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Specialised PR Agency for Cutting Edge Hair Professionals.

*Creative Hairdressers* are our clients.

**For more information, please contact Marta de Paco**

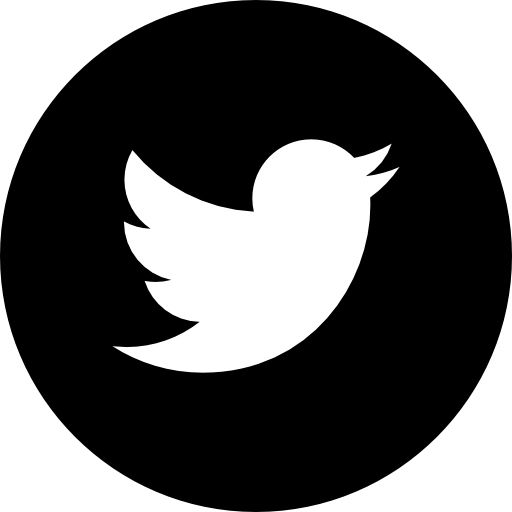
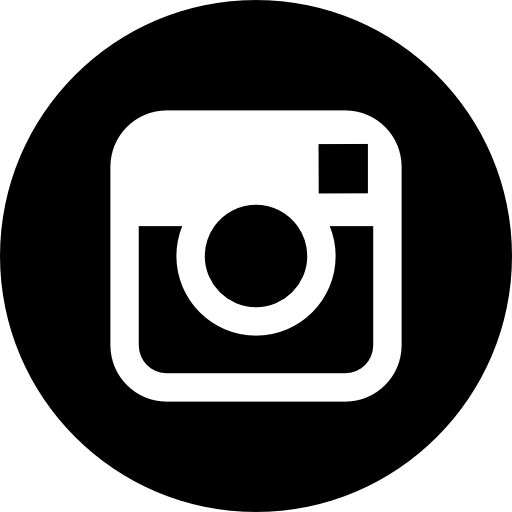
**On +34670780664 or email** [press@dreamscometrue.es](mailto:press@dreamscometrue.es)

***Important:***

***These images are only available for editorial content.***

***Credits must be included.***

***Notification of their publication is expected.***



**FELICITAS HAIR**

**WHY NOT Collection**



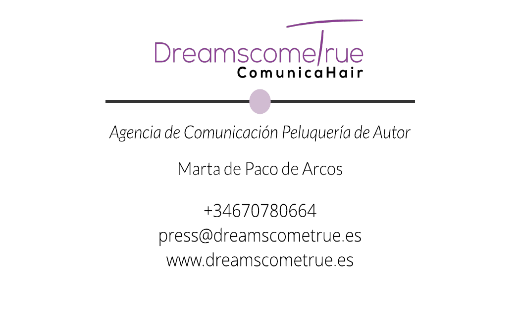
**Hair:** Felicitas Ordás @ Felicitas Hair

**Hair Instagram** @felicitashair

**Photography:** Esteban Roca **Instagram** @esteban\_roca\_photo

**Make-up:** Kuki Giménez **Instagram** @kukigimenezp

**Styling:** Visori Fashionart **Instagram** @visorifashionartstudio

**[](http://www.dreamscometrue.es/)Models:** Zoa, Miriam, Sandra, Margo, Bianca y Elliot

**Products:** Revlon Professional **Instagram:** @revlonprofessional\_es

**Video:** Josep Oriol Carrasco

**Music:** Keco Pujol **Instagram:** @madeinblack

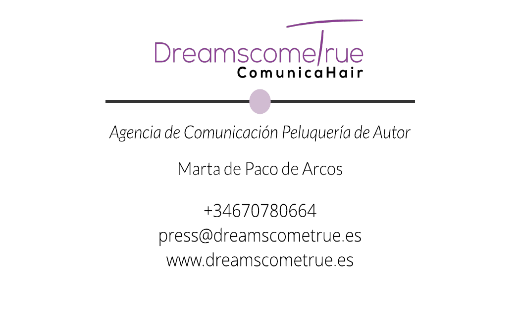
**Catalog Design:** Magda Obara

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***Why not*** is an exercise of freedom, it’s following the footsteps of one's own principles, those that arise away from limitations and labels and that are the result of a different way of living.

Inspired by the 90s, a decade full of important events such as the fall of the Berlin Wall, the appearance of Internet and the arrival of the end of the millennium, her images recall the nonconformity of the time. Textures are light-hearted, tones combine unexpectedly, and haircuts defy the pre-established aesthetic. It’s a rupture that aspires to create a new order in which only daring is possible.*[](http://www.dreamscometrue.es/)*