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Aveda Announces *Contrast*: A Collection by Luis Gonzalez, Aveda North America Artistic Director, Color

Celebrating Aveda's global artistry merged with elite custom hair color and Vegan products, the collection introduces cutting-edge color trends and techniques

MINNEAPOLIS, MN (June, X 2024)— Aveda unveils its latest artist collaboration and collection, ***Contrast***, in partnership with renowned artist, Luis Gonzalez, Aveda North America Artistic Director, Color, and Creative Director and Owner of VIDA salon in Denver, Colorado. *Contrast* is a collection that pushes the boundaries of hair color, weaving together the essence of nostalgia and innovation.

Inspired by a fusion of muted vibrants and the bold starkness of black and white, *Contrast* captivates with its juxtaposition of primary and secondary tones. Gonzalez joined forces with Aveda SVP, Global Professional Artistry, Antoinette Beenders who acted as creative director on the campaign to bring these color trends and techniques to life.



"I love being unapologetic about artistry, pushing the boundaries with hair color," says Gonzalez. "*Contrast* is a celebration of self-expression, where every hue tells a unique story."

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At the core of *Contrast* lies the dynamic interplay of colors, meticulously curated to create captivating narratives. From vibrant hues to subdued tones, each color in the palette contributes to a visual story, evoking emotions and leaving a lasting impression.

Through Gonzalez's thoughtful creations and dynamic looks with names like Azure, Rosado, Cyan, Majestic and Euphoric, he harnessed the full potential of **Aveda's full spectrum™** line. Each hue, whether vibrant or subdued, contributes to a visual narrative, evoking emotions and capturing attention with striking contrasts. Infused with a distinctive vibe that seamlessly blends the essence of old and new, the collection creates a captivating fusion of nostalgia and innovation.



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Through the *Contrast* collection, Aveda and Gonzalez seek to inspire and educate talent in the beauty industry while showcasing a diverse range of looks that encourage consumers to see the endless possibilities achievable with Aveda's highly customizable range of hair color products. The collection features images that showcase the transformative nature of hair color, exclusively using all ranges of **Aveda's high-performing vegan full spectrum™ color products**.

Additionally, Gonzalez incorporated **botanical repair™** professional and retail products for all of models' hair to build bonds, prioritizing hair integrity and strength. The hair was prepped with the **botanical repair™ professional equalizing primer** and then used **botanical repair™ strengthening shampoo and conditioner** as needed to maintain healthy looking, strong hair.

"Botanical repair™ is the secret weapon to unleash creativity and innovation," Gonzalez emphasized.

Imagery from the *Contrast* collection radiates with spontaneity and fun, reflecting the boldness that permeates every creation. "I want this collection to be a true love letter to hair color, inspiring Aveda artists to push the boundaries and create their own masterpieces," shares Gonzalez.

Contrast is a celebration of individuality and creativity, where every hue tells a unique story.

For further information and techniques related to the looks showcased in the *Contrast* Collection, please reference the **TECH GUIDE**.

CREDITS

Antoinette Beenders
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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 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. For every hair, everyone.