

LOOK BOOK . VOL 2

z.one concept™

dedicated to Hugo

ibera dai confini del pensare convenzionale, la nostra icona **OH WOMAN!** è una donna forte e sofisticata che incarna fiducia e valori con un'unicità che annulla ogni tipo di schema conflittuale. Lei è una pensatrice indipendente, segue il suo credo personale lasciandosi trascinare dall'istinto e ha un approccio ribelle neutro che abbraccia tutto: da capelli, make-up fino allo stile di vita e alla tecnologia. Il suo essere anticonformista le dona una visione nuova e più aperta di vivere la modernità libera da genere, età, confini e condizionamento. L'interpretazione del suo stile, nel cuore di una tendenza dichiaratamente retrò da indossare nel contemporaneo, prende una posizione di rilievo sia nel taglio che nel colore e viene enfatizzata da uno styling leggermente "disordinato" ma dal fascino indiscutibile. **OH WOMAN!** è l'inno a una donna forte e audace imbevuta di stile e sicurezza; la ricerca della bellezza non è più una priorità perché nasce naturale dai suoi valori, dalle sue certezze, dalle sue paure, dai suoi sogni.

ree from the limitations of conventional thought patterns, our **OH WOMAN!** icon is a strong and sophisticated lady who embodies trust and values with a uniqueness that annihilates any kind of conflictual scheme. She is an independent thinker, she follows her belief system, allowing herself to be led by her instinct, with a neutral rebellious approach that encompasses everything from hair to make-up and lifestyle, through to technology. Her nonconformist attitude gives her a new, more open vision of living modernity free from the limitations of gender, age and social conditioning. The interpretation of its style, set in the heart of a trend that is blatantly retro and should be worn now, becomes the main feature both in cuts and colour and is emphasised by a style that is slightly "unkempt" but indisputably attractive. **OH WOMAN!** is a homage to a strong and bold woman imbued with style and confidence, the quest for beauty is no longer a priority because it stems naturally from her values, her certainties, her fears and her dreams.





Total beauty

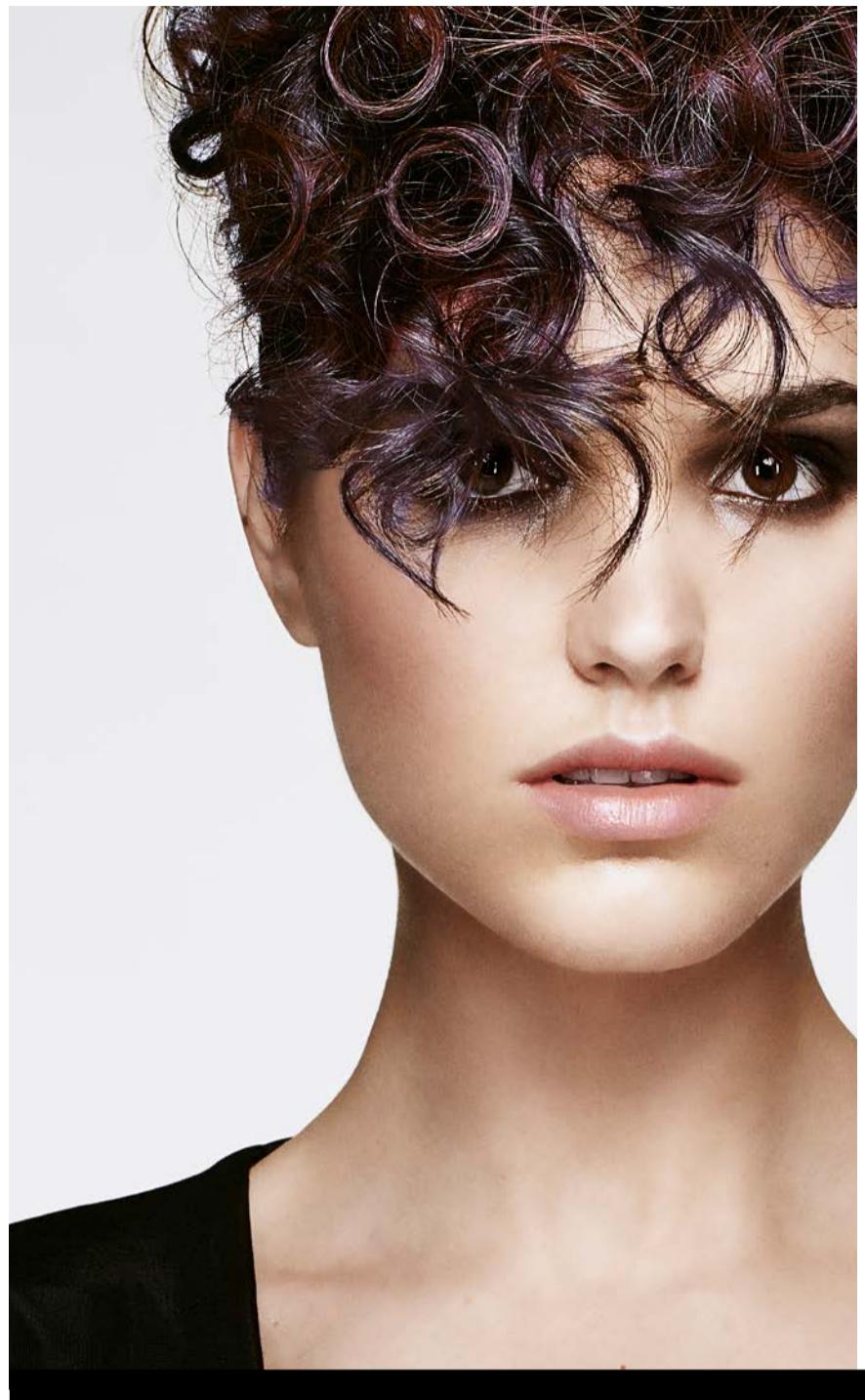


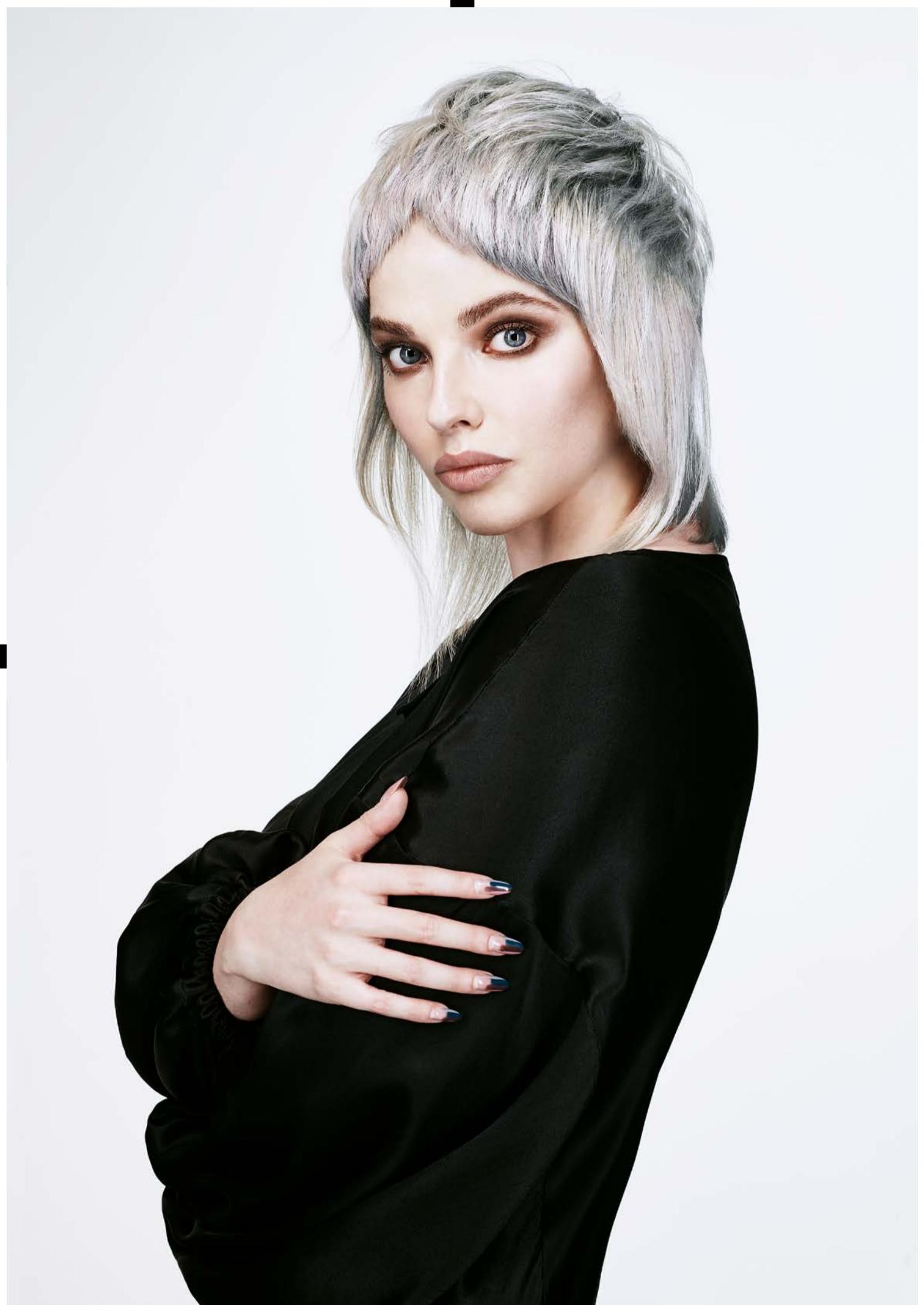


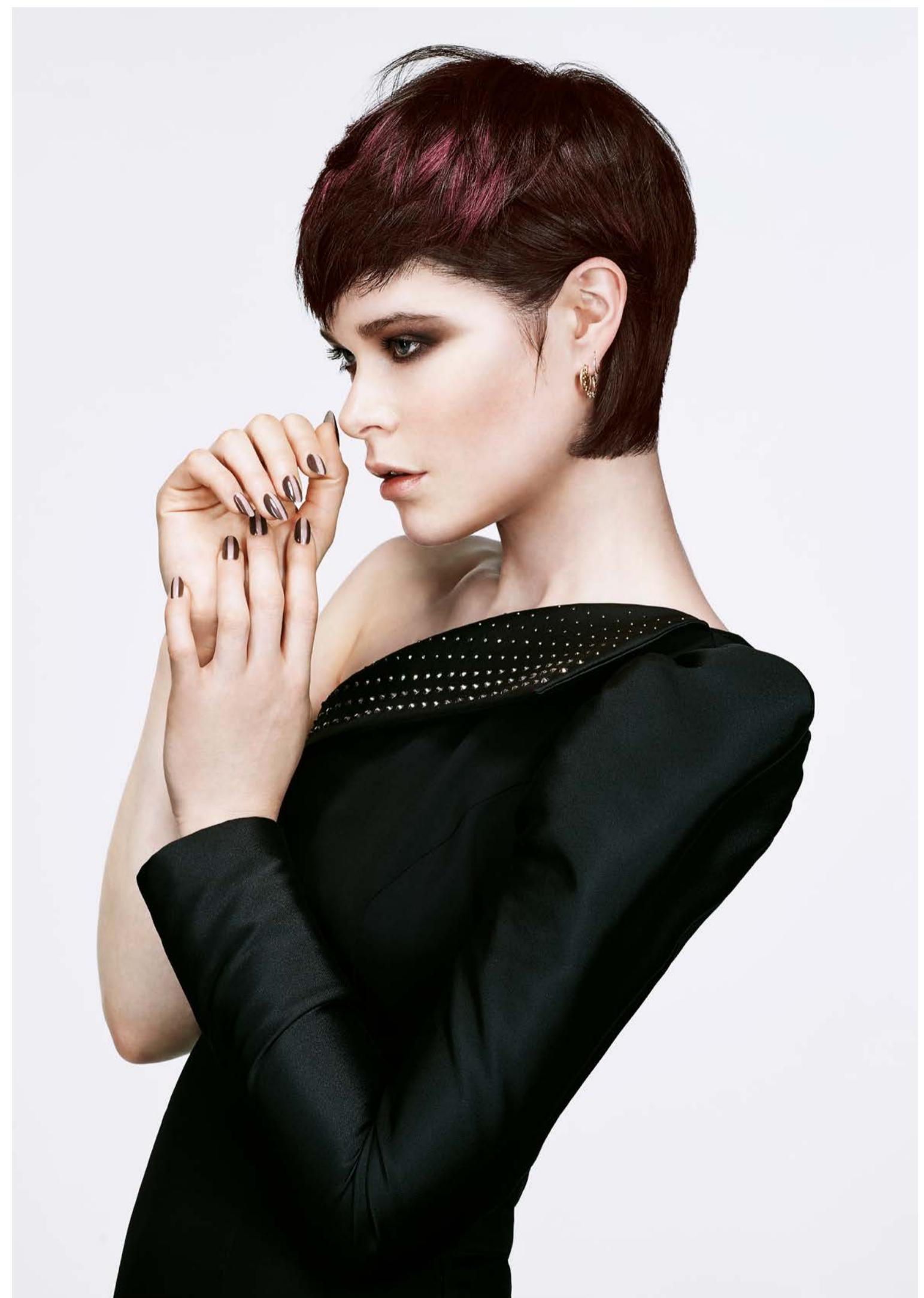
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11









style in shape and colour

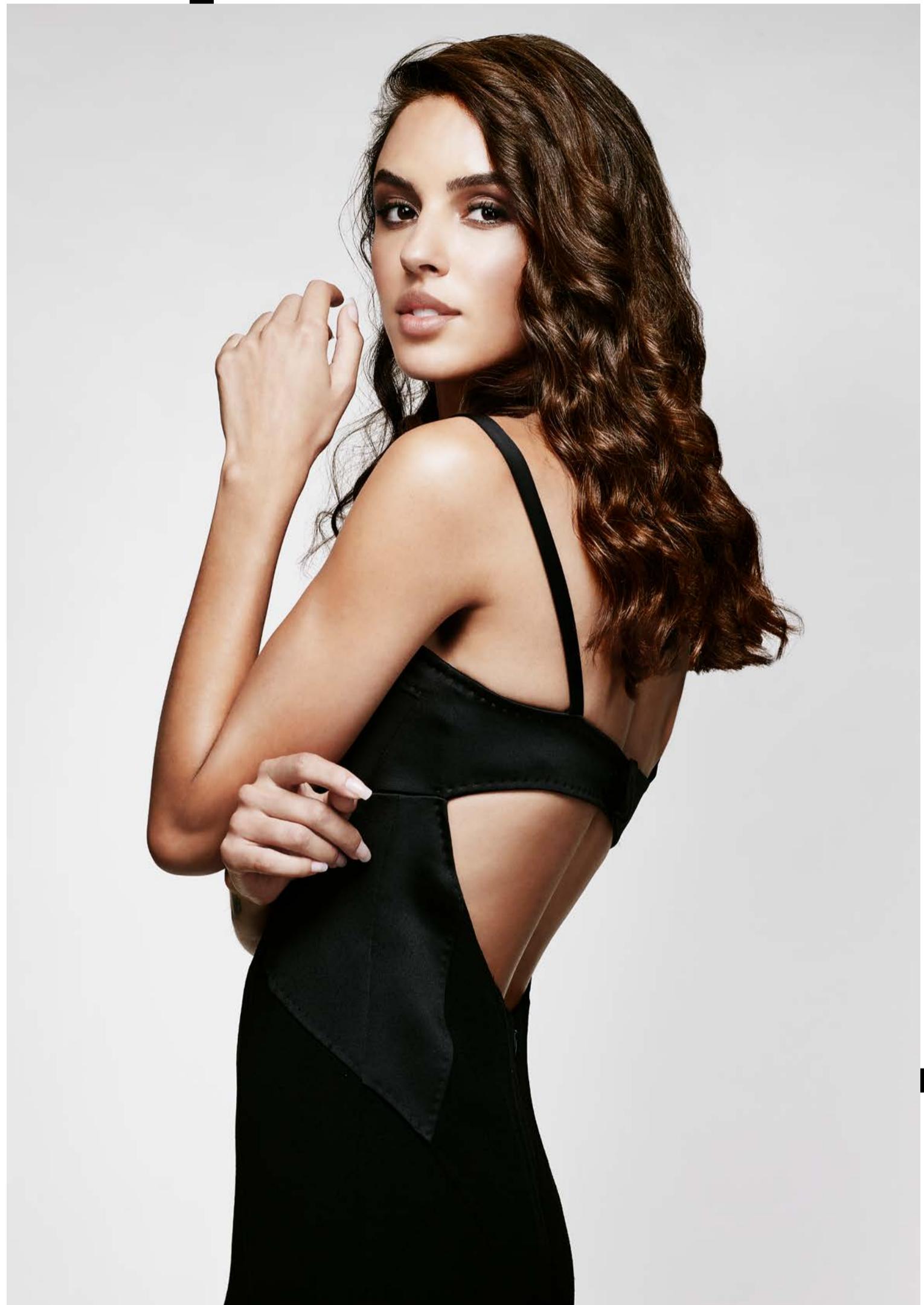


18

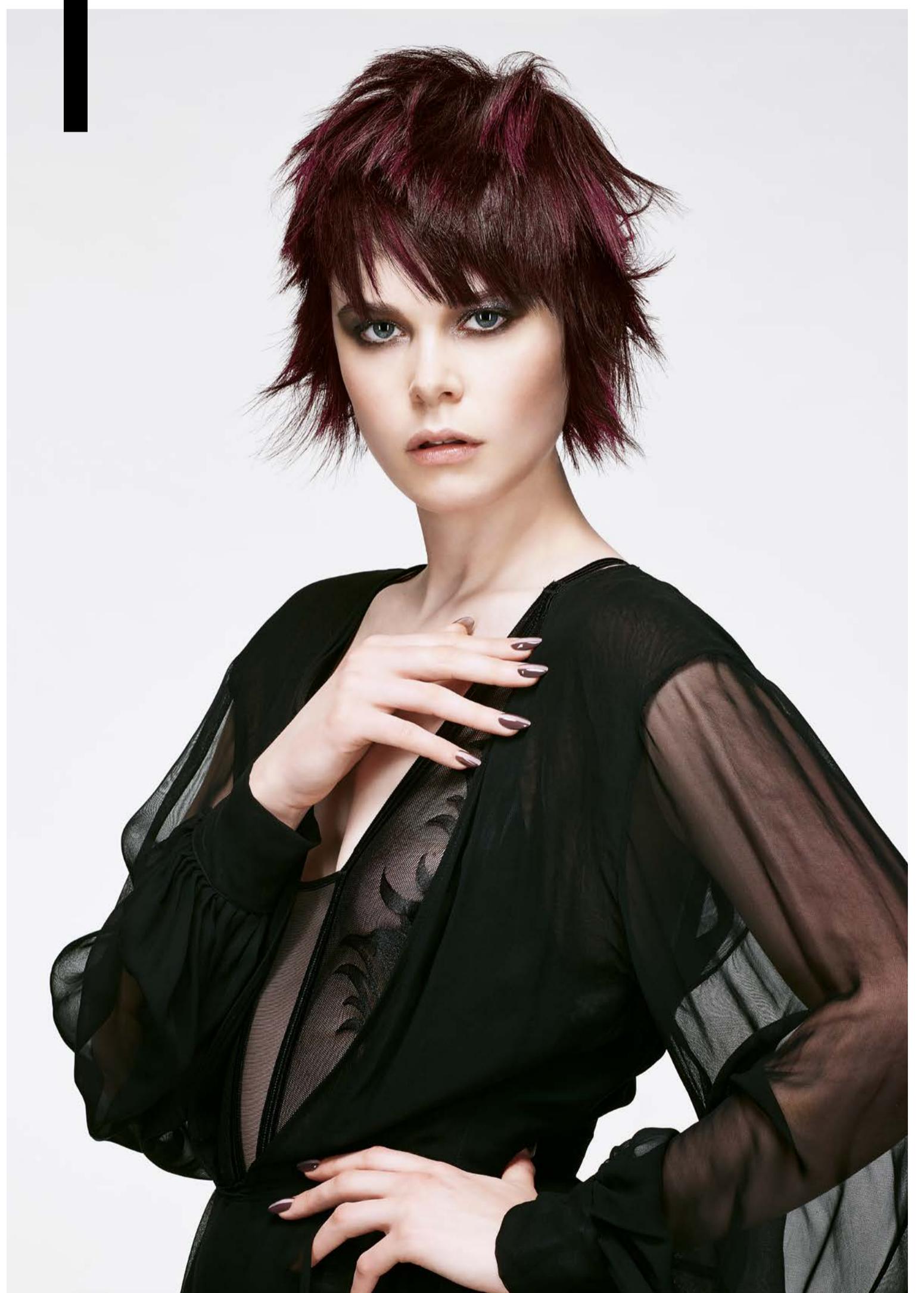


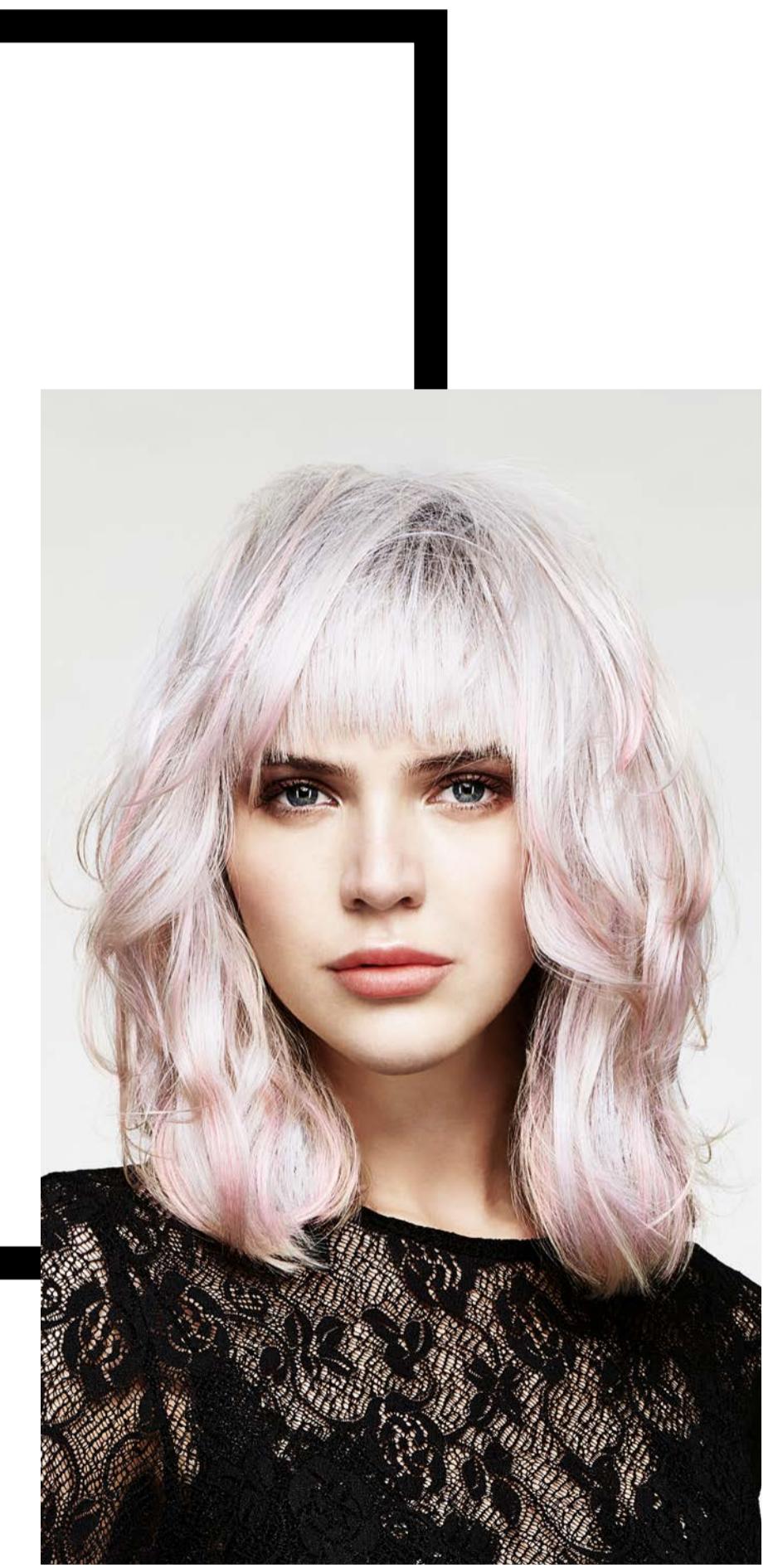
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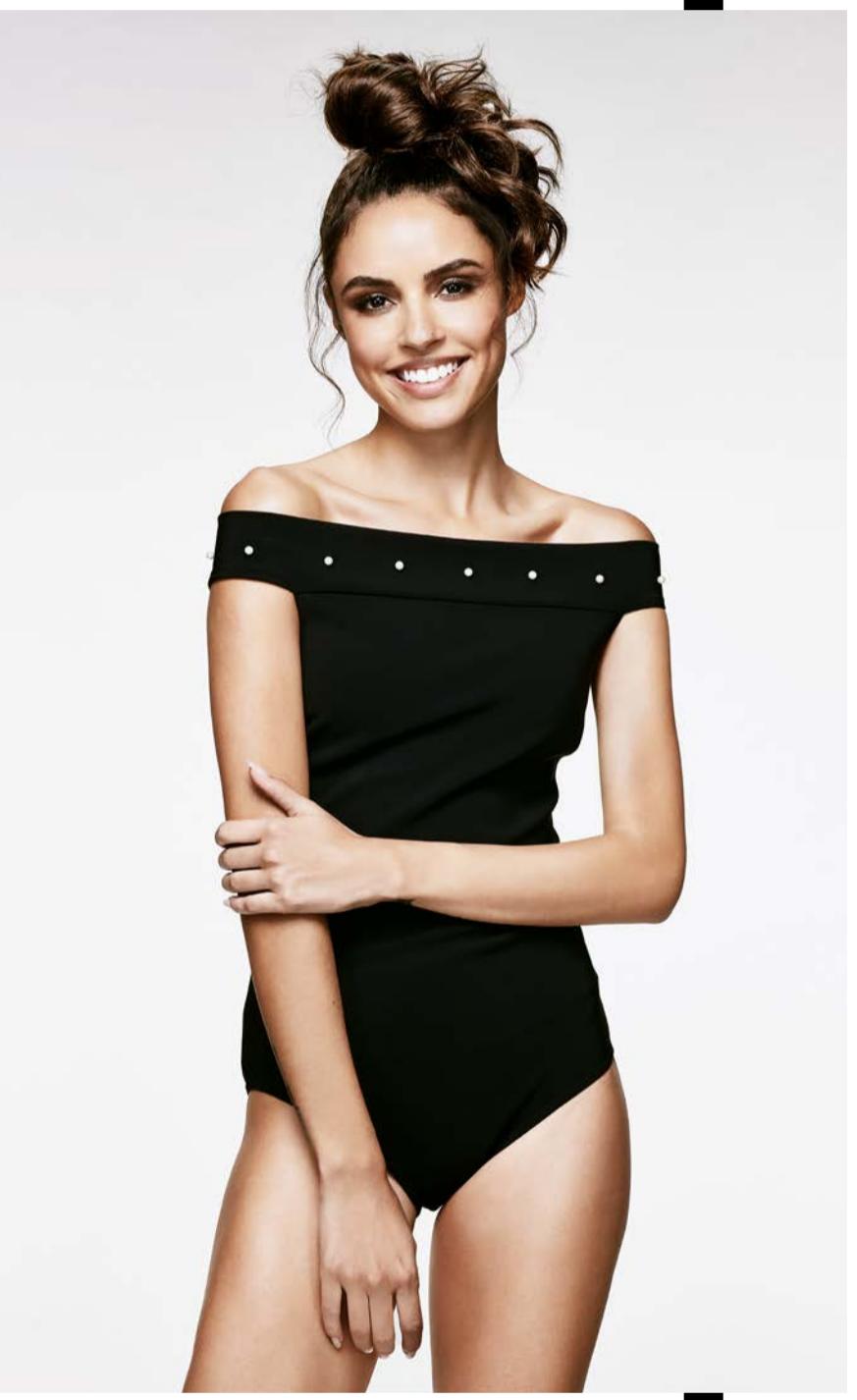
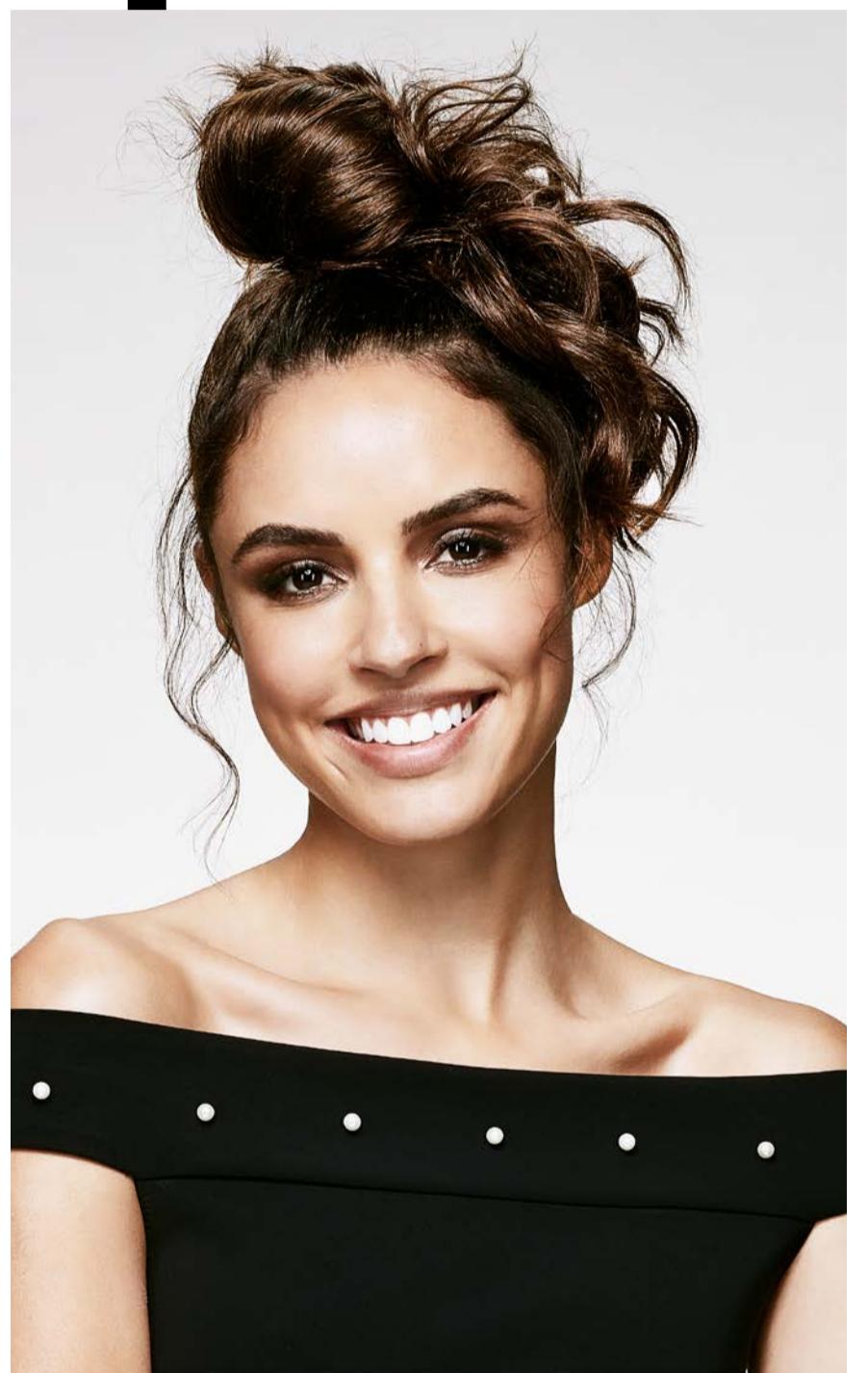


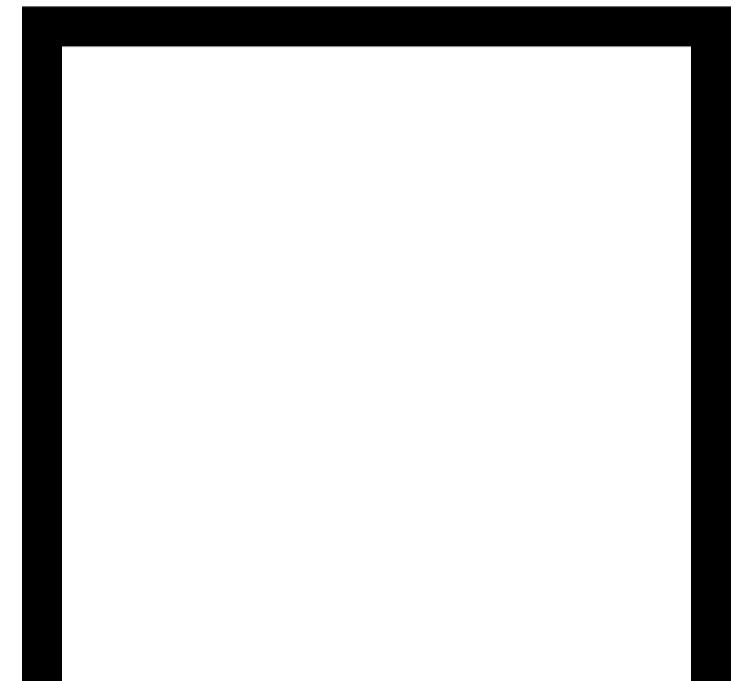


30



31





personality in its entirety



NO INHIBITION
smoothing cream, sea salt spray, fluid gloss, volumizer hairspray

milk_shake®
smoothing cream, dry shampoo, incredible oil, medium hold hairspray

0, 21

NO INHIBITION
silkening milk, volumizing & styling foam, modeling wax

milk_shake®
incredible milk, shaping foam, texturizing cream

2

NO INHIBITION
12 wonders, volumizing & styling foam, volumizer hairspray, fluid gloss

milk_shake®
incredible milk, shaping foam, medium hold hairspray, let it shine

16, 17

NO INHIBITION
sea salt spray, volumizing powder, modeling wax, silkening milk

milk_shake®
texturizing spritz, dry shampoo, freehand paste, incredible milk

18

NO INHIBITION
glaze, smoothing cream, modeling wax

milk_shake®
liquid styler, smoothing cream, design wax

3, 13

NO INHIBITION
silkening milk, smoothing cream, fluid gloss

milk_shake®
incredible oil, smoothing cream, let it shine

4

NO INHIBITION
texturizing & volumizing foam, volumizing powder, modeling wax

milk_shake®
shaping foam, dry shampoo, design wax

19

NO INHIBITION
fluid gloss, silkening milk, volumizing & styling foam, volumizer hairspray

milk_shake®
thermo protector, incredible milk, shaping foam, medium hold hairspray

20

NO INHIBITION
volumizing & styling foam, fluid gloss, eco hairspray

milk_shake®
shaping foam, incredible oil, medium hold hairspray

6

NO INHIBITION
fluid gloss, texturizing & volumizing foam, volumizer hairspray

milk_shake®
thermo protector, texturizing spritz, medium hold hairspray

7

NO INHIBITION
body booster, sea salt spray, curl definer

milk_shake®
texturizing spritz, dry shampoo, curl perfectionist

22, 23

NO INHIBITION
12 wonders, smoothing cream, sticky paste

milk_shake®
incredible milk, smoothing cream, freehand paste

24, 25

NO INHIBITION
body booster, sea salt spray, curl definer

milk_shake®
liquid styler, texturizing spritz, curl perfectionist

8, 9

NO INHIBITION
sea salt spray, body booster, smoothing cream

milk_shake®
texturizing spritz, texturizing cream, smoothing cream

10, 11

NO INHIBITION
silkening milk, body booster, texturizing & volumizing foam, volumizer hairspray

milk_shake®
incredible milk, liquid styler, shaping foam, medium hold hairspray

26, 27

NO INHIBITION
12 wonders, smoothing cream, fluid gloss

milk_shake®
incredible milk, smoothing cream, let it shine

28, 29

NO INHIBITION
volumizing powder, sea salt spray, sticky paste

milk_shake®
dry shampoo, texturizing spritz, texturizing cream

12

NO INHIBITION
fluid gloss, sea salt spray, volumizing powder

milk_shake®
thermo protector, texturizing spritz, dry shampoo

14

NO INHIBITION
volumizing powder, volumizer hairspray, fluid gloss

milk_shake®
dry shampoo, strong hairspray, glistening spray

30, 31

NO INHIBITION
volumizing powder, volumizer hairspray, fluid gloss

milk_shake®
dry shampoo, strong hairspray, let it shine

32



milk_shake®

colour

COLOUR



LIGHTENERS & DECOLOGIC



COLOR SPECIFICS



milk_shake®

NATURAL BEAUTY

NO INHIBITION

Styling Collection

MOISTURE & NOURISH



SPECIFIC SHAMPOOS



LIFESTYLING



CARE



VOLUME



SHAPE



HOLD



SMOOTH



SHINE

hair team direction ANDREA BRASOLA
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hair stylist team DIEGO AVELLINI / ANDREA CROCI
hair colourist Team GIORGIA ALESSI / SIMONA DI BRINA
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fashion stylist GIACOMO SIMONI
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OH WOMAN!