

## **FOR IMMEDIATE RELEASE**

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## **LE GRAPHIQUE? C'EST CHIC! – VOLUME 2** **THE NEW TREND COLLECTION FROM JOICO® FOR AUTUMN / WINTER 2010**

HELMOND, THE NETHERLANDS (July 2010) – Inspired by the harmonious union of light and dark, soft and hard, extreme elegance and madcap whimsy from the world of make-up artists, JOICO® International Creative Directors Damien Carney and Sue Pemberton combined classic cutting and coloring principles and artistic ingenuity to create a strong, linear framework for vivid color for the JOICO® Trend Collection Autumn/Winter 2010: **Le Graphique Volume 2**.

Carney believed that the Trend Collection Autumn/Winter 2010: Le Graphique Volume 2 must offer three key elements:

- Memorable silhouettes with crisp edges
- Strong lines that balance the knife-sharp with sinuous curves and fearless angles
- Extreme finishes, from high-gloss to matte.

### **Le Cuts**

The result is a collection of 2 cuts, each of which is finished in three, startling different ways. “We start with neat, tailored polished shapes with strong technical foundations,” comments Carney. “But with a flick of the wrist, each can be completely transformed.” Each face-framing cut is designed to create the illusion of a perfectly oval face - the ‘esthetic ideal’ - while adding drama to the facial features. Carney also used deliberately-placed disconnection to sculpt, balance and flatter and he points out that “because there is flow and harmony in each design, all of the looks are easily adapted to a wide range of hair textures and clients.”

### **Le Color**

The use of bold, innovative color and graphic shapes influenced the color design choices of Sue Pemberton. In a unique exploration of level, tone and intensity, she worked with uniform palettes of JOICO® Vero K-Pak Color shades, but varied the intensities and base colors. For the Autumn/Winter Volume 2 Trend Collection, shades of blonde, lavender, and blue were set against a blonde base with softer, more pastel highlights and against a brunette base with more vivid highlights to expose a glacial interpretation of the color technique. The artful color placement of Pemberton accentuates the focal points of each cut, and sets off the best features of each model.

### **Voilà!**

Essential to every style in the Le Graphique Trend Collection, says Carney, is the new **JOICO® K-Pak Color Therapy Restorative Styling Oil**. This lightweight formula is equally effective as a treatment and as a styling product. Rich in Manketti oil, it seals and nourishes the hair cuticle, which discourages premature color fading. As it regenerates hair, it also protects from further damage with UV protection. As a styling aid, it reduces styling and drying time and provides vibrant shine without weight or build-up. “Our overriding philosophy,” asserts Carney, “is that hair must look and feel healthy no matter what. So we always prepare the hair ‘fabric’ so that it is flawlessly smooth. JOICO® K-Pak Color Therapy Restorative Styling Oil gives you that fabric integrity—then you can go on to create the textures you envision—from subtle to significantly extreme.”

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*Joico, a division of Shiseido, Inc., has been dedicated to the Art of Healthy Hair since 1975. All Joico hair care, styling, hair color and texture products fuse the latest breakthrough in hair care science with inspirations from the worlds of art and fashion, to offer unparalleled quality and performance.*

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