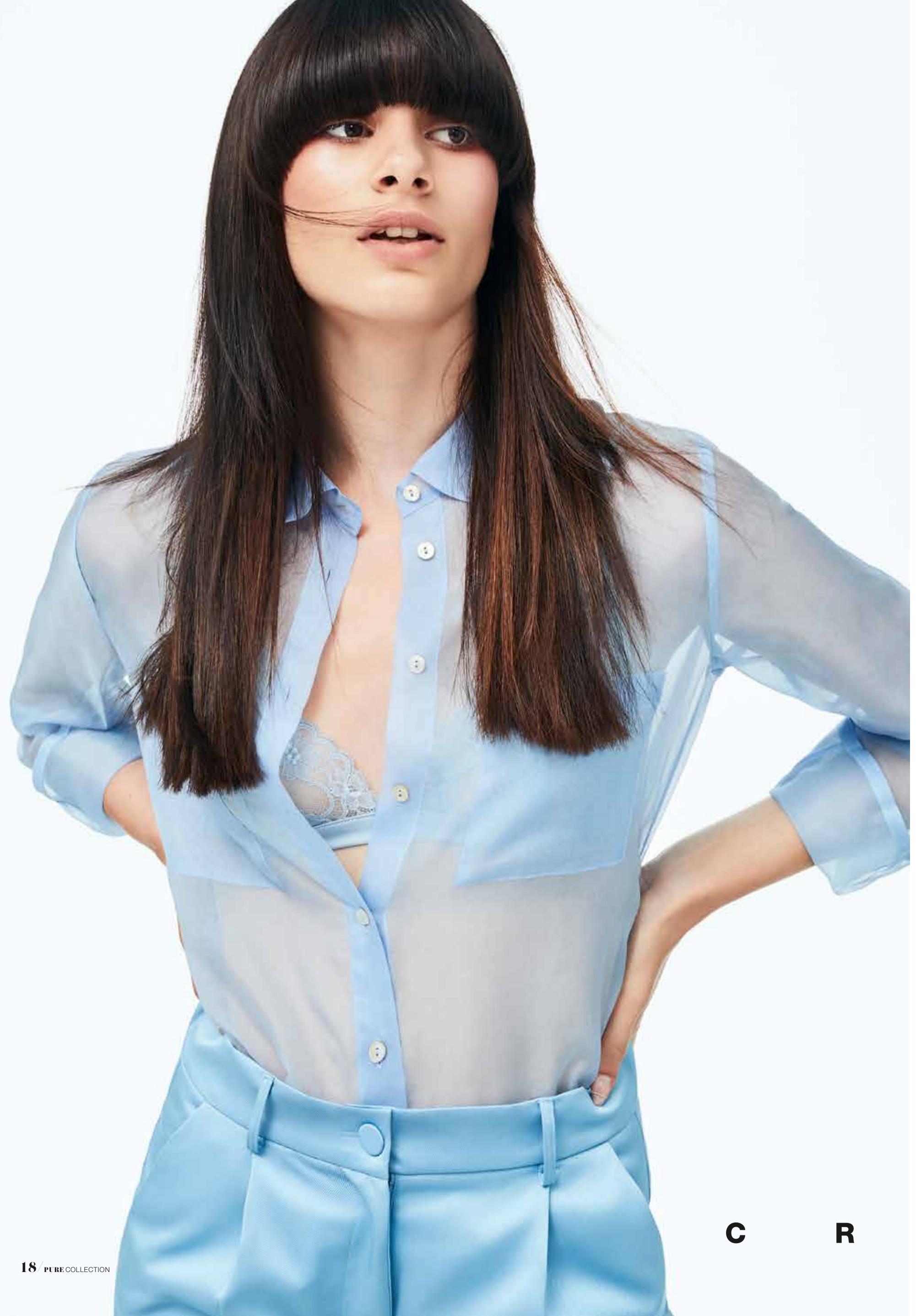
10
JRS
ANS
PARIS
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NYC

J U R E





GIRL TRANSPARENCIES



C R Y S T A L L I N E



20 / PURE COLLECTION



PURE COLLECTION 21



P

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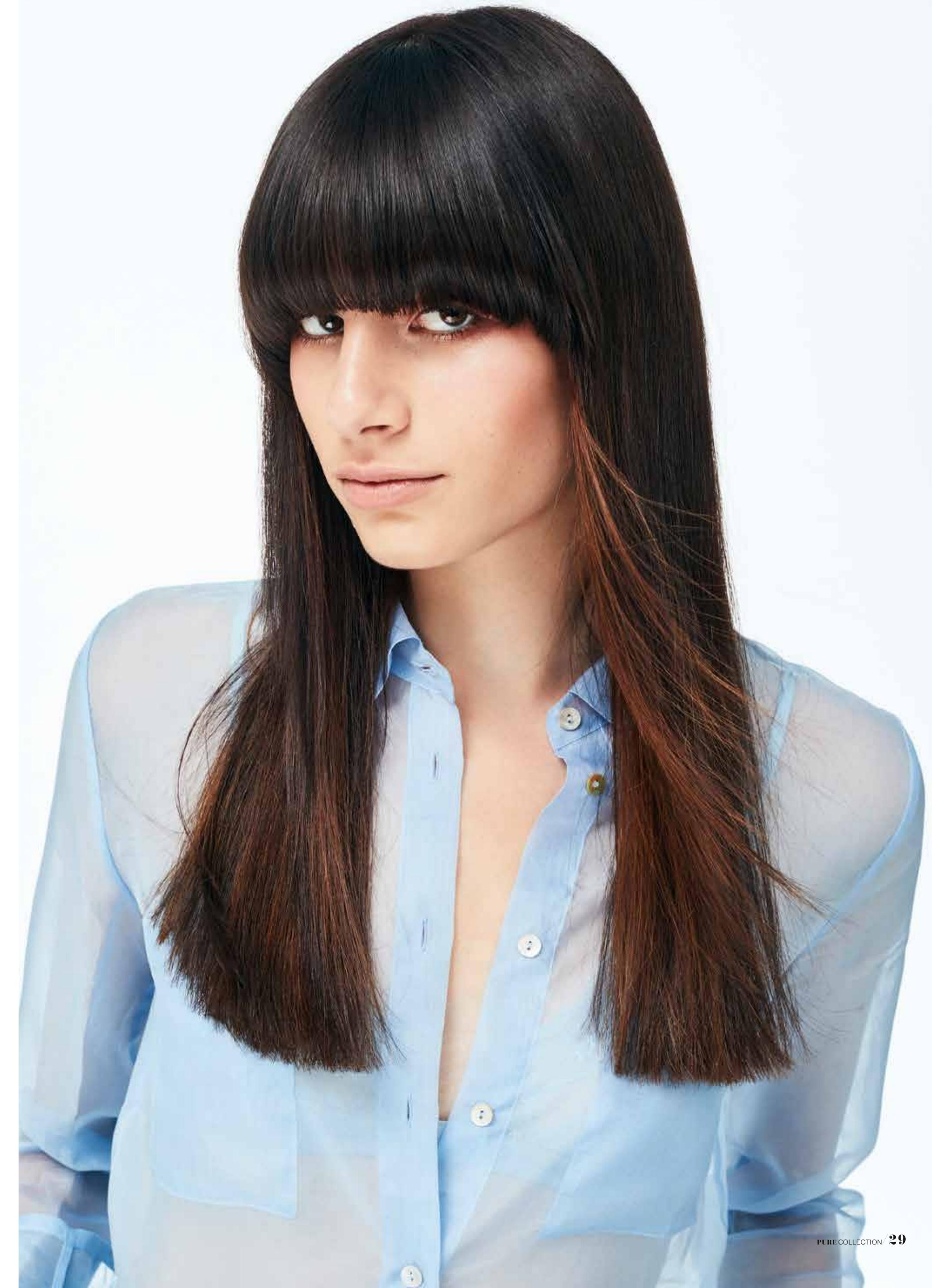
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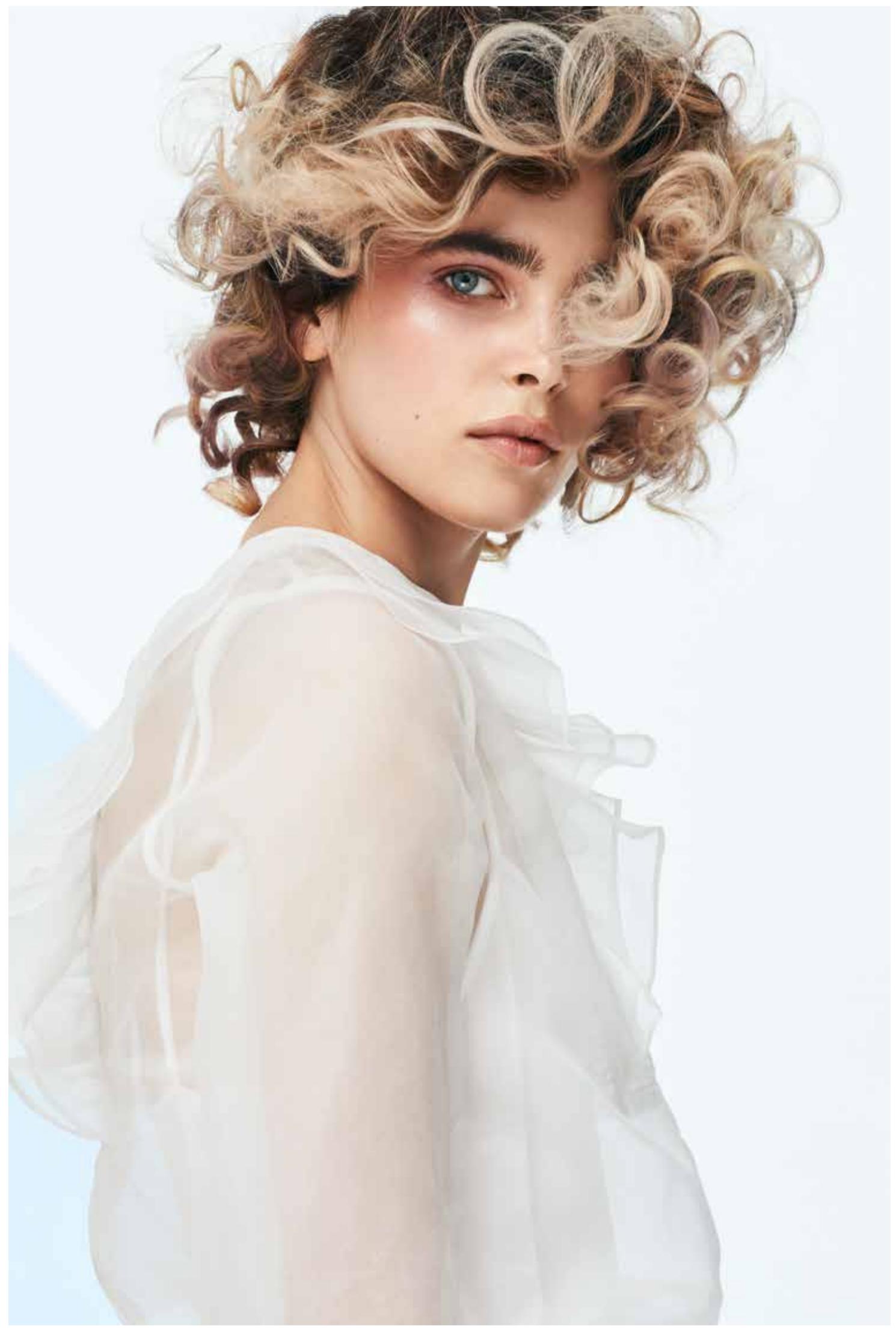
Le trasparenze carpiscono la vera essenza delle forme regalandole un significato diverso a seconda della tonalità. Un perfetto equilibrio fra geometria e imperfezione artistica, proprio come quello creato fra il grande ritorno delle emozioni, la voglia di coerenza e, all'opposto, l'evasione creativa. Le passerelle e l'hair fashion risentono di questo grande cambiamento, siamo entrati nell'era dei sentimenti dove i tagli e i colori pastello rappresentano in pieno il desiderio di leggerezza, di trasparenza, di purezza. *Transparencies mulct the true essence of shapes, giving them a different meaning according to their tone. A perfect balance between geometry and artistic imperfection, just like that created between the big return of emotions, the need for coherence, and the opposite, creative escapism. Catwalks and hair fashion have been hit by this great shift, we have entered into the era of feelings, where cuts and pastel colours represent the full desire for levity, transparency, purity.*

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G O S S A M E R

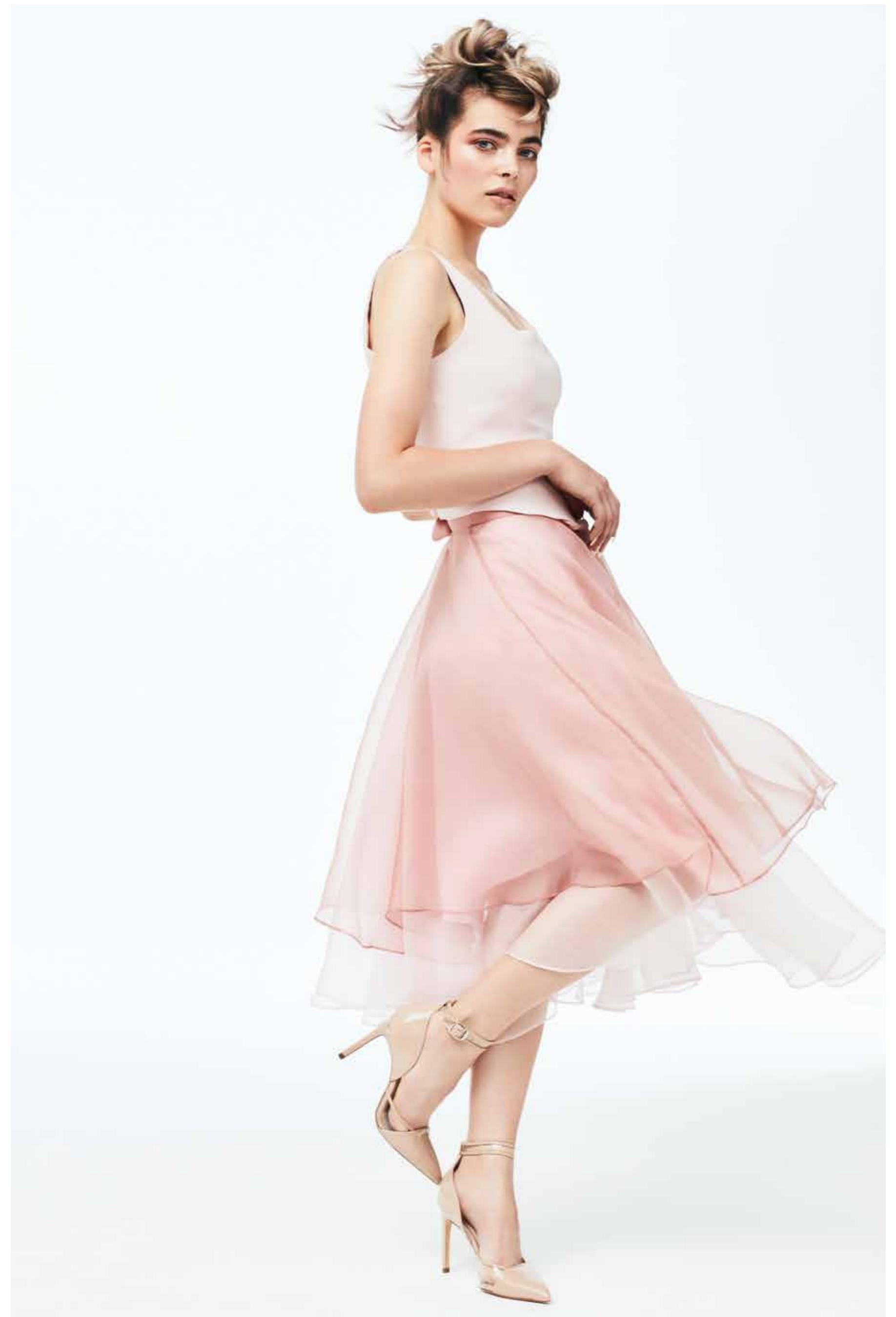
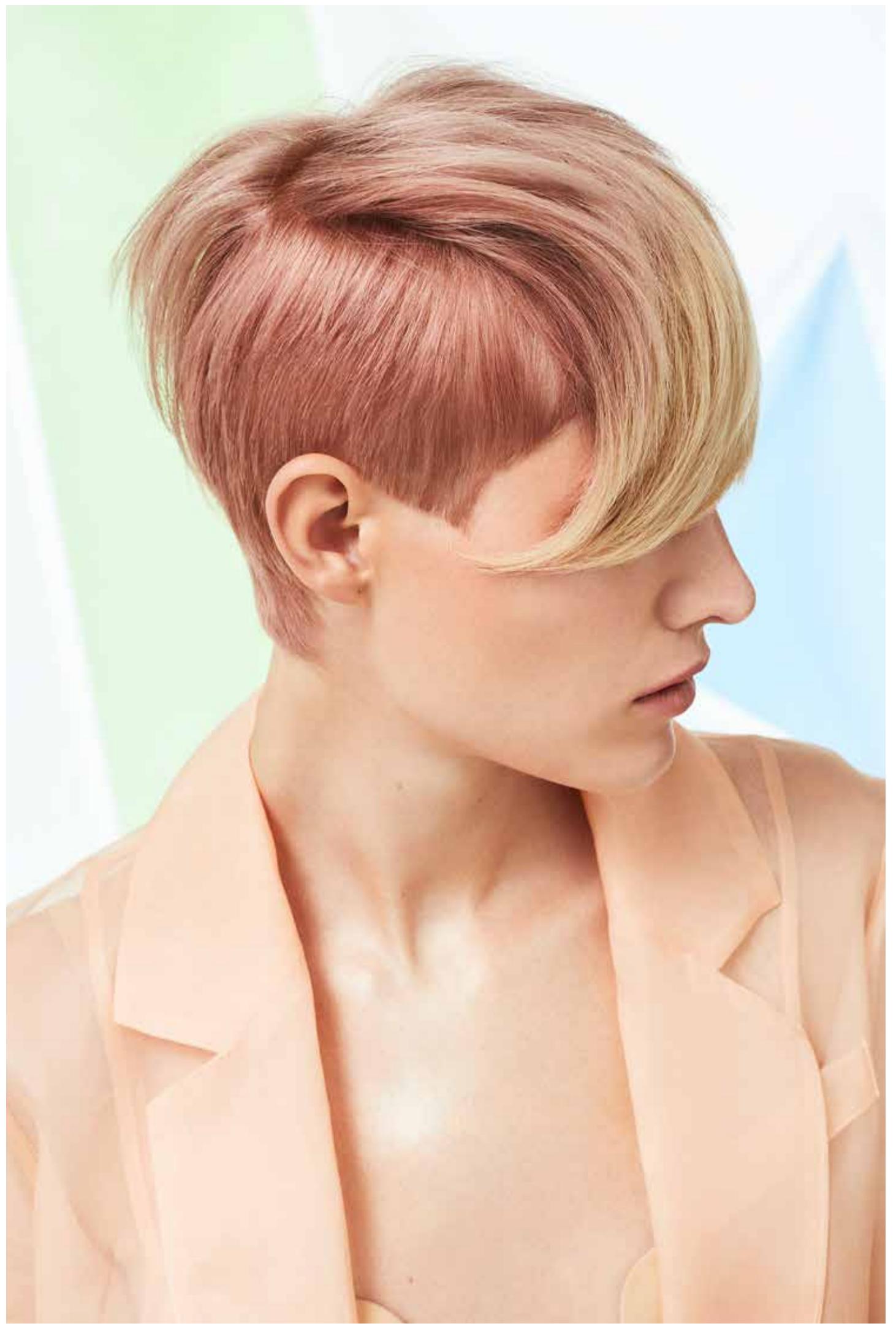




34 / PURE COLLECTION



PURE COLLECTION 35





P U R

J C

C/6/20

milk_shake® styling potion dry shampoo

2/21

milk_shake® strong hairspray glistening argan oil

16/27

milk_shake® smoothing cream strong eco hairspray

19/

NO INHIBITION glaze smoothing cream

4/24/35

NO INHIBITION volumizing powder
milk_shake® glistening spray medium hold hairspray

5/8/34

milk_shake® incredible oil
NO INHIBITION modeling wax

25/

NO INHIBITION volumizing powder
milk_shake® glistening spray medium hold hairspray

26/

NO INHIBITION body booster modeling wax

9/28

milk_shake® liquid styler shaping foam let it shine

10/17/29

milk_shake® thermo-protector silkening milk

30/31/36

milk_shake® styling potion medium hold hairspray

32/33

milk_shake® medium hold hairspray texturizing spritz smoothing cream glistening spray
NO INHIBITION volumizing powder

12/13/22

milk_shake® glistening spray strong hairspray

14/18

NO INHIBITION eco hairspray
milk_shake® texturizing spritz texturizing cream

PURE

co | l | e | c | t | i | o | n

milk_shake®

COLOUR



COLOUR



LIGHTENERS & DECOLOGIC



COLOR SPECIFICS



milk_shake®

NATURAL BEAUTY

NO INHIBITION

Styling Collection

MOISTURE & NOURISH



COLOUR CARE



LIFESTYLING



CARE



VOLUME



SHAPE



HOLD



SMOOTH



SHINE

Creative Direction Hair Team Andrea Brasola / Maurizio Velotti / David Baker /
Colourist Team Marzia Benedetti / Hugo Ferreira **Session Hairstylist** David
Maja Wiszniewska **Fashion Stylist** Cristina Cellini **Make Up Artist** Alice Coloriti
Manager Paolo Venzo **Education Director** Tammy Mattiazzini **Graphic Designer**

Rocco Longobardi **Hair Stylist Team** Samantha Favretto / Shelley Pengilly **Hair**
Baker & Ben Hendry / Shelley Pengilly **Photographer** Fabio Leidi **Art Direction**
Nails Entityusa **Video** Ilary Panzeri **Brand Manager** Emanuela Porcu **Technical**
Francesca Pellegrini **Logistic Coordinator** Paola Chiametti **Printing** Cts Grafica

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