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PUNKATURE UNVEILED: AVEDA UK AND IRELAND ARTISTIC TEAM DEBUTS INAUGURAL COLLECTION

The Aveda UKI Artistic Team, led by visionary Creative Director and Aveda SVP, Global Professional Artistry, Antoinette Beenders, proudly presents PUNKATURE – an avant-garde cut and colour collection that captures the bold and unapologetic spirit of 90's London.



This daring exploration redefines the boundaries of hair artistry, seamlessly blending edgy cuts, dynamic styles, and innovative colour techniques to create a visual masterpiece that pays homage to the rebellious essence of the era.

Punkature is a daring and captivating hair collection that encapsulates the nonconformist essence and nostalgia of 90's London's rebellious spirit. In this exploration, the newly established team delve into the interplay of texture and dimensions, redefine what it means to be bold, and celebrate the raw movement that defines individuality.

Each look is a testament to the unapologetic nature of the era. The UKI team have seamlessly blend edgy cuts and dynamic styles with shadow roots and layered colours to create a visual dimension that ignites powerful emotions and unleashes an unconventional energy.

Their artistic mastery harmonizes intense, rich hues with natural tones, striking the perfect balance that bridges the salon world and the realm of artistic fashion. London Rebel stands as a

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testament to the team's dedication to pushing creative boundaries, fearlessly fusing innovation with classic influences.

With this collection, we invite you to immerse yourself completely, to discover the captivating stories hidden within each strand, and to witness the transformational power of hair as it paints a vivid picture of rebellion, freedom, and unrestrained artistry.

About the Aveda UKI Artistic Team:

The Aveda UKI Artistic Team is a collective of skilled and innovative hairstylists dedicated to pushing the boundaries of creative hairdressing. The talented team will take part in a two-year mentoring programme, led by Antoinette Beenders, and will be given the chance to further enhance their skills and create inspirational assets designed to inspire the network and represent the Aveda brand live on stage at large-scale events.

CREDITS:

The Aveda UKI Artistic Team includes:

Davide Spinelli

@davidespinellieducation

Former finalist of the Fellowship Image Award in 2020, Davide has worked with some of the best in the industry and is currently Creative Director of Butchers flagship Aveda Salon in East London.

Domenico Sansone

@domenico_butchers

An experienced business operations manager and Creative Director of Butchers Salons. Domenico has pursued further studies in photography at Central Saint Martins University and has showcased his work at many prestigious events around the world.

Karen Thomson

@kamhairandbody

Multi-award winning Karen, who has previously been named Scottish Hairdresser of the Year, is the owner of one of Scotland's leading salons - KAM Hair & Body Spa. Karen has been nurturing, developing and inspiring the next generation of hairdressers within her salon for over 30 years.

Judith Rennie

@willittandjames

A trained milliner, makeup artist and with a ND in fine art, Judith has worked internationally for some of the biggest companies in the industry where she has created styles for runways around the world, as well as for a number of different films and TV shows. Judith is the Owner and Director of Willitt & James an independent salon based in rural Devizes, specialising in one of a kind, personalised hair.

Sam Bell

@sambellhair

Owner and Director of Hair at 58, a multi-award-winning Aveda Concept salon in Bristol, UK, Sam has been an Aveda Artist for more than 15 years. Sam has been crowned International Female

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in the Spanish Live Fashion Hair Awards and has also showcased her talents at Celebrity X-Factor.

Krysia West

@krysiawesthair

An award-winning hair loss specialist and educator, as well as the successful CEO of Perfectly Posh Hair and Postiche Academy, Krysia claimed the Best Hair Extensions in the UK title at the Hair Awards 2023.

Antoinette Beenders

@antoinettebeenders

Creative Director

Damian Foxe

@DamianFoxe

Photographer

Elad Bitton

@mrbitton

Wardrobe Stylist

CONTACT

For more information contact mwauters@be.clinique.com

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 and 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 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. For every hair, everyone.