

# AVEDA

## Aveda Launches Holiday Collaboration with Global Luxury Ready-to-Wear Fashion Label Altuzarra

*Complete with stylish, consciously created accessories and gift sets, this limited-edition collection encapsulates the wonder and magical beauty of nature*

**EMBARGO: OCTOBER 1st**



Aveda, the purpose-driven pioneer of plant-powered, high-performance hair care, has unveiled an exclusive collaboration in partnership with global luxury ready-to-wear fashion label Altuzarra. The fashion forward and consciously created Holiday 2024 collection features limited-edition accessories and gift packaging.

“People can recognize when something has been done with love, care and thoughtfulness – that is the cornerstone for my collections and collaborations,” said **Joseph Altuzarra, Fashion Designer and Founder of Altuzarra**. “There is a strong connection of brand values and creative process between Aveda and Altuzarra, especially around the intersection of nature and beauty. This has harmoniously carried over to our special holiday collection – the products and packaging are so thoughtful and feel so handcrafted.”

The brands’ shared love of beauty and nature is represented throughout the collection. The visuals stun with mystical botanical motifs that conjure the elegance and symmetry of nature and the human form.

“There’s a 19th century artist I admire who did beautiful watercolors of people with intricate tattoos, which was the catalyst for the visual inspiration of this collection,” Altuzarra shared. “I loved the idea of interpreting these tattoos as floral motifs that are delicate yet have an anatomical feeling to them, illustrating the connection between the human body and natural world and a reminder of our inherent connection to the earth.”

### THE LIMITED-EDITION LINEUP

The Aveda x Altuzarra Holiday collection includes two covetable accessories responsibly made with at least 94% recycled PET:

- The **Nightbloom Twist Headband** creates a stylish statement with twist knot detail for an effortless yet elegant look.
- The **Nightbloom Cosmetic Bag** is a deep pouch that can also double as a clutch with a twist tie that is as chic as it is versatile.

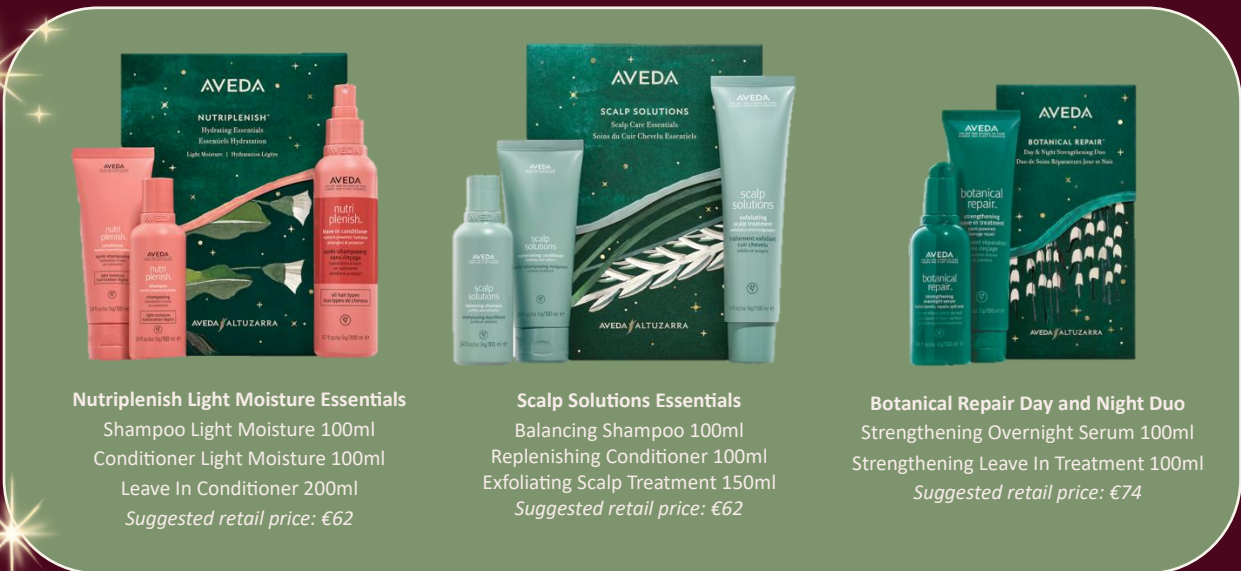
Both accessories come in striking gift packaging that encapsulates the beauty and magic of the natural world and are created with sustainability at heart.



Suggested retail price: €39

Suggested retail price: €74

The holiday gift sets include a curated range of Aveda’s high-performance products and treatments for hair, scalp and body, and each set comes in an exclusive Aveda x Altuzarra designed gift box, made from 100% recycled (PCR) paper. These luxurious yet sustainability-minded gift boxes make wrapping paper unnecessary. In addition to their use as holiday gift packaging, recipients can reuse or display the gift boxes as miniature works of art.



**Nutriplenish Light Moisture Essentials**  
 Shampoo Light Moisture 100ml  
 Conditioner Light Moisture 100ml  
 Leave In Conditioner 200ml  
 Suggested retail price: €62

**Scalp Solutions Essentials**  
 Balancing Shampoo 100ml  
 Replenishing Conditioner 100ml  
 Exfoliating Scalp Treatment 150ml  
 Suggested retail price: €62

**Botanical Repair Day and Night Duo**  
 Strengthening Overnight Serum 100ml  
 Strengthening Leave In Treatment 100ml  
 Suggested retail price: €74

“I believe thoughtfulness is the essence of the perfect gift,” Altuzarra said. Combining performance, sustainability and stylish design, the Aveda x Altuzarra collection makes a meaningful gift for any recipient this holiday season, including yourself. “Our limited-edition accessories along with the hair care and beauty gift sets in the collection provide a feeling of comfort, of pampering and of self-care – something that is extra important this time of year,” he added.



#### **THE CAMPAIGN**

The Holiday 2024 campaign – shot by **Felicity Ingram** and styled by **Gabriella Karefa-Johnson** with Altuzarra fashion – is rooted in the beauty and magic of the natural world, a shared source of inspiration for Aveda and Altuzarra. The campaign fuses elements from nature with a simple cinematic style that brings forth storytelling full of wit, personality and warmth for the holiday season.

#### **AVAILABILITY**

The Aveda x Altuzarra limited-edition holiday collection is available starting October 1st at de Bijenkorf, Douglas, Aveda salons and [aveda.be](https://www.aveda.be).

#### **CONTACT**

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#### **ABOUT AVEDA**

A force of nature since 1978, Aveda was founded by hair stylist Horst Rechelbacher with a mission to care for the world we live in. Crafted with care for people and planet, Aveda creates vegan, plant-powered high-performance products for hair, skin and body using botanical technologies and green chemistry, combining the principles of modern science and the ancient art of Ayurvedic healing. Aveda is Leaping Bunny approved by Cruelty Free International and a certified B Corporation, meeting high verified standards of social and environmental performance, transparency, and accountability. Aveda products are available in more than 45 markets worldwide across freestanding stores, partner salons, specialty retailers and on [aveda.com](https://www.aveda.com). For every hair, everyone.

#### **ABOUT ALTUZARRA**

Founded by creative director Joseph Altuzarra in 2008, Altuzarra is a luxury women's ready-to-wear and accessories brand. Joseph's seductive aesthetic combines modernity, femininity, and an unapologetic sexiness. Anchored in artisanal craftsmanship, and a curiosity about the world, the collection is informed by Joseph's own multicultural background and upbringing. The Altuzarra brand speaks to the power, fearlessness and sensuality of the modern woman's wardrobe.