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Aveda Debuts the *AWE* Collection by the Aveda Global Artistic Team *Artistry meets nature to transform the ordinary and ignite the extraordinary*

Aveda presents ***AWE***, a stunning collection crafted by the Aveda Global Artistic Team that celebrates the profound influence of hair. In a world marked by hurried moments, ***AWE*** emerges as a gentle, enduring thread that brings us to the present, allowing us to cherish and connect with ourselves and those around us. This meticulously curated collection draws its inspiration from the marvels of nature and deeply personal moments of self-expression. ***AWE*** is more than just a collection of exquisite hair, high-style cuts, colors and styling; it is a way to create extraordinary experiences that will truly inspire awe.

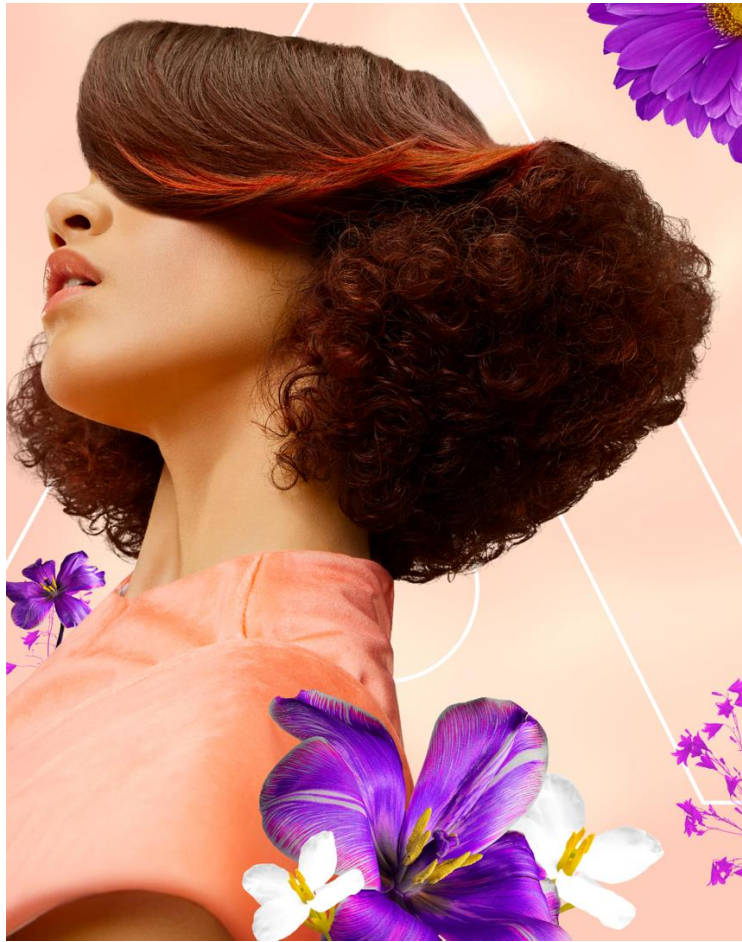


The Aveda Global Artistic Team collaborated closely with each model to create a look reflective of their inner spirit. No two cuts, colors, styling techniques or product combinations are the same. Whether it's short and textured, sleek and blunt or layered and curly, each look was created using **Aveda's high-performing, 100% vegan color and styling products**, resulting in a look that is genuinely tailored to each individual's personality.

In the words of the Aveda Global Artistic Team, "***AWE*** has the power to inspire and connect us, not just to the vast universe, but to ourselves and the people around us. In a time of rushed, fragmented moments, ***AWE*** is the slow and steady connector. It brings us into the present moment and makes us grateful to be there. As a result, we are less anxious and more open to it – and each other. We believe in the power of ***AWE*** to transform the ordinary and ignite the extraordinary."

The collection features five remarkable models, each showcasing their unique style, highlighting the versatility of Aveda's approach to haircare and artistry.

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Model Sophia's hair exemplifies the meticulous craftsmanship of Aveda's Global Artistic Team. Her graduated cut, performed on wet hair and in sections, ensures a reliable shape that can be styled naturally or blown out straight. Her dual-textured style, combined with a rich, deep coral color captures intricate detail. Sophia embodies the essence of **AWE**, where versatility meets artistry. **Renée Gadar, Aveda Global Artistic Director Textured Hair**, used **Aveda Nutriplenish™ Leave-In Conditioner** and **Aveda Nutriplenish™ Curl Gelée** to ensure curl hydration. The styling was perfected with **Aveda Control Force™ Firm Hold Hair Spray** to maintain its form. **Ian Michael Black, Aveda Global Artistic Director Hair Color**, used **Aveda Enlightenment Blending, Full Spectrum Permanent™** and **Full Spectrum Demi+™** for the custom color.

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Lindsay's hair cut created by **Aveda Global Artistic Director Hair Cutting, Ricardo Dinis**, features a disconnected, short box bob with an undercut, highlighting its adaptability when styled differently. Her hair color, created by **Ian Michael Black**, is a blend of espresso brown and metallic sierra blue and reveals a multidimensional appearance that shifts with each style. To achieve the palette of fully customizable colors, **Aveda Enlightenment Blending, Full Spectrum Permanent,™** and **Full Spectrum Demi+™** were all utilized. **Aveda's Botanical Repair™** products, both professional and retail, were used throughout the process to build bonds and strengthen hair.



Clara's look in the **AWE** collection signifies the multifaceted beauty and artistry embodied by Aveda and the **Aveda Global Artistic Team**. Her striking color-blocked hair, adorned with bursts of magenta, not only elevates her unique style, but also harmonizes with her beautiful complexion. **Ian Michael Black** achieved the color using meticulous formulas

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from **Aveda Enlightenment Blonding**, **Full Spectrum Permanent**,™ and **Full Spectrum Demi+**™. **Bea Carmichael**, **Aveda Global Educator**, **Hair Styling**, designed Clara's style to tell a story, a warrior-of-nature vibe that blends elements of sophistication and playfulness, by prepping the root area with **Aveda Pure Abundance**™ **Style-Prep**,™ styling and setting the style with **Aveda Control Force**™ **Firm Hold Hair Spray**.

Janell Geason, **Aveda's Technical Education Aveda Global Artistic Director**, **Makeup**, provided the perfect finishing touch to each **AWE** look, customizing makeup to match each model's unique style, skin tone and hair color. Her artistry brought out their natural beauty and seamlessly blended with the collection's theme, enhancing the overall **AWE** experience.

The **Aveda Global Artistic Team's AWE** collection is a true celebration of artistry, beauty and the potential for transformation. It encourages everyone to embrace and share the power of **AWE** in both their hair and their lives. As we look to the future, the collection inspires you to create not just beautiful hair but beautiful experiences.

For further information on all models and more techniques related to the **AWE** collection, please reference the **AWE Collection Technical Guide**.

Credits

JANELL GEASON

Global Executive Director, Aveda Technical Education Aveda Global Artistic Director, Makeup

IAN MICHAEL BLACK

Aveda Global Artistic Director, Hair Color

RICARDO DINIS

Aveda Global Artistic Director, Hair Cutting

BEA CARMICHAEL

Aveda Global Educator, Hair Styling

RENÉE GADAR

Aveda Global Artistic Director, Textured Hair

ANDREA HOLTON

Makeup Assistant

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CINDY WARNER

Fashion Stylist

MICHAEL HAUG

Photographer

MERGE

Creative Direction

ABBY DEBRUINE

Writer

CONTACT

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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.