

GET THE LOOK



label.m
PROFESSIONAL HAIRCARE

OFFICIAL
HAIRCARE
PRODUCT

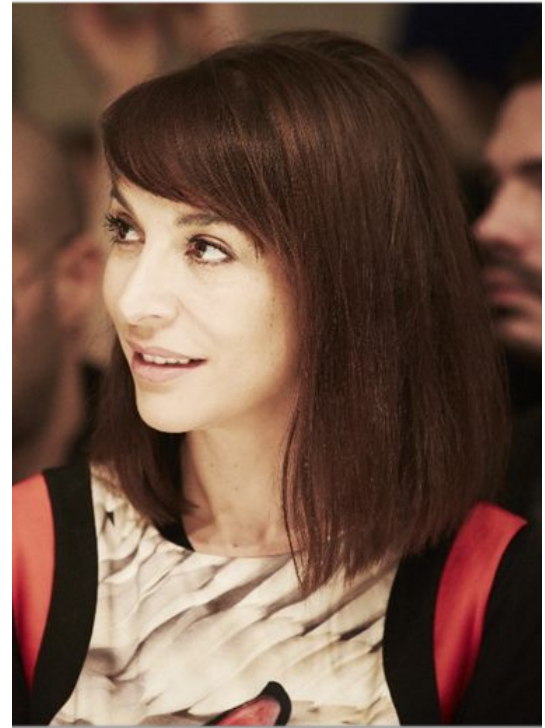
LONDON
FASHION
WEEK

COLLECTION 2014/15

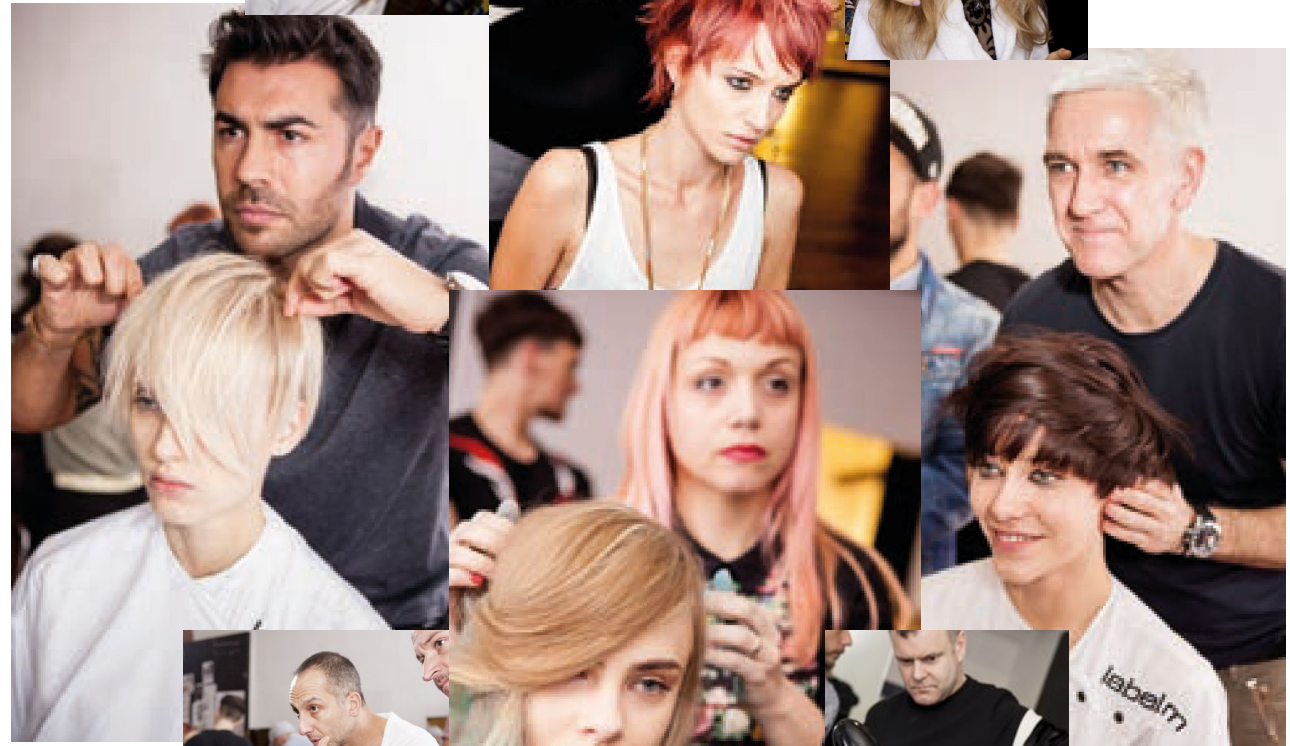
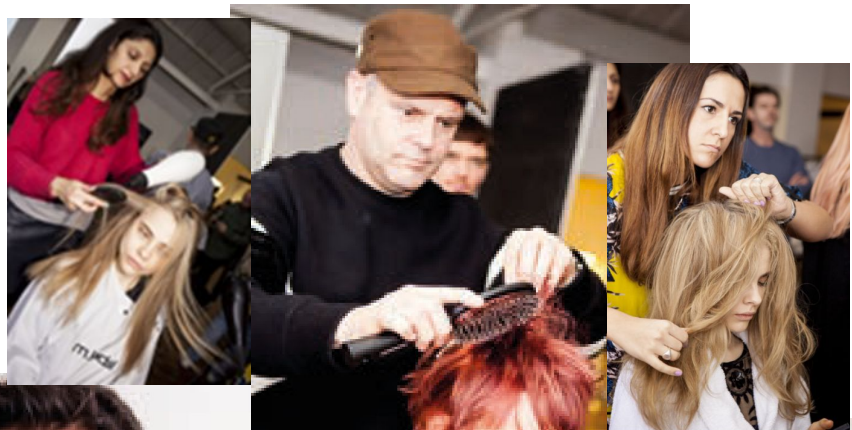
Inspired by the International Artistic Team's creative vision combined with extensive hairdressing expertise, label.m creates distinctive brand collections to reveal the strength of the product range and pioneer new trends.

"This year's label.m collection continues to capture the personality of the brand — a gang of youthful, spirited individuals influenced by the worlds of music and fashion. Inspired by iconic fashion campaigns, I chose to use the effect of black and white, which created really powerful, high-impact imagery. The stark contrast of the two colours in combination with the styling and the different lengths and textures of the hair worked perfectly to give the appearance of 'going against the grain' whilst still maintaining a polished finish in keeping with label.m's heritage."

Sacha



BEHIND THE SCENES







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THE CARA

TEXTURE / MOVEMENT / VOLUME

Inspired by model of the moment Cara Delevigne this edgy look captures an effortless, modern style with movement and texture through the ends. Hair was prepped with the NEW label.m Brightening Blonde range for healthy-looking instantly glistening, blonde hair - bring out the best of your blonde.

Products:

- Brightening Blonde Shampoo
- Brightening Blonde Conditioner
- Volume Mousse
- Grooming Brush
- Texturising Volume Spray
- Ceramic Tourmaline Dryer



STYLE TIP:

Texturising Volume Spray gives hair an edgy texture and long lasting root lift



THE CARA

MOVEMENT / WAVES

Luscious modern curls are complimented by a side parting for an undone glamour with modern movement. The soft natural looking waves are created with the label.m Advanced Pro Curling Tong whilst working the Resurrection Dust through the hair, to create extra volume and a gritty texture that can be re-worked through out the day or night. Hair is full of movement and lustrous shine for a glamorous wearable trend.

Products:

- Resurrection Style Dust
- Hairspray
- Session Hair Up Brush
- 38mm Advanced Pro Curling Tong

STYLE TIP:

Finish with Shine Mist for luxurious glamour



THE AGYNESS

STREET / TOUGH / TEXTURE

Inspired by model Agyness Dean, this strong, street influenced look has been achieved by mixing Volume Foam and Gel for a weightless volume with hold; to add a dusty texture and separation through the ends use our backstage favourite label.m Texturising Volume Spray. The look was finished off with Miracle Fibre, enabling control of the direction of the hair whilst giving separation and lift, for an undone youthful finish. A tough look full of urban street attitude.

Products:

- Volume Foam
- Gel
- Texturising Volume Spray
- Miracle Fibre
- Ceramic Tourmaline Dryer
- Titanium Pro-50 Styling Iron



THE AGYNESS

BODY / ATTITUDE / CONFIDENCE

This striking, rebellious yet sophisticated look is full of attitude and confidence. Hair is styled away from the face and into a quiff for an edgy contemporary look. The label.m Texturising Volume Spray is used to achieve the dusty texture, and a small amount of Soft Wax is applied for added separation, definition and a controllable hold.

Products:

- Grooming Brush
- Ceramic Tourmaline Dryer
- Texturising Volume Spray
- Soft Wax



THE SAM

EDGY / GRAPHIC / TEXTURED

Inspired by model Sam Rollinson, this young edgy, short bob with graphic fringe is full of dynamic movement. The hair is prepared with Volume Mousse for all over volume, definition and texture for a stand out striking style and finished with Hairspray for flexible hold.

Products:

- Intensive Repair Shampoo
- Intensive Repair Conditioner
- Volume Mousse
- Ceramic Tourmaline Dryer
- Hairspray
- Grooming Brush



THE SAM

RAW / UNDONE / SHINE

A shorter take on the original Sam, this tailored gamine style is full of texture and attitude. Hair was prepped with Thickening Cream to pump up the hair shaft turning finer hair textures into thicker locks. To finish and create a blown out volume, defined texture and hold to the look - a combination of Hairspray and Texturising Volume Spray were used – our international backstage hero's.

Products:

- Intensive Repair Shampoo
- Intensive Repair Conditioner
- Thickening Cream
- Ceramic Tourmaline Dryer
- Styling Brush
- Texturising Volume Spray
- Hairspray



THE KIERA

VOLUME / MOVEMENT / TEXTURE

In this classic on the shoulder bob, the soft curls around the face give extra dimension and lift to the hair, softening the rock and roll grunge look. A fuss free style suits all hair types and is easy to achieve with the label.m Curl Cream to encourage movement within the hair. Use label.m Magic Diffuser when drying hair to gently define curls and control the frizz. Finish with Sea Salt Spray to give a dishevelled texture.

Products:

- Protein Spray
- Curl Cream
- Sea Salt Spray
- Magic Diffuser
- Ceramic Tourmaline Dryer

STYLE TIP:

Protein Spray is a styling must, to regulate moisture levels and protect from heat, a great detangler.



THE KIERA

PUNK / UNDONE / TEXTURE

For this Kiera inspired look, the hair length has been cut into a shorter, graduated and slightly angled shape creating a contemporary and edgy look with a deep side parting for added attitude. Loose curls have been accentuated by applying label.m Soufflé from root to tips adding extra volume and texture. This bold and edgy look is a modern classic.

Products:

- Blow Out Spray
- Soufflé
- Magic Diffuser
- Ceramic Tourmaline Dryer



STYLE TIP:

Blow out Spray is a light weight styling product for all hair types to protect from heat styling tools whilst adding volume



THE ERIN

STREET / TEXTURE

Tailored and structured style, influenced by the London scene and worn by many a mod-girl, teamed up with a confident attitude. Super short hair and long fringe accentuate the symmetry of our model's face and although short and androgynous, this is an ultra feminine look. Hair has been prepped with the label.m Smoothing Cream to aid moisture and keep style in place for longer and finished off with the label.m Brunette Resurrection Style Dust to give gritty texture at the root and overall volume.

Products:

- Smoothing Cream
- Medium Hot Brush
- Ceramic Tourmaline Dryer
- Titanium Pro-50 Styling Iron
- Soufflé
- Brunette Resurrection Style Dust



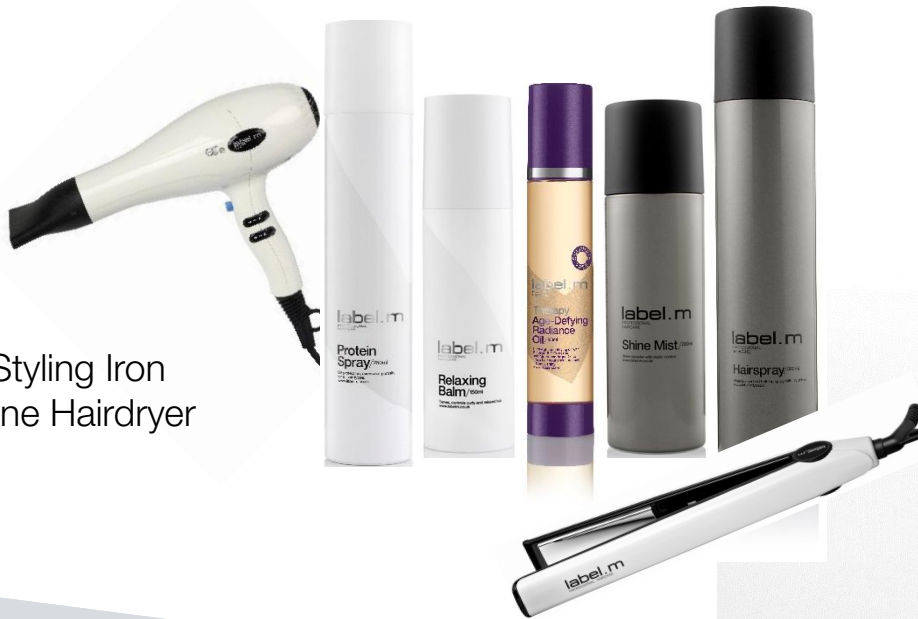
THE LADY

SHINE / SLEEK / CLASSIC

Let out your inner model. This is a classic one-length look with a modern twist of sharp edges and a smooth, sleek finish. Created using the Therapy Age-Defying Range which is perfect to rejuvenate long hair for healthy-looking hair that shines. Finished with the Titanium Pro-50 Styling Irons, Shine Mist and Hairspray, this polished look is easy to recreate at home.

Products:

- Protein Spray
- Relaxing Balm
- Therapy Oil Mist
- Shine Mist
- Hairspray
- Titanium Pro-50 Styling Iron
- Ceramic Tourmaline Hairdryer



THE LADY

EDGY / TEXTURE / UNDONE

The inspiration for this edgy take on The Classic Lady came straight from London Fashion Week shows; a dusty editorial texture with a short catwalk inspired fringe – a must have fashion accessory of the moment. Soufflé was power-dried into wet hair to create an undone texture and soft separation, before finishing with Texturising Volume Spray and Resurrection Style Dust to give a to give a dishevelled, powdered finish to the ends.

Products:

- Soufflé
- Texturising Volume Spray
- Resurrection Style Dust
- Grooming Brush
- Ceramic Tourmaline Dryer
- Hair spray



THANK YOU

