



Street  
Style  
Looks

Spring  
/  
2020

# Street

2

# Style

# Power



Hi, we're Indola. A professional German hair-beauty brand on a mission to inspire and empower the independent hairdresser with ready-to-wear street-style looks and easy-to-use blockbuster colour techniques that work and flow in the real world.

Harnessing decades of industry experience and the very latest in modern science, we're here to make a difference with unrivalled colour and effortless care and styling that builds hair confidence inside and outside the salon.

So, whether you're an established salon, freelance stylist or trend oriented customer - we're here to back you up with great quality and great value. So take a leap, and join our vibe, we're sure you're going to enjoy the ride.

3



# Style

4 We love discovery and seek real-life inspiration in the streets of the world.

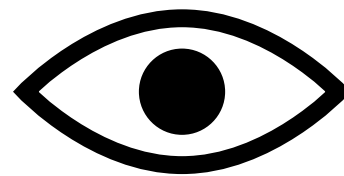
Working closely with our team of globe-trotting fashion and hair Style Crews to scout and capture the very latest hair colour vibes and techniques from around the globe, styling them up into zero-fuss, ready-to-wear hair looks that celebrate the people that wear them.



Say hello to our lovely Christopher, our latest addition to our ever growing pool of contributing talent. Hailing from Yorkshire, England, he brings his sharp styling eye and contagious energy to this seasons must-have street vibes.

Christopher Maul  
Fashion Stylist

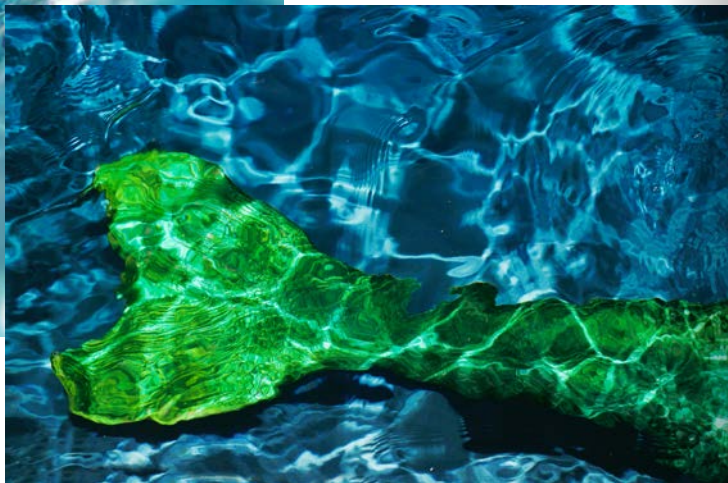
5 Christopher is a London based stylist and journalist. Once a lawyer, he studied law at The University of York before switching it up and studying MA Fashion at Central Saint Martins. His work has seen him travel the globe and dress Naomi Campbell, Monica Bellucci, Helena Christensen, Poppy Delevingne and more. When not on set, he can be found in a park with his dog or by the ocean (he's a PADI Rescue Diver in his down time).



# Maker

# Under the Sea

6



**Inner mermaid – Take inspiration from the ocean**

This trend is dreamy and romantic. Ruffles, pleats in soft organza and sheer pearlescent fabrics will allude to ocean living. White shells and pearls are key accessories and turquoise sequins will give the illusion of scales.



## Key pieces

Spring  
/  
2020

PLEASE ADD A BIT OF CONTRAST AROUND THE TOP, SO WE CAN SEE THE DIFFERENCE TOP & BACKGROUND ESPECIALLY ON THE SLEEVES

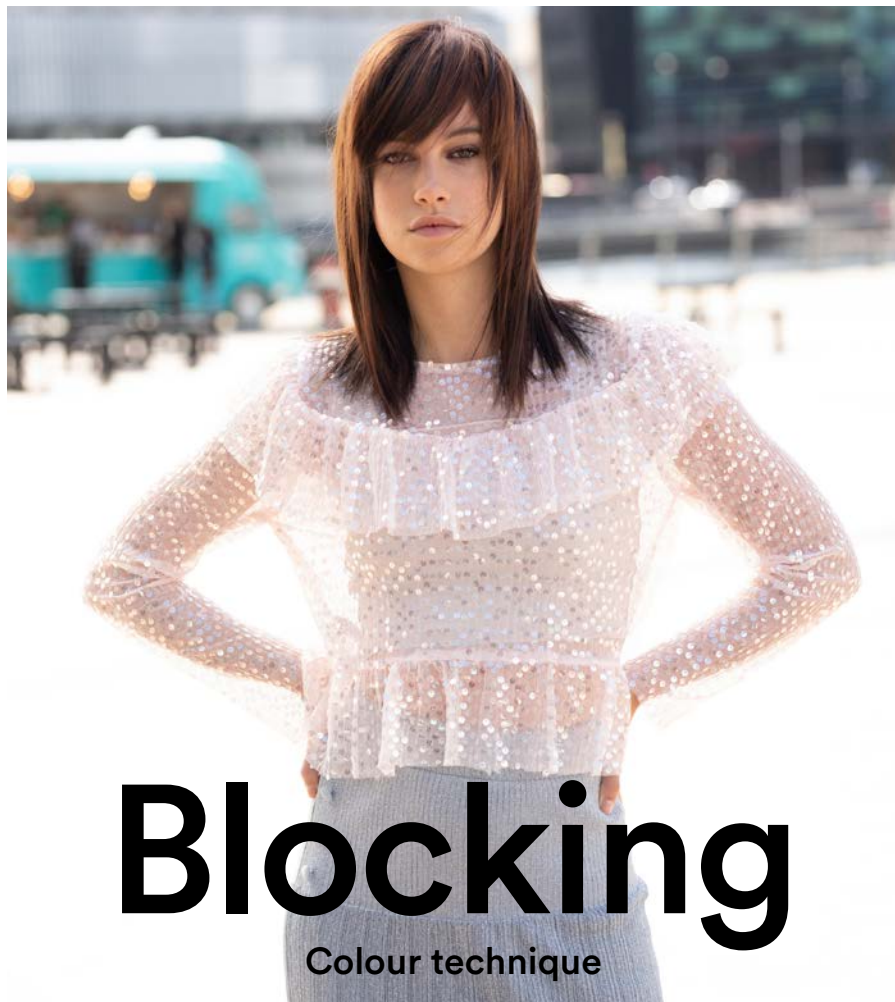
7



STYLING  
by Christopher Maul @styleofmaul



8



# Blocking

Colour technique

featured in  
Under The Sea

This look is all about embracing new world views and youthful revolt, the colour service “blocking” works with deep contrast brunette tones to create dimension and believable look, blocking colours together to add detail & fluidity creating a tailor made high impact result.

Street  
Style  
Looks



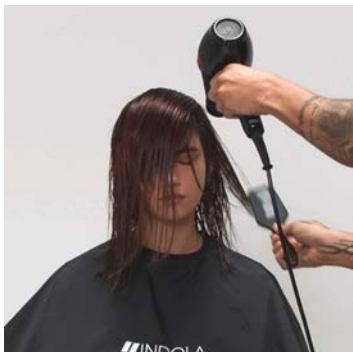
9



The essence of Under The Sea hair cut is to create a fluid loose movement using a heavily sliced out fringe and a fresh collar bone length, shattered edges to give a youthful and dynamic finish.

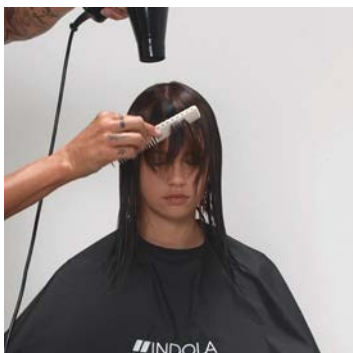
# DIY

10



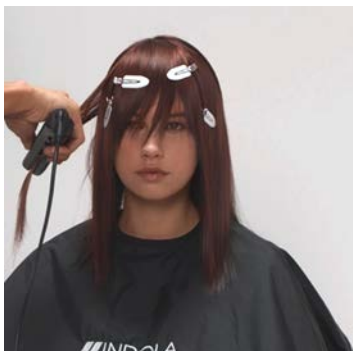
## Power-Dry

to eliminate excess moisture



## Define

to shape fringe area



## Straighten

to achieve poke-straight perfection

## Must-Have / Products



#1

### HYDRATE SHAMPOO

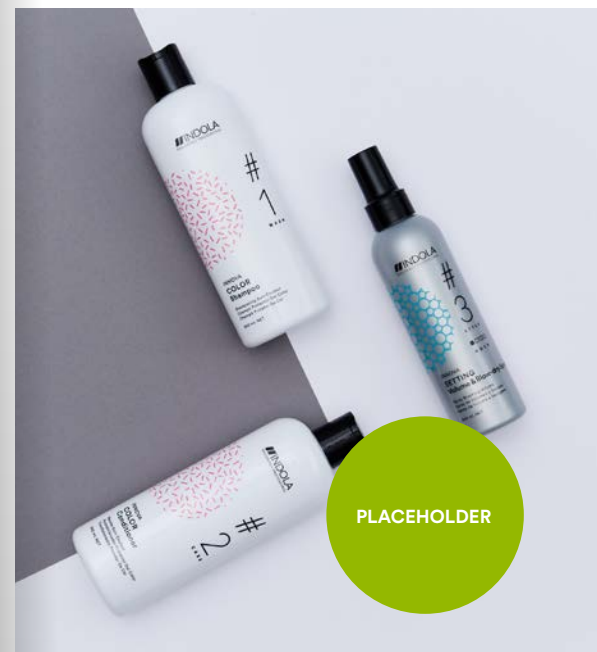
To give the hair a moisturized feel and support the texture created by the haircut



#2

### COLOR CONDITIONER

Keeps the vitality of brown and copper tones while enhancing great combability



#3



### SMOOTH SERUM

To add perfect shine and to create separation to the ends

11



# Stand-out Camo



12



## Standout camouflage prints - the new essential

Camo prints have been refreshed, a makeover in feminine tones to suit the glamorous taste of the street style elite. Sheer fabric camo prints give a modern edge and splattered paint effect prints offer a new and bold take on the trend.

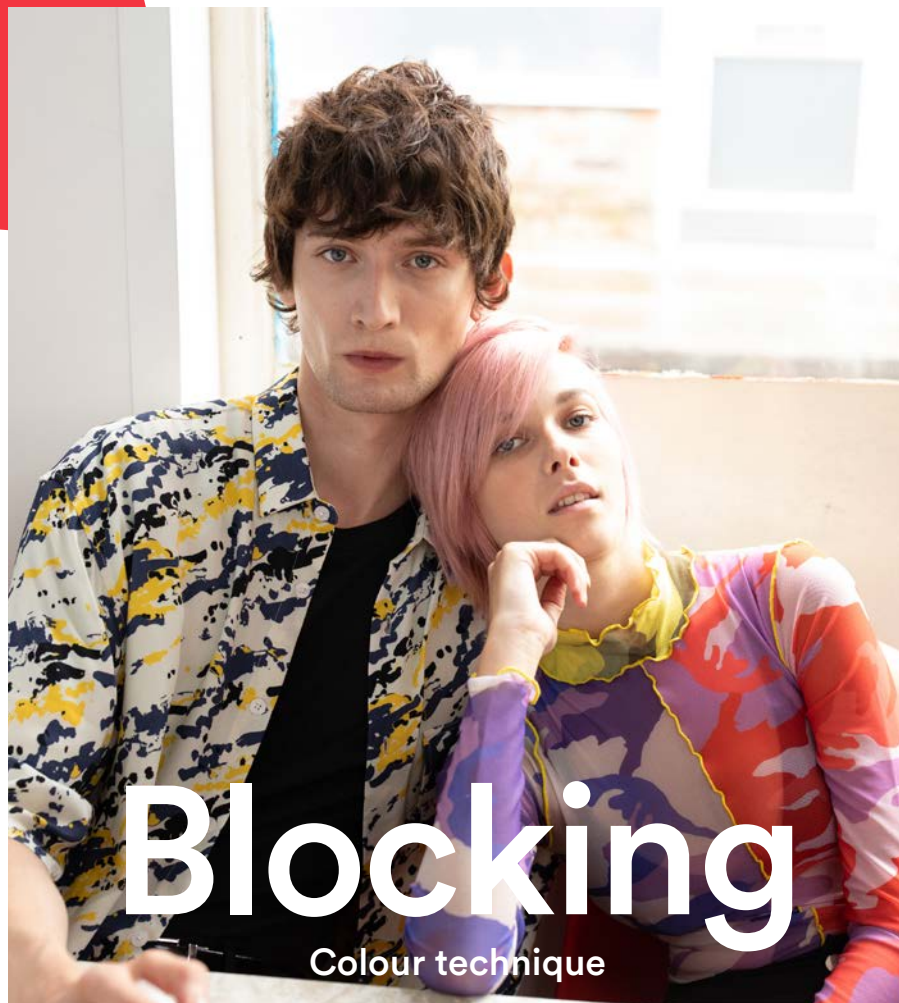
# Key pieces

Spring  
/  
2020



13

STYLING  
by Christopher Maul @styleofmaul



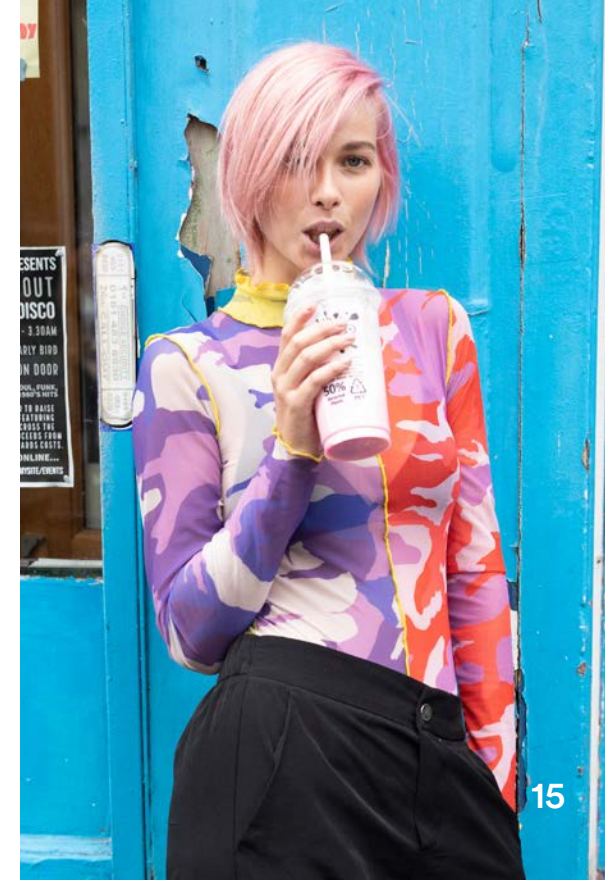
# Blocking

Colour technique

featured in  
**Stand Out Camo**

This look is about channeling new world attitudes and youthful energy; creating something imperfectly perfect; the hair is raw and with a lived-in edge yet retains polish and quality. The Blocking colour service creates an iridescent, multi-faceted dusted pastel which screams spring.

## Street Style Looks



### Stand Out Camo - for her

A short fresh haircut with a youthful twist, tight shapes and playful lengths, combined with multidimensional iridescent pastel





## Street Style Looks

16



### Stand Out Camo - for him

Go against the grain, remaining youthful but having a rebellious vibe, creating a matte & uncontrived masculine feel.

17



# DIY

18



## Accentuate

to encourage natural texture



## Scrunch

to dry hair into desired shape



## Polish

to smoothen outer contour

# As easy as 1, 2, 3

## For her

#1

### REPAIR SHAMPOO

Improves strength and brings back manageability of pre-lightened hair

#2

### COLOR TREATMENT

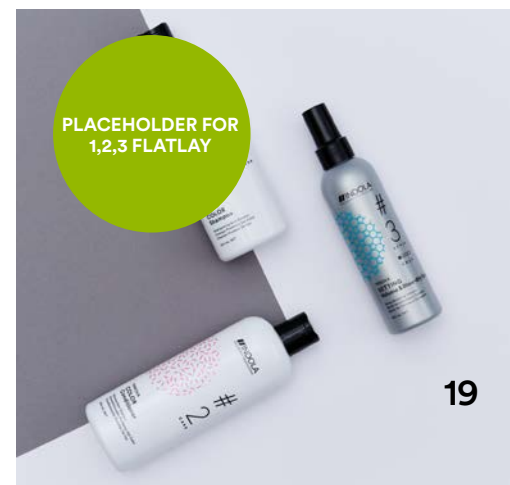
Helps to lock in the subtle pastel shades while strengthening the hair's structure

#3

### SALT SPRAY

Great to create an undone look with lots of extra texture

## Must-Have / Products



19

## For him

#1

### HYDRATE SHAMPOO

Refreshes hair and scalp while balancing the moisture level

#2

### HYDRATE BB CREAM

Gives natural healthy feel and great to protect hair from drying out

#3

### WAX

Break up the styling creating a more natural feel to it





# street Style Collec



[indola.com](http://indola.com)

Spring  
/  
2020