



ICONIC
collection

z.one concept™



ICONICO E SENZA TEMPO

La moda capelli ha percorso un trend evolutivo dagli anni '20 agli anni '70 per diventare oggi un vero riferimento ormai senza tempo.

Gli stili evergreen si impongono nel 2020 e celebrano la donna forte, attenta alla moda, che esalta la sua unicità con la femminilità del suo cuore. Hook iconici di Londra, la ricerca di una geometria in equilibrio con la morbidezza, la forza in armonia con la femminilità, sono gli stili delle donne di oggi impegnate nella

vita sociale e professionale. Look iconici con un nuovo concetto di glamour. Dagli anni '20 l'industria cinematografica americana, per arrivare agli anni '70 col mondo musicale pop, hanno influenzato gli hair look in tutto il mondo, sia nella moda affermata che negli street style delle generazioni più giovani. Con l'avvento della musica rock, la cultura e la moda teen hanno assunto un'anima sempre più distinta rispetto alla moda più tradizionale.

Le giovani teenager di tutto il mondo portavano i capelli raccolti in code di cavallo e le donne sfoggiavano capelli corti, medi e lunghi con un tocco di morbidezza naturale e voluto disordine. Un nuovo senso di libertà, spensieratezza e stile sono i simboli che rappresentano gli stili **ICONIC** di oggi. Uno sguardo ai Brits e un occhio intorno al mondo. Il ritorno è forte.

ICONICO E SENZA TEMPO.

ICONIC AND TIMELESS

Hair fashion has evolved from the '20's to the '70's to become a pure, timeless reference. Timeless styles are the main statements in 2020, celebrating a strong woman who follows trends and enhances her uniqueness with femininity in her heart. Iconic looks from London, the search for geometry and a balance in softness, strength in harmony with femininity, this is the style of women today who work hard in their professional and social lives. Iconic looks with a new glamorous concept. From the '20's American film industry to the '70's pop music, hair looks were influenced worldwide, both in official trends and the street style of the younger generations. With rock music, teen fashion and culture became increasingly distinguished compared to traditional fashion.

Teenagers around the globe wore ponytails or short, medium and long cuts with a touch of natural softness and an intentionally unkempt look. A new sense of freedom, light heartedness and style are the symbols that represent the **ICONIC** styles of today. A glance at Brits, and eyes all over the globe. The reverberation is strong.

ICONIC AND TIMELESS.













IL NUOVO **M**MULLET

DAGLI IDOLI DEL ROCK AGLI ARTISTI PIÙ RINOMATI, IL MULLET È DA SEMPRE L'ACCONCIATURA PIÙ DISCUSSA DELLA STORIA ORA SI RINNOVA E TORNA PROROMPENTE PER IL 21° SECOLO MA CON UN AVVERTIMENTO: NON È PER TUTTI.

È PER LA DONNA SICURA DI SÉ, CHE NON HA PAURA DI USCIRE DAGLI SCHEMI, CHE LO INDOSSA CON DISINVOLTURA E CONSAPEVOLEZZA DI ESSERE DIVERSA, ED AFFERMATA NEL PROPRIO STILE. ED È DI QUESTO CHE SI TRATTA, UNO STILE UNICO E INCONFONDIBILE.

THE NEW MULLET

FROM ROCK GODS TO THE MOST RENOWNED ARTISTS, THE MULLET HAS ALWAYS BEEN THE MOST DIVISIVE HAIRSTYLE IN HISTORY AND NOW IT RENEWS ITSELF AND COMES BACK FOR THE 21ST CENTURY BUT WITH A WARNING: IT IS NOT FOR EVERYONE.

IT IS FOR THE SELF-CONFIDENT WOMAN, WHO IS NOT AFRAID OF GOING OUTSIDE THE BOX, WHO WEARS IT WITH EASE AND AWARENESS OF BEING DIFFERENT, AND AFFIRMED IN HER OWN STYLE. AND THIS IS WHAT IT IS ABOUT, A UNIQUE AND UNMISTAKABLE STYLE.









IL NUOVO **PURDEY**

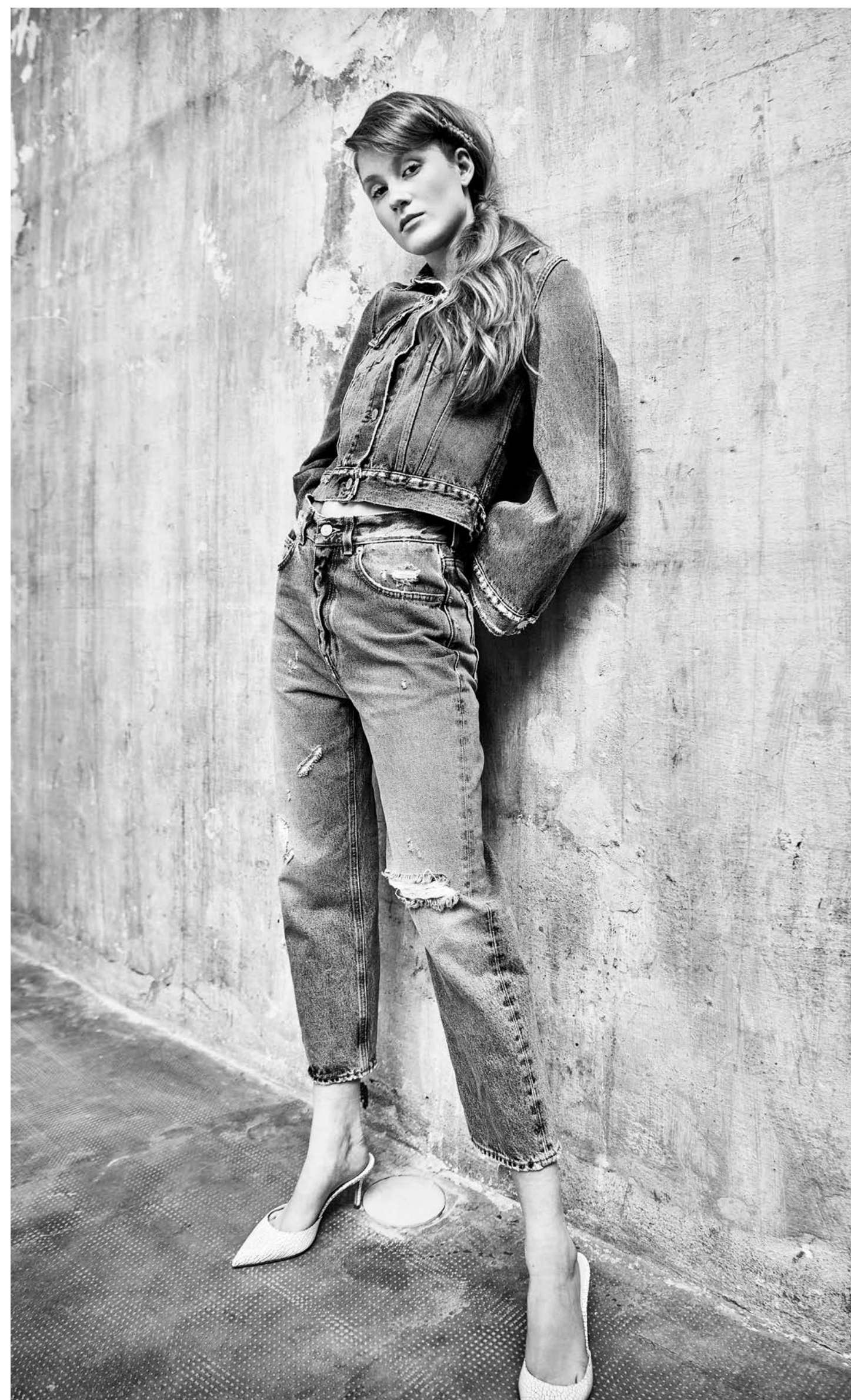
QUESTO LOOK STA DIVENTANDO NUOVAMENTE POPOLARE TRA LE DONNE ESPERTE DI MODA DEI TRE GRUPPI: MILLENNIAL, GEN Z E LE OVER 50ENNI. UNA DIMOSTRAZIONE CHE NON SERVE SEGUIRE I CANONI ASSOCIATI ALLA FEMMINILITÀ PER CHI È DONNA PER NATURA.

UN LOOK INDISCUTIBILMENTE RIGIDO, LA VERSIONE MENO SEVERA E PIÙ MORBIDA È CARATTERIZZATA DA UNA FRANGIA PROFONDA, PESANTE E ARROTONDATA CHE RISPECCHIA LA FORMA, CON I LATI NON PIÙ LUNGHI DEL LIVELLO DELLA MASCELLA E ABBINATA A UN EFFETTO PIÙ SFUMATO. UNA VERSIONE MODERNA E PIÙ GLAMOUR, DALLO STILE DESTRUTTURATO, TOGLIE LA SEVERITÀ DEL TAGLIO NETTO DEDICATO ALLA DONNA SICURA DELLE SUE SCELTE.

THE NEW PURDEY

THIS LOOK IS BECOMING POPULAR AGAIN AMONG THE SARTORIALLY EXPERT WOMEN OF THE THREE GROUPS: MILLENNIAL, GEN Z AND OVER 50. A DEMONSTRATION THAT THERE IS NO NEED TO FOLLOW THE CANONS ASSOCIATED WITH FEMININITY FOR THOSE WHO ARE WOMEN BY NATURE. UNQUESTIONABLY RIGID, THE LESS SEVERE AND SOFTER VERSION IS CHARACTERIZED BY A DEEP, HEAVY AND ROUNDED FRINGE THAT REFLECTS THE SHAPE, WITH THE SIDES NOT LONGER THAN THE JAW LEVEL AND COMBINED WITH A MORE FEATHERED EFFECT. A MODERN AND MORE GLAMOROUS VERSION, WITH AN UNSTRUCTURED STYLE, TAKES AWAY THE SEVERITY OF THE CLEAN CUT DEDICATED TO THE WOMAN SURE OF HER CHOICES.









ICONIC













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02. 08. 17.



milk_shake® smoothing cream / argan oil / design wax
IO INHIBITION smoothing cream / fluid gloss / modeling wax

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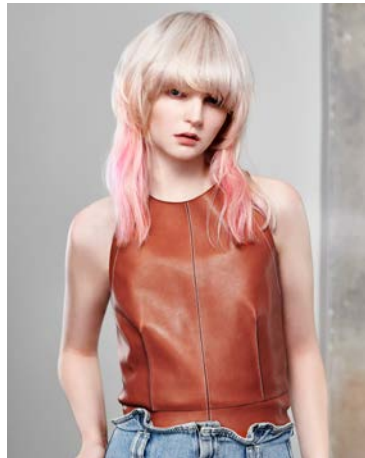
milk_shake® medium hold gel / argan oil / design wax
IO INHIBITION styling gel / fluid gloss / modeling wax

07. 34.



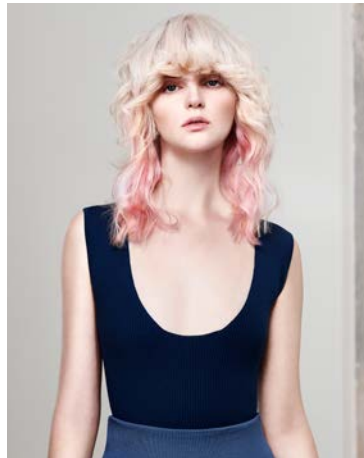
milk_shake® texturizing spritz / texturizing cream / strong hold hairspray
IO INHIBITION body booster / sea salt spray / volumizer hairspray

05. 18.



milk_shake® texturizing spritz / design wax / let it shine
IO INHIBITION sea salt spray / modeling wax / fluid gloss

27. 32.



milk_shake® blowdry primer / thermo protector / fixing paste
IO INHIBITION body booster / fluid gloss / sticky paste

10. 23.



milk_shake® incredible milk / thermo protector / let it shine
IO INHIBITION silkening milk / smoothing cream / fluid gloss

14. 26. 35.



milk_shake® liquid styler / thermo protector / let it shine
IO INHIBITION body booster / fluid gloss

20. 30.



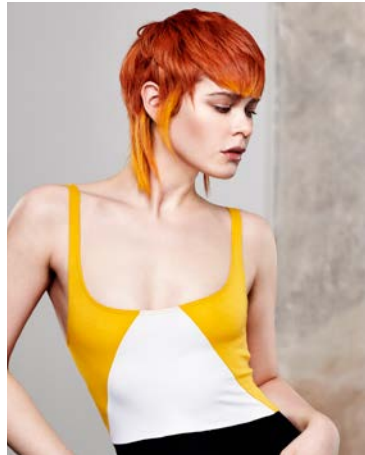
milk_shake® blowdry primer / fixing paste / medium hold hairspray
IO INHIBITION texturizing and volumizing foam / moulding mudd / volumizer hair spray

09.



milk_shake® glistening milk / design wax / strong eco hairspray
IO INHIBITION fluid gloss / modeling wax / eco hairspray

15. 33.



milk_shake® smoothing cream / freehand paste / let it shine
IO INHIBITION smoothing cream / sticky paste / fluid gloss

22. 39.



milk_shake® liquid styler / design wax / strong eco hairspray
IO INHIBITION body booster / defining & shining wax / eco hairspray

12. 16.



milk_shake® curl shaper / freehand paste / strong eco hairspray
IO INHIBITION curl definer / moulding mudd / eco hairspray

03. 36.



milk_shake® blow dry primer / freehand paste / medium hold hairspray
IO INHIBITION body booster / sticky paste / volumizer hairspray

24. 38.



milk_shake® blowdry primer / strong eco spray / argan oil
IO INHIBITION body booster / eco hairspray / fluid gloss

06.



milk_shake® blow dry primer / thermo protector / design wax
IO INHIBITION body booster / fluid gloss / modeling wax

25. 28. 31.



milk_shake® smoothing cream / design wax / medium hold spray
IO INHIBITION smoothing cream / defining & shining wax / volumizer hairspray

37.



milk_shake® liquid styler / medium hold hairspray / strong hold hairspray
IO INHIBITION glaze / volumizer hairspray / eco hairspray



milk_shake®

colour

COLOUR



CREATIVE
conditioning
permanent colour



DELICATE
permanent hair
colouring oil



SMOOTHIES
conditioning
semi-permanent colour



DIRECT COLOUR
conditioning
direct colour



PURE PIGMENT
concentrated
colouring for hair

LIGHTENERS & DECOLOGIC



LIGHTENING
POWDER
conditioning lightening
powder for hair



BLUE LIGHTENING
POWDER
conditioning blue lightening
powder for hair



LEVEL 9
extra-high-lift
powder for hair



CLAY BALAYAGE
LIGHTENER
freehand clay lightener
for hair



LIGHT
& COLOR
conditioning lightening
and toning powder for hair



TOTAL ROOTS
LIGHTENER
gentle lightening cream
for roots,
lengths and ends



TONE CONTROLLER
toning gel
for hair

ILLUMINATE

COLOR SPECIFICS



CONDITIONING
LIGHTENING OIL
conditioning
lightening oil for hair



QUICK LIGHT
instant lightening
fluid for hair



POWERFUL
PROTECTOR
pre-colour
protective fluid



PRO COLOUR
EQUALIZER
pre-colour
equalizer



ACID COLOUR
SEALER
post-colour
acid sealer



INSTANT
REMOVER
hair colour remover for skin



COLOUR SEALING
SHAMPOO
post-colour
shampoo

ILLUMINATE

COLOUR MAINTENANCE



COLOUR SEALING
CONDITIONER
after-colour
conditioner



COLOR
SPLIT
barrier-effect additive
for hair colouring



SAFE LIGHTENER
COMPLEX
additive for hair lightening
treatments



COLOUR WHIPPED
CREAM
no rinse moisturizing foam
for dry hair



SILVER SHINE
specific shampoo
for blond or grey hair

milk_shake®
NATURAL BEAUTY

HAIRCARE



NOURISHING SHAMPOO
nourishing shampoo for all hair types



MOISTURE PLUS SHAMPOO
moisturizing shampoo for dry hair



WHIPPED CREAM
no rinse conditioning & protective creamy foam for all hair types



LEAVE IN CONDITIONER
leave-in conditioner for all hair types



INCREDIBLE MILK
12 effects / leave in for all hair types



COLOUR MAINTAINER SHAMPOO
hydrating and protective shampoo for colour-treated hair



VOLUMIZING SHAMPOO
volumizing shampoo for all hair types

STYLING



CURL PASSION SHAMPOO
shampoo for curly hair



SMOOTHING CREAM
soft hold smoothing cream



SHAPING FOAM
medium hold styling foam



LIQUID STYLER
styling and defining fluid



TEXTURIZING SPRITZ
bodyfying spray for hair



STYLING POTION
conditioning and styling cream



CURL PERFECTIONIST
curl defining cream



THERMO PROTECTOR
heat protection for hair



DRY SHAMPOO
instant dry shampoo



STRONG HAIRSPRAY
strong hold hair spray for colour-treated hair



MEDIUM HOLD HAIRSPRAY
medium hold hair spray



STRONG ECO HAIRSPRAY
strong eco hairspray for colour-treated hair



LET IT SHINE
softening glossing spray



POWDER POP
volumizing powder for hair



CURL SHAPER
shaping fluid for curly hair



BLOW-DRY PRIMER
pre-styling lotion for hair



MEDIUM HOLD GEL
medium hold styling gel



FIXING PASTE
strong hold paste for hair



TEXTURIZING CREAM
bodyfying molding cream



FREEHAND PASTE
molding paste with flexible control



DESIGN WAX
defining wax

NO INHIBITION
Styling Collection

STYLING



SILKENING MILK
hydrating and shining milk



12 WONDERS
leave in spray mask for all hair types



SMOOTHING CREAM
extra-smoothing cream



CURL DEFINER
curl definer cream



VOLUMIZING & STYLING FOAM
volumizing & styling foam



ECO HAIRSPRAY
volumizing ecological hairspray



VOLUMIZING POWDER
matt volumizing powder for hair



VOLUMIZER HAIRSPRAY
volumizing hairspray



BODY BOOSTER
bodyfying cream for hair



SEA SALT SPRAY
sea salt spray for hair



TEXTURIZING & VOLUMIZING FOAM
volumizing and texturizing foam



GLAZE
liquid gel



STYLING GEL
finishing and styling gel



STICKY PASTE
sticky paste



WET HARD GEL
wet look hard gel



STRONG HOLD GEL
strong hold gel for hair



MOULDING MUDD
modeling mud



FLUID GLOSS
anti-frizz polishing fluid



MODELING WAX
modeling wax



DEFINING & SHINING WAX
defining shining and polishing wax



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