

# AVEDA

## Unleash Your Vibe:

### *Aveda's **Vibe** Collection Drops, Redefining Hair Trends for 2024*

Aveda proudly presents the **Vibe** Collection—an electrifying fusion of global artistry and cutting-edge hair color. Born from the minds of Aveda's Global Artistic team and international artists, this collection embodies the spirit of 2024 with bold, trendsetting looks.

#### **Vibrant & Timeless: Your Ultimate Lookbook**

Move beyond conventional hair color with the **Vibe** Collection. It's more than a palette; it's a journey through individuality, innovation, and timeless beauty. Explore daring options and modern twists on classics to effortlessly ride the wave of the latest trends. It's all about playing up your vibe.

#### **Red/Brown Metallics: Personalized Edginess With a Wealth of Color**



Step into the richness of Red and Brown Metallics, where vibrant hues meet multidimensional tones. The hair was prepped with Aveda's **nutriplenish™ leave-in conditioner** for hydration and hat protection.

“Express your unique self through your hair. A dramatic change to blonde can be a challenge, but the result speaks for itself!” – Naomi Dove, Aveda North America Artistic Director, Textured Hair

#### **Galactic Blue: Otherworldly Realms**

Dive into Galactic Blue—saturated blues and cool metallics inspired by the mysteries of the oceans and outer space. Styled effortlessly, it challenges you to look away from its captivating allure.

“Katrina’s chill vibe called for a cool color. Galactic Blue, with its relaxed grow-out, complements her easygoing nature.” - Luis Gonzalez, Aveda North America Artistic Director, Hair Color



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## Energizing Green: A Youthful Burst of Optimism

Multiple hues of green, from understated to glow-in-the dark, mark a youthful embrace of optimism and environmentalism. Perfectly placed color panels create a fun and eye-catching look, fortified by Aveda's **botanical repair™ professional hair strengthening additive** and **bond activator** for strength.

“Deep ebony with gem-like accents – show off your favorite trend color and create mystery while grounding your look with a deep, indulgent base color.” - Ian Michael Black, Aveda Global Artistic Director, Hair Color

## Dusty Rose Pink: Bohemian Chic from the Cosmos

Dusty Rose Pink blends bohemian chic with future-forward aesthetics – a cosmic color that transcends time. It’s a statement shade created with **Aveda Hair Color** for long-lasting vibrancy.

“A cosmic color connecting innocence and burning passion. Amy’s look is a celebration of self-confidence and natural beauty.” - Ian Michael Black, Aveda Global Artistic Director, Hair Color



## Digital Pastels: Soft Yet Striking

Drawing inspiration from the virtual world, Digital Pastels are showcased with this soft, striking lavender hue. The metallic palette of digital pastels morphs with light, embodying the individual who wears them. After a color service, **Aveda's scalp solutions™** in a home hair care routine is safe for color-treated hair and removes excess oil and impurities from the hair and scalp to ensure a healthy foundation for this high-fashion color.

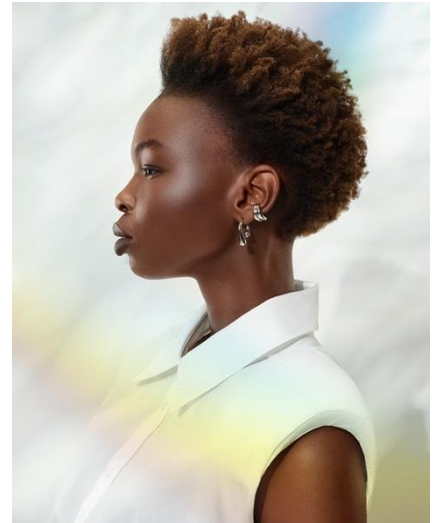
“Kelsey’s edgy Digital Pastels radiate empowerment with a metallic lavender finish – a confident, modern, ‘it girl’ vibe.” - Luis Gonzalez, Aveda North America Artistic Director, Hair Color

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## Deep Muted Tones: Classic Colors with a Twist

Deep Muted Tones redefine autumn hues, infusing classic browns and berries with hints of gold for a modern twist. Celebrate natural beauty with **nutriplenish™** products during heat styling.

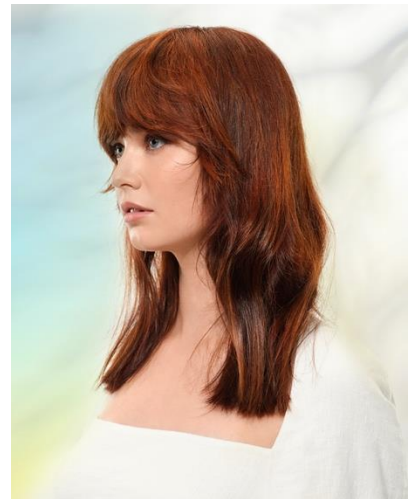
“Alek’s look is a celebration of healthy hair and pattern that is unique to her as an individual – as well as a celebration of self-confidence.” - Naomi Dove, Aveda North America Artistic Director, Textured Hair



## Classic Trends: Endless Reimagination of Timeless Looks

“Blonde never goes out of fashion! Elle’s chic, understated look is luxurious champagne is the most-wanted tone this season” - Ian Michael Black, Aveda Global Artistic Director, Hair Color.

Embark on the **Vibe** Collection journey—a captivating exploration of global artistry and trend-forward hair color. It’s not just about the hair color; it’s a vibrant experience powered by Aveda’s high-performing vegan products. Using Aveda’s advanced technologies, the team brought the collection to life, defining the essence of the **Vibe** Collection.



For further information and techniques related to the looks showcased in the **Vibe** collection, please reference the **VIBE 2024 TRENDS GUIDE**.

For more information, please contact Marie Wauters – [mwauters@be.clinique.com](mailto:mwauters@be.clinique.com)



## **CREDITS**

JANELL GEASON

Global Executive Director, Aveda Technical Education and Aveda Global Artistic Director, Makeup

IAN MICHAEL BLACK

Aveda Global Artistic Director, Hair Color

NAOMI DOVE

Aveda North America Artistic Director, Textured Hair

LUIS GONZALEZ

Aveda North America Artistic Director, Hair Color

RICARDO DINIS

Aveda Global Artistic Director, Hair Cutting

BEA CARMICHAEL

Aveda Global Educator, Hair Styling

SAM BELL

Aveda United Kingdom and Ireland Artistic Director, Hair Styling

KENNETH DAWSON

Texture Purefessional™ and Educator at Van Michael Salons

ANDREA HOLTON

Makeup Assistant

CLAIRE NEVIASER

Wardrobe Styling

MICHAEL HAUG

Photographer

LISA WHALLEY

Graphic Designer

MARY ARMSTRONG

Writer

## **ABOUT AVEDA**

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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 Ayurveda, the ancient healing art of India. 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.