



# AVEDA

## AVEDA UNVEILS LIMITED- EDITION HOLIDAY CAPSULE COLLECTION WITH COUTURIER IRIS VAN HERPEN

*Introducing a conscious gifting collection  
that celebrates high style and high  
science united by nature*

**MINNEAPOLIS, MN (OCTOBER 2023)** – Aveda, the high-performance vegan hair care brand with a mission to care for the world, is proud to announce an exclusive, limited-edition collaboration in partnership with renowned Dutch fashion designer and couturier Iris van Herpen for Holiday 2023 – the first beauty collaboration of its kind for van Herpen. Combining the couturier’s avant-garde style with Aveda’s commitment to sustainability, the capsule collection of limited-edition hair accessories and gift packaging emphasizes high style and high science, united by nature.

“This collection captures a future-forward vision for the holidays and embodies the limitless beauty of nature,” shares Iris van Herpen. “The visual inspiration of this collection was drawn from the relationships between living organisms and their physical environments in all its layers and nuances – a constant dialogue between nature and ourselves.”

While van Herpen’s couture designs are regularly seen on red carpets, in globally recognized films, and on runways around the world, she has also dressed models for hair shows led by Aveda’s Senior Vice President of Global Professional Artistry, Antoinette Beenders. Years of working together led to a genuine friendship that evolved into this formal holiday collaboration with artistry and craftsmanship at its core.

### THE LIMITED-EDITION LINEUP

The Aveda x Iris van Herpen Holiday collection includes three luxurious, limited-edition accessories: a hair cuff, hair pin set, and cosmetic pouch; along with beautifully designed gift packaging, all conceptualized by Iris van Herpen and created with sustainability at heart.

The **Lagoon Nebula Hair Cuff** was inspired by an interstellar cloud where stars are born, the **Henosis Hair Pin Set** embodies the Greek concept of oneness and union, and the **Syntopia Cosmetic Pouch** was inspired by a state of being where different species live together. The limited-edition gift set packaging draws inspiration from the natural world.

**Lagoon Nebula Hair Cuff** SRP € 65

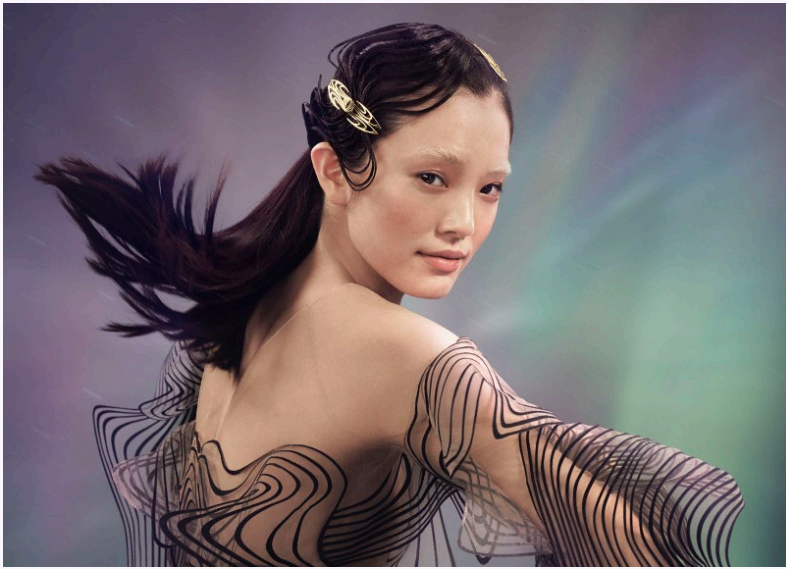
**Henosis Hair Pin Set** SRP €65

**Syntopia Cosmetic Pouch** SRP €65

Available online only at [Aveda.eu](https://www.aveda.eu)



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In line with the brands' sustainability values, the hair cuff and hair pins are made from recyclable gold tone brass, and the cosmetic pouch is made from 65% post-consumer recycled materials. The special-edition gift boxes, sleeves and other holiday gift packaging elements are made with FSC-certified recycled paper. These luxurious yet sustainability-minded gift boxes render wrapping paper unnecessary. In addition to their use as holiday gift packaging, recipients can reuse or display the gift boxes as miniature works of art. Each element of the limited-edition holiday collection gift packaging is also recyclable.

The global gift sets include a range of Aveda's body care favorites as well as high-performance products and treatments from the brand's Botanical Repair, Nutriplenish and Invati Advanced collections.



**Botanical Repair Light:** Shampoo 100ml + Conditioner 100ml + Masque Light 100ml  
SRP €49

**Botanical Repair Rich:** Shampoo 100ml + Conditioner 100ml + Masque Rich 100ml  
SRP €49

**\*Botanical Repair:** Leave-In Treatment 100ml + Overnight Serum 100ml\*  
SRP €69



**Nutriplenish Light:** Shampoo Light 100ml + Conditioner Light 100ml + Treatment Masque Light 100ml  
SRP €49

**Nutriplenish Deep:** Shampoo Deep 100ml + Conditioner Deep 100ml + Treatment Masque Deep 100ml  
SRP €49

**\*Nutriplenish:** Leave-In Conditioner 200ml + Overnight Serum 100ml\*  
SRP €69



**Invati Hero Trio:** Shampoo light 100ml + Conditioner 100ml + Scalp Revitalizer 30ml  
SRP €49



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**Hand & Food Relief:** Hand Relief™ 125ML + Hand Relief™ 40ML + Foot Relief™ 125ML + Foot Relief™ 40ml  
SRP €65



**Hand Relief Iconic Trio:** Hand Relief™ w/ Shampure™ Aroma 40ml + w/ Rosemary Mint Aroma 40ml + w/ Cherry Almond Aroma 40ml  
SRP €28



**Moisture Travel Trio:** Hand Relief™ 40ml + Foot Relief™ 40ML + Lip Saver  
SRP €35

## AVAILABILITY

The Aveda x Iris van Herpen limited-edition holiday collection is available as from October in the Aveda store in Antwerp and online at Aveda.eu, Douglas.be, Debijenkorf.be, Salontopper.be and in partner Aveda Salons.

\* Available only: online Douglas.be, partner Salons and Aveda store in Antwerp.

## For more information, please contact:

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## ABOUT AVEDA

Founded in 1978 with a mission to care for the world and always opposed to animal testing, Aveda creates vegan, high-performance hair, skin and body formulas for beauty professionals and consumers, all with sustainability at heart. Aveda innovates in botanical technologies and green chemistry, combining the principles of modern science and Ayurveda, the ancient healing art of India. Aveda's hair care is 90% naturally derived<sup>1</sup> and features iconic aromas from pure flower and plant essences. Aveda's high-performance franchises, Invati Advanced™, Nutriplenish™ and Botanical Repair™ have won dozens of awards, and the brand was awarded the 2021 CEW Sustainability Excellence Award, which reflects high standards of sustainability values in the beauty industry. Aveda is Leaping Bunny approved by Cruelty Free International, the globally recognizable gold standard of approval for cruelty free products. Aveda Corporation is a certified B Corporation, meeting high verified standards of social and environmental performance, transparency, and accountability.

Aveda's primary facility manufactures products using 100% wind and solar power<sup>2</sup>, and the brand pioneered the use of 100% post-consumer recycled bottles – currently, at least 85% of the brand's PET bottles and jars used in hair styling and skincare contain 100% PCR. Aveda strives to provide transparency with its products and manufacturing processes, and in 2020 the brand completed one of the largest blockchain pilots in the beauty industry to trace vanilla from the source in Madagascar to its manufacturing facility in Minnesota.

Aveda is committed to raising awareness and funds to help provide clean water globally and help protect clean water locally through its signature annual giving campaign, Aveda Earth Month. Since 1999, Aveda has raised more than \$69 million for hundreds of global and local environmental organizations, providing clean water to more than 1.5 million people and protecting thousands of local watersheds.

Aveda products are available in over 45 markets at Aveda stores, partner salons, specialty retailers and at [aveda.com](https://www.aveda.com).

## ABOUT IRIS VAN HERPEN

Iris van Herpen, widely heralded as one of fashion's most forward-thinking designers, seamlessly bridges the realms of fashion, nature, art, and science. Since its establishment in 2007 and its prestigious membership in the Fédération de la Haute Couture, the Maison of Iris van Herpen has consistently combined innovative techniques with traditional Couture craftsmanship, resulting in sensorial designs that beautifully capture the intricacy and diversity of the natural world. Each visionary creation exudes an avant-garde wonder, employing pioneering methods and luxurious materials that challenge conventional notions of handmade fashion. Iris van Herpen's commitment to slow fashion and thoughtful collaboration allows her multi-disciplinary designs to transcend boundaries, inspiring a reimagining of our relationship with fashion and extending the realm of imagination.

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<sup>1</sup> Aveda hair products are 90% naturally derived on average per ISO 16128 standard. From plant sources, non-petroleum mineral sources and/or water.

<sup>2</sup> Product manufacturing is powered by Aveda's solar array and/or wind energy through renewable energy credits and carbon offsets.