

TREND COLLECTION FALL / WINTER 2023

TRINITY
haircare

PRESENTS



modern
missie







modern muse



Individualism is the new direction of our global culture and is further advanced and more in focus than ever before. Collectivism, or stressing the importance of the community is only then in focus when the rights and concerns of each person are almost equally important as those of the community as a whole. Independence and personal identity, but mostly a person's self-image are defined as one of the most important things in individualism cultures.

Translated into the here and now and into our every-day-life this means everyone should find out (in case you do not know this yet) who you are and everyone has to come to peace with the outcome of questioning one's identity and characteristics, personal values, goals and ambitions. The true power of individualism is accepting who you are and not feeling the need to change or to copy others and be happy with it.

For those of you that know TRINITY haircare already for more than 10 years you might still remember that the above mentioned phrase has been our brand motto for several years.

And even though we changed this into **QUALITY.PASSION.YOU!** some few years ago, this former brand motto is still very much accurate and present!

The European Artistic Team of TRINITY haircare wants YOU to look into the mirror, also at your hairdresser, but mostly at home, and see your positives, not your negatives.

Always remember that everyone is unique and that beauty begins the moment you start to be yourself.

Be your own muse. Be happy with yourself. You are beautiful. You are you and you should be proud of that!

Modern Muse is an ode to yourself, created for you by TRINITY haircare.



DARE TO BE YOURSELF







Linda

BASETONE:

CoT 30 gr 9/34 + 3 gr 0/43 + 30 gr 6%

TRIANGLE COLOUR BLOCKING:

Kaleid 20 gr Citrine + 5 gr Ruby



Look 1







Anna

BASE TONE:
Natural black hair

PRE BLEACH FACE FRAMING:
20 gr hi.7 + 40 gr 6%

FACE FRAMING:
Colour Nutri Mask
Cayenne 30 minutes

Look 2







Isa

ROOT COLOUR:
VDT 40 gr 6.44 + 40 gr 3%

LENGTHS AND ENDS:
VDT 30 gr 7/44 + 30 gr 6%

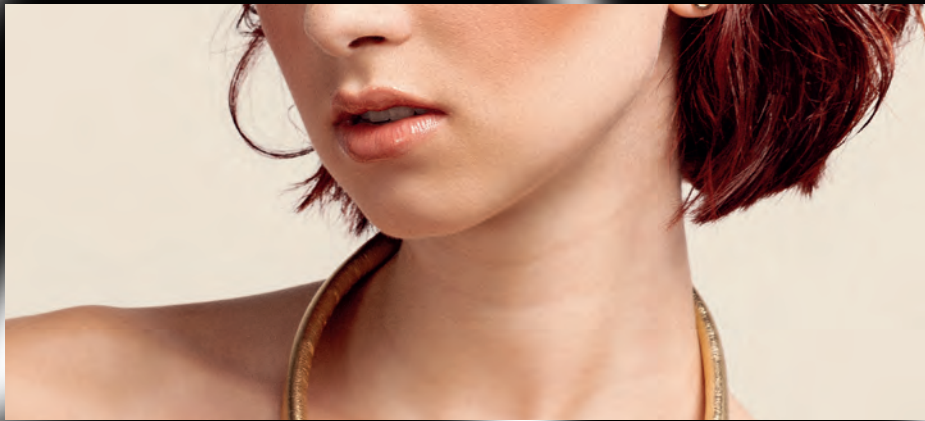
BABYLIGHTS:
20 gr Evoplexx + 40 gr 3%

After colouring Colour Nutri Mask Saffron



Look 3







Estee

BASE TONE:

Metallics 60 gr 5/001 + 90 gr 3%

COLOUR TECHNIQUE:

Pre bleach with 20 gr hi.7 + 40 gr 6%

After bleaching lengths and ends:

Metallics 40 gr 8/001 + 80 gr 1,9%



Look 4







Joyce

ROOT COLOUR:
Metallics 30 gr 6/16 + 45 gr 3%

MIDDLE TONE:
Pre bleach with hi.7 + 3%

THE ULTIMATE ENDS:
Metallics 10 gr 9/16 + 15 gr 1,9%



Look 5





Fashion

The fashion within the Modern Muse trend collection of TRINITY haircare can best be described as self-confident and feminine with some clear forceful statements.

Be your own muse and focus on your positives is the overall combined direction of the fashion and the combination of 2 strong and meaningful colours enhances this direction.

The red colour used in the fashion statements suggest a combination of self-love and acceptance, as well as power and strong feminism, whereas the black colour used in the fashion statements suggest self-confidence and attitude combined with very sexy and beautiful accents, such as see-through parts and clear fashion statements accentuating specific body parts.



Very feminine and smooth lines that follow the bodylines and enhance the feminine shapes, combined with straight lines, as well as easy & smooth falling fashion items and mostly combined in one and the same fashion look, which makes every single look interesting to watch and multiple directional, which makes you keep on watching.

Due to a one-off co-operation with the NEW brand Slinger from The Netherlands, an innovative hairclip, ankle brace, necklace, ear ring and accessory brand, the overall fashion look got a nice and innovative red (and black) line throughout the entire collection.



Make Up

The make-up within the Modern Muse trend collection of TRINITY haircare can be best described as natural base, natural shine and a natural overall look with a touch of intense red.

Since the hair and fashion are already pretty intense and very expressive, the make-up has been toned down a bit, with just 1 highlight or focus point per model, mostly the lips, and only in a few cases the eye-area.

Warm basic foundation, as well as softly red coloured cheekbones with a natural undertone and a natural shine, this is the base for the overall make-up look.



Hair

The Modern Muse trend collection of TRINITY haircare obviously is above all about hair! The European Artistic Team of TRINITY haircare managed one again to create fresh, powerful and feminine hairdo's that can be styled and restyled upon desire multiple times, depending on the mood of the day or the occasion that requires more softness and beautiful and smooth definition or just the opposite: more raw and bold styling and finishing.

Modern Muse is all about loving and being happy with yourself and showing this to the world. The 5 Muses in this trend collection all show a clear and powerful statement with their hairdo in 2 different finishes that enhances their personality:

Linda's inner muse is enhanced by the combination of a natural ginger blonde base colour, combined with a forceful copper colour statement on a short hairdo, which can be worn as a wet look while combed back and a more open and volumized look when blow-dried and styled to the front.

This power woman knows what she wants.

Joyce's inner muse is enhanced by the edgy pixie haircut with 2 cool styling and finishing variations and with a soft mauve pastel colour with dark undertone base. A strong statement hairdo for self-confident women.

Anna's inner muse is enhanced by a deep red velvet toned face framing colouring effect on top of her natural black hair, which can be styled and worn in many more different ways than the shown loose style or the classical evening updo look with a nice twist in the back and a fashionable fringe area. This natural long hair beauty can show off many more looks to reveal her inner muse in different ways.

Estee's inner muse is enhanced by a beautiful curly, very full and strong hairdo in a deep ash base colour with some light ash hidden highlights for a nice subtle colouring effect. Estee's curls can be styled down when straightened down a

little, so that she can look completely different when going out or going for dinner. The few casually placed loose curly parts still show that Estee is a natural curly hair beauty.

Isa's inner muse is enhanced by the classical, but very powerful strong blunt bob in different deep red colour variations to create depth in the colour. In combination with her very clear and bright blue eyes and her youthful and very fine face lines, the blunt bob hairdo can be styled classical or a bit more edgy and both look absolutely stunning. This youthful muse has the ability to look completely different depending on the mood of the day or the occasion.

All hairstyles, colours and styling and finishing possibilities need to be seen as guidelines and can be used or changed according to your very own creativity.

Because ultimately: Modern Muse is an ode to yourself, created for you by TRINITY haircare.









Credits

Leadership TRINITY haircare European Artistic TEAM

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