



**COMUNICAHAIR**

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# CAROL BRUGUERA

## ICONIC Collection

*Streets are the new runways  
and you, the new fashion icon*

**Carol Bruguera** presents '**Iconic**', a fall collection with contrasting but gentle and wearable hair colours.

**Half & half** dyeing is a good way to extreme your daily look a bit and become a fashion icon

Do you hear them? Have they dazzled you? The camera flashes look at you. At the **colour contrasts of your new look**. Since the streets are also full of style. Walking on the cobblestones, loads of **fashion icons** parade.

In this way arrives "**Iconic**", the new **fall collection by Carol Bruguera**, which raises the streets to the status of runways. And it is done with a **modern touch** but maintaining the day to day **naturalness**. Addressed to the general public, "Iconic" proposes **great color contrasts and differentiated areas, but it is easy to wear and not garish at all**.

Captured by the **outstanding photographer Xenia Lau**, the looks of this new collection highlight the uniqueness of each person without falling into sharp or too geometric cuts, but rather **accompanying the features in an organic and gentle way**. Perfect for a style as bold as a fashion icon, but wearable.



"Iconic" follows the current trend of **discoloration by areas**. But it proposes a very **respectful discoloration for the hair** and a delimitation by large and gentle layers. This is achieved by accompanying the **half & half technique** with variations of tones in the different areas.



The challenge, technically speaking, has been to achieve a discoloration that would keep intact the touch and the internal quality of the **hair**. This requires a careful **technique and knowledge** of the product and protectors, as well as time.



### **Six decades making hairdressing an art**

“Iconic”’s gentle contrasts arrive after the **summer collection “Shine”**, released in July, and the **20 collections** that Carol Bruguera has launched since 2008, whether they are **avant-garde or more wearable**.

As one of the **leading hairdressing chains**, Carol Bruguera has shown its **originality and artistic skills** on numerous occasions. The brand has taken hairdressing to the limit with its **hair shows** and **hairstyle collections**, as well as innovating in digital media and winning relevant prizes, like the **HairBrained Video Awards** and the **AIPP Award**. The last ones are considered the **“Oscars” of hairdressing**.



## **CREDITS:**

**Hairdressing Director:** Mia Carol

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Núria Codina, Africa Cuenca, Marina De Aguilar, Sandra León and Alberto Moreno

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### **Special thanks to**

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