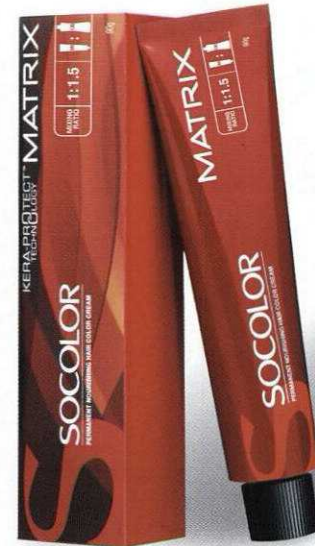


IN VOGUE

Destination Brides by **MATRIX** SS'17 HAIR COLOUR TREND UNVEILED



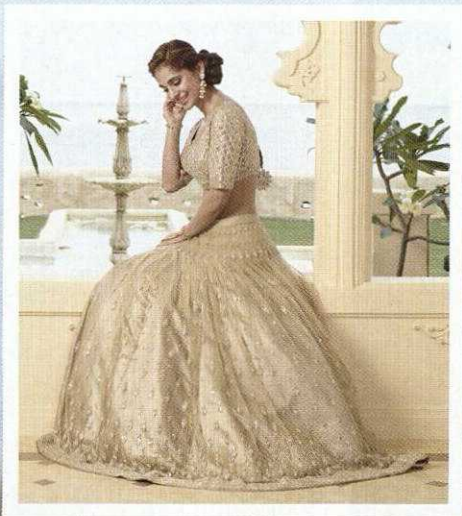
MATRIX presents SS'17 hair colour and styling trends with three scintillating bridal looks, created with SOCOLOR. The three gorgeous styles, namely, Modern Maharani Bride, Ethereal Garden Bride and Boho Beach Bride, are in sync with go-to hair colour trends, like, gold, plum and red. Globally trending hair colouring techniques, like, Balayage, Ombré and Strobing, have been extensively used to create the opulent Destination Brides concept

THE LOOK

Modern Maharani Bride

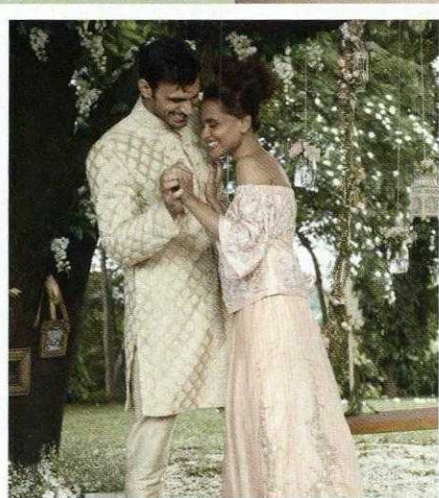
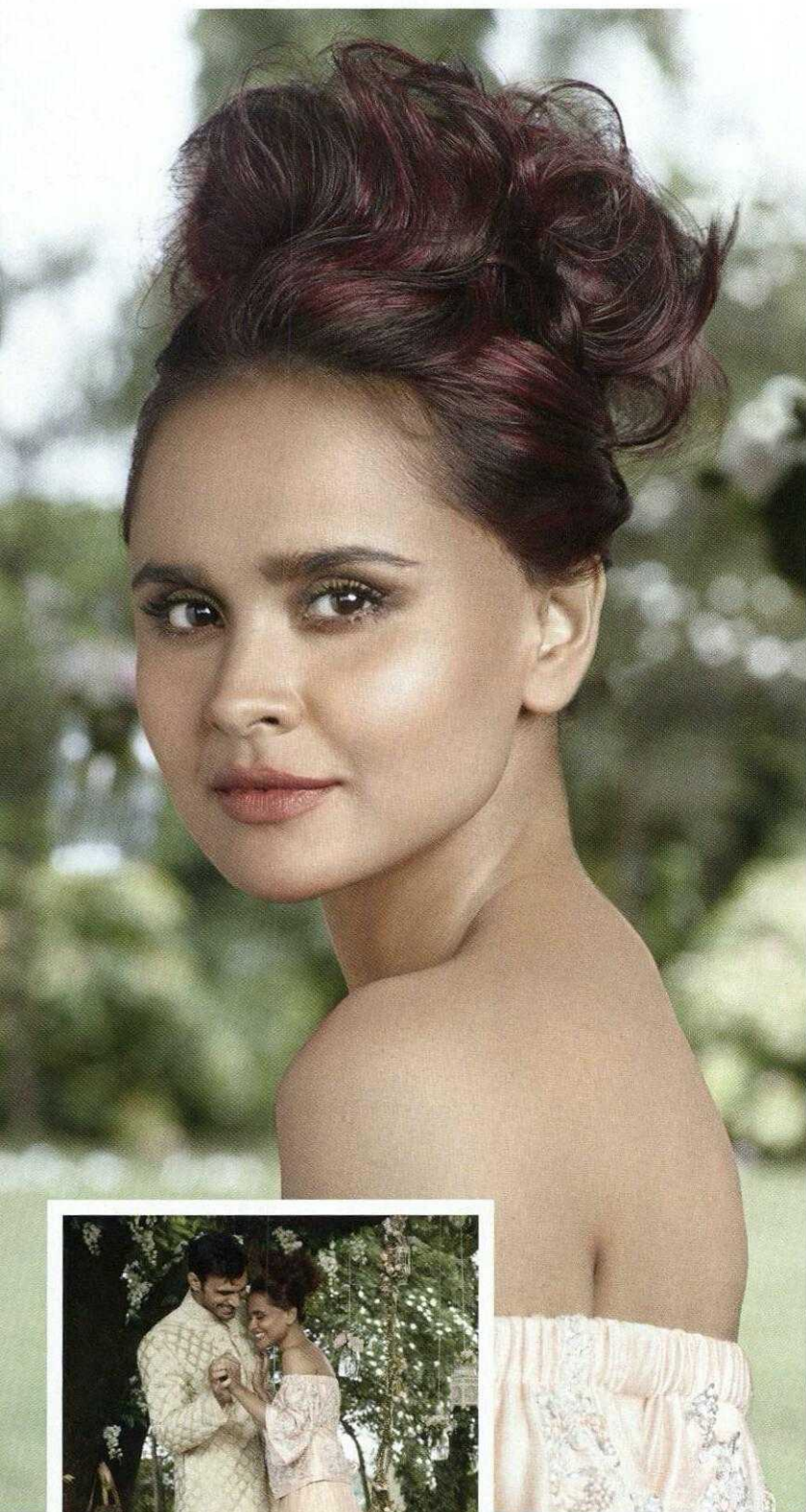
Colour play: The Modern Maharani bridal look has been created using the gold family of colours. Rich and warm, these shades showcase our bride's regal personality best.

Techniques and shades used: Using graduated weaves, the colorist sweeps the hair to create sunny highlights and lowlights with SOCOLOR #5.3, #7.3 and #12.35.



THE LOOK

Ethereal Garden Bride

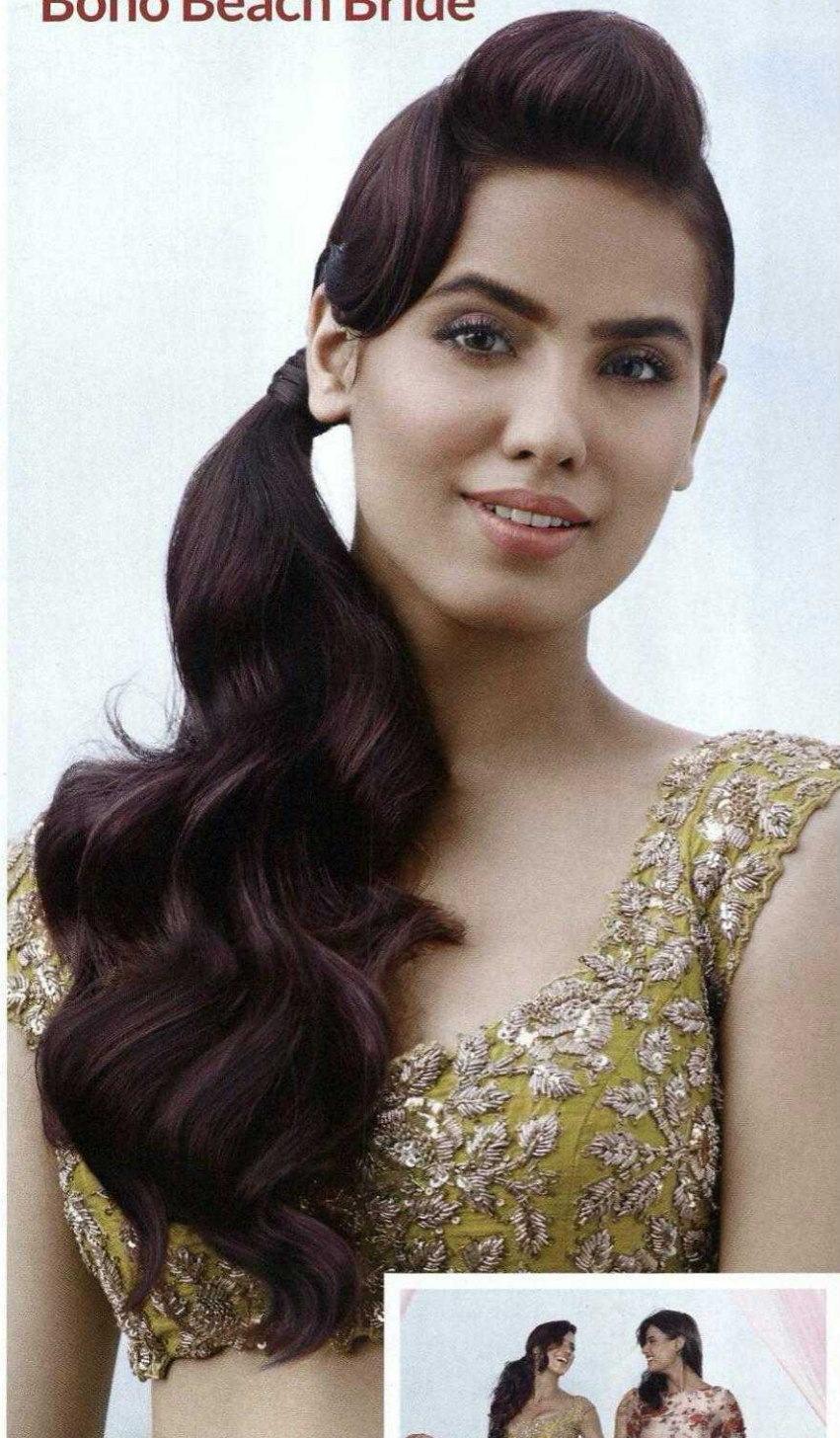


Colour play: This bridal look has been created using a combination of colours from red palettes. Bright and luscious, these shades starkly stand out against a garden setting.

Techniques and shades used: The bride's hair has been coloured with slices of red and freehand painting on the tips with SOCOLOR #4.62, #6.62 and SoRed RV.

THE LOOK

Boho Beach Bride



Colour play: The Boho Beach bridal look has been created using a combination of plum hues. These bold colours and their interplay bring out the free spirited side of our bride.

Techniques and shades used: Strobing and Balayage techniques have been used to complement the face shape and highlight the best features. SOCOLOR #6.28 and LightMaster.