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**HAIRKRONE**

**ISNEW Collection**



**Hair:** Hairkrone

**Hair Instagram:** @hairkrone

**Photography:** David Arnal

**Photography Instagram:** @davidarnalteam

**Make up:** Hairkrone

**Make up Instagram:** @hairkrone

**Styling:** Visori FashionArt

**Styling Instagram:** @visorifashionartstudio

**Video**: Juan Nito

**HAIRKRONE**

**ISNEW Collection**



The new catches us with a promise to surprise us and not disappoint us. It is always an attractive and seductive concept of a future that sneaks into the present to shock us. Surprise is like a mantra that we pursue until it fills us, to quickly start the search again.

Devotion to the new is part of Generation Z’s communication mode, and that is what this collection, full of striking images, vibrant colors and finishes that suggest movement, recreates. Hair glides through in an energetic atmosphere, which represents everything that has just arrived. That is why textures are full of creative electricity and colors are intense, as a reflection of emotions and heartbeats caused by new findings.