



L'ORÉAL

STRATEGIC  
PROSPECTIVE

**Trends for the Future.**

**Barbara Doussard**





L'ORÉAL STRATEGIC  
PROSPECTIVE  
NOVEMBER 2023

# FROM ENTERTAINMENT TO CATWALK

THE UNEXPECTED FAMILIAR

PRÊT-A-PORTER  
SPRING/SUMMER 24  
HAIR & MAKEUP FOCUS



# KEY BEAUTY TRENDS FOR CATWALK S/S 24 : THE UNEXPECTED FAMILIAR

## ETHEREAL FEMININITY



Kiko Kostadinov

FROM THE LUXURIANT PRINCESS CORE  
TO LIGHT-TONED ETHEREAL FINISHES

Balletcore  
Hello Dolly  
Goth Bimbo  
Glitter Diamond  
Sculptural Blooms

## SOPHISTICATED MONOCHROME



Christian Cowan

FROM THE COMBINATION OF TEXTURES  
TO DYNAMIC & PLAYFUL MONOCHROMES

AI Meets Human  
Barcode Blitz  
Mono Blond  
Playful Geometry  
Mix But Don't Match  
Clinically Clean Shullet

## TOTAL NATURAL HARMONY



Kwk By Kay Kwok

FROM REVENGE PARTYING TO  
A RENEWED TRANSFORMATION CELEBRATION

Bird Paradise  
Under The Sea  
Overgrown Pixie  
Chic Tweeny Weeny Afros

## ECLECTIC URBAN FUSION



Prada

FROM ADVENTUROUSLY BRIGHT  
TO MORE PRAGMATIC, SCENARIO-BASED PIGMENT

Up-all-night-at-a-bacchanal  
Super Retro  
Off-Duty Athlete  
Color Cacophony  
Charming Librarian



Yuhan Wang

The Blonds



NO.21



Coach



Christian Siriano

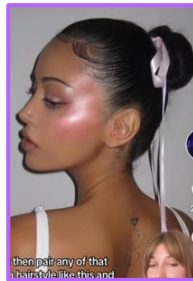
# ETHEREAL FEMININITY

A sense of **freedom** is blowing with an ultimate exploration of the intangible, delicate, featherweight.

This season, **Ethereal femininity** takes on the catwalk's looks: from #GothBimbo style (#Wednesdaymakeup raised over 276% the past 12 months), to the hyper femininity of #Balletcore (1 billion views on Tik Tok over the past 12 months), romantic-influenced looks are one of this season's key hammered message.

With a unique essence of lightness, grace and contrasts, this beauty trend seems to be one of the most compelling message of the season.

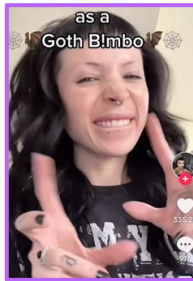
Ballet  
-core



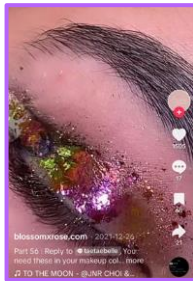
Hello  
Dolly



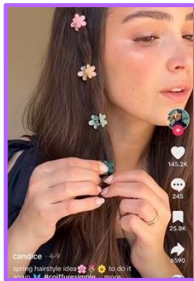
Goth  
Bimbo



Euphoria  
Glitter



Sculptural  
Blooms





# BALLET CORE



Characterized by a delicate balance of ethereal and classical elements, blending soft, romantic hues with structured elegance to evoke the grace and poise of ballet.

Pretty Messy Braided Updos

Hand-dyed Chiffon Ribbons Or Silk Scarves

Balletcore Sugarplum Fairy Tones

Braids As Ribbons

Subtle Blush

Pink Lips

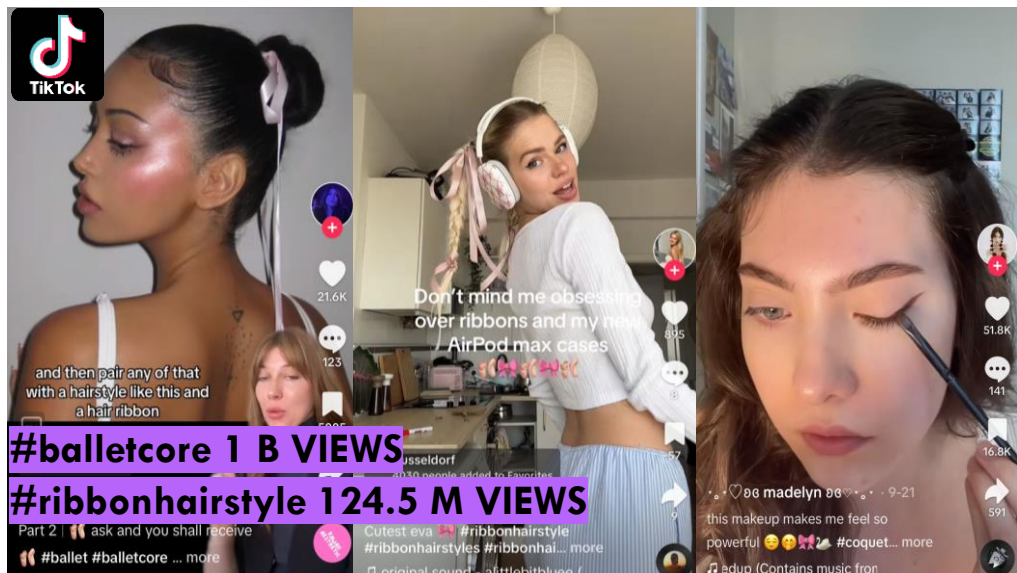
Ballerina Eyeline

Ballet-inspired Braids

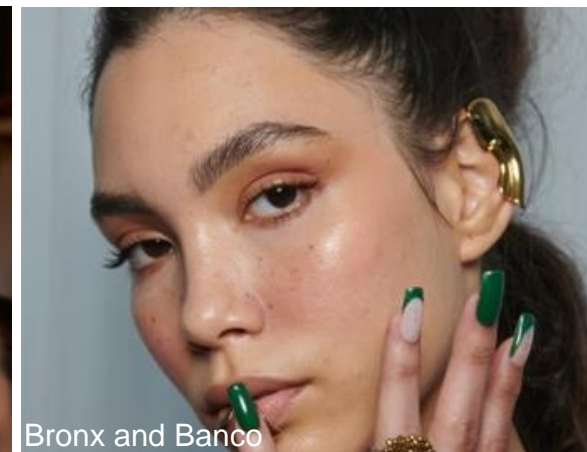
Luminous Highlight

Ballerina Bun

Ballet Pink Highlights



Christian Siriano



Bronx and Banco



Collina Strada



Tanner Fletcher

## ENTERTAINMENT INSPIRATION

BlackPink – Jenny's Look  
Concert <You and Me>





## HELLO DOLLY



Moving from the Luxuriant Princess Core trend, a refreshed take on overtly feminine and romantic themes crops up again. Elements and look associated with romantic aesthetics are renewed to more youthful fairytale-liked and dolly ones.

Vintage Glamour

Floral-inspired

Delicate Freckles

Doll-like Rosy Blush

Honey-like Lips

Gelato Pastels

Modern Romantic

Porcelain Skin

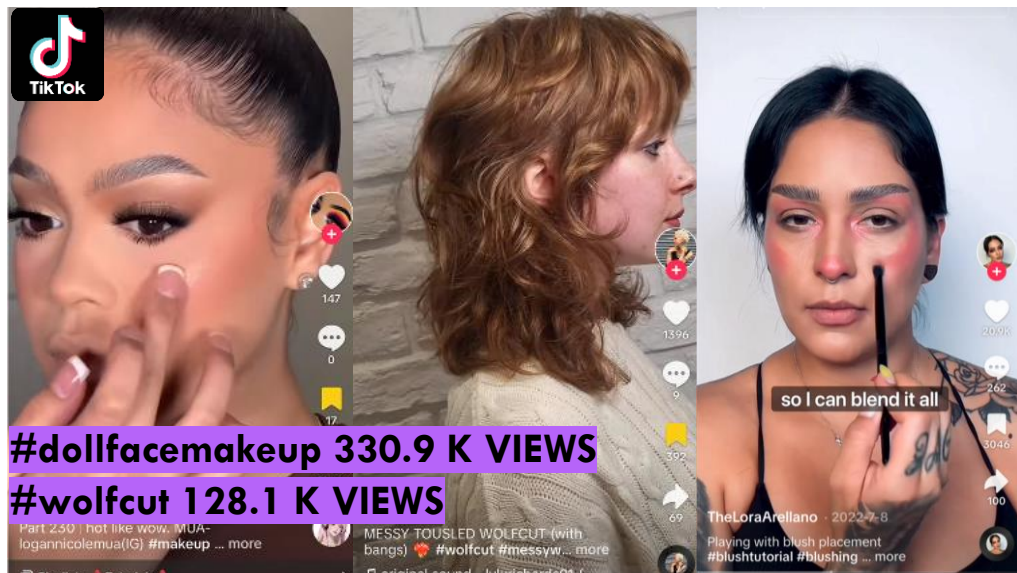
Innocent Charm

Natural Warmth

Tousled Ringlets

Ethereal Glow

Return Of Headbands



Yuhan Wang



Paul &amp; Joe



Susan Fang



Yuhan Wang

## ENTERTAINMENT INSPIRATION

Daphne Bridgerton's Look  
Series < Bridgeton >





# GOTH BIMBO



The Goth Crave is still on for SS24: the reaction to the "Wednesday effect", an intriguing blend of gothic elements and romanticism is coming back with a resurgence of dark eyeliner and a shift from bright copper to midnight black hair.

Sleek And Natural  
 Skinny Eyebrows  
 Partially Grunge  
 Lively Lips  
 Contrasting Hairpins  
 Goth Glam  
 Wet-look Hair  
 Pale Complexion  
 Indie Sleaze  
 "Sweet But Psycho" Look  
 Emo Or Lifeless Expression



Puppets And Puppets



Versace



Adeam



Coach

## ENTERTAINMENT INSPIRATION

The Addams Family - Wednesday Series < Wednesday >







J E Cai

Blumarine

Pierre Cardin

Christian Cowan

Vivienne Westwood

Diesel

L'ORÉAL STRATEGIC PROSPECTIVE

## SOPHISTICATED MONOCHROME

In SS24, the world of beauty takes a decisive step into the realm of sophistication, where face and hair become a place for abstract collage, delicate sketches, and airbrushed artistry, all delicately adhering to a creative **monochrome palette**.

Sophisticated monochrome have never been so hot: during the Fashion Week period, online engagement rate of **#MonochromeStyle** reached a 1900% increase\* and **#MonochromaticMakeUp** showed over 24.2M views on Tiktok.

The trend invites us to embrace the exquisite artistry of monochrome beauty, where creativity, sophistication, and timeless style converge in a seamless, effortless look that transcends the boundaries of gender and leaves a lasting impression.

AI Meets  
Human

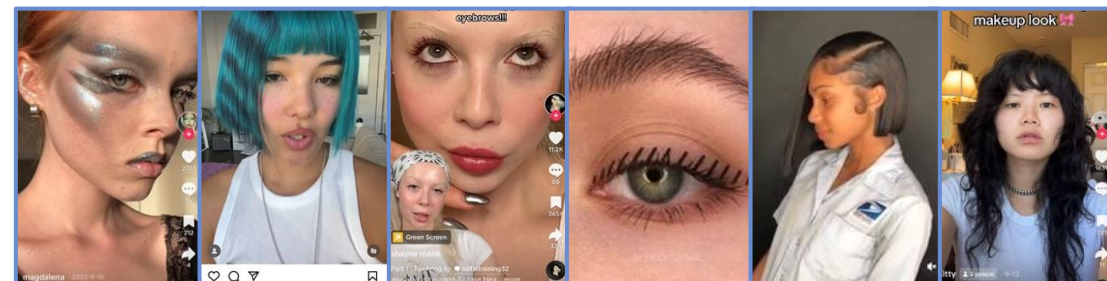
Barcode  
Blitz

Mono  
Blond

Playful  
Geometry

Mix But  
Don't Match

Clinically  
Clean Shullet



\* Data Resource: TalkWalker



# AI MEETS HUMAN



Looking at technology with fresh eyes, artists see a new point of intersection where man meets machine in a more harmonious way. Models are instructed to walk with wide-eyed, fixed stares, and static grins in a friendly but somewhat robotic fashion. The pulled-back hair and metallic skin texture from pearlescent highlights are the essence.

Futuristic Hair Color

Metallic Paint

Pulled-back

Lustrous Hair

Holographic Finish

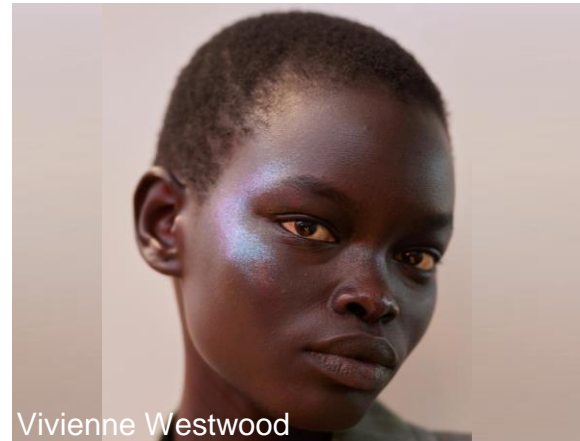
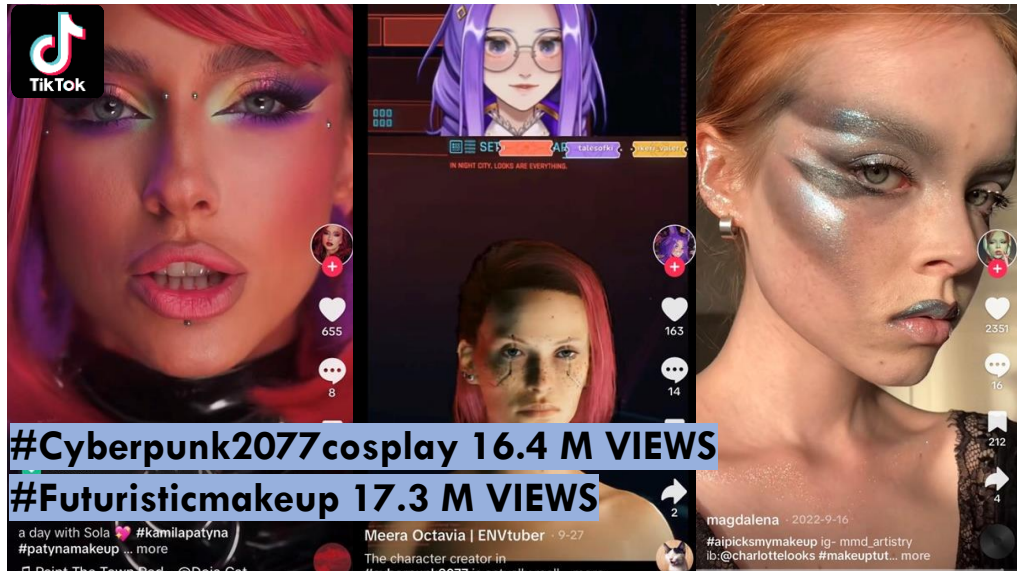
Futuristic Robotic Aesthetics

Hyper Glow

Pearlescent Highlights

Golden Dust Complexion

Man-machine Fusion



## ENTERTAINMENT INSPIRATION

AI-generated Make-up Work

&lt;Euphoria&gt;

By Marika D'Auteuil





# MONO BLOND



There is a concerted move away from multi-tonal strands to one solid shade of blond this season. Spanning the palette of fair tones, from warm and buttery to cool and icy, this is a suits-all approach that looks fresh and modern thanks to state-of-the-art coloring formulas which ensure that the looks won't appear flat.

Cool & Icy Blond Tones

Elf-inspired Hair Crop

## Bleached & Bare

Texturized & Dimensional Hair

Monochromatic Hair

Deep Center Part

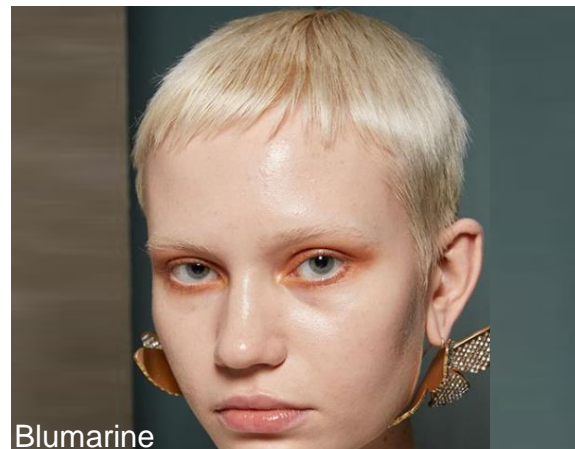
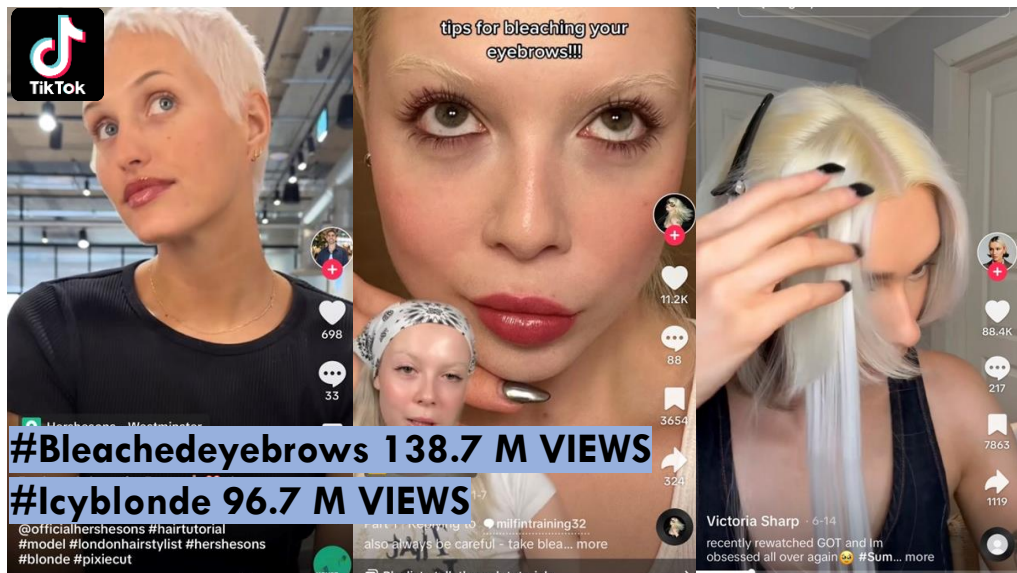
## Targaryen Blond

Blond Piexi

Sleek And Edgy

Edgy & Romantic Makeup

Single-tone



Blumarine



JW Anderson



Alessandra Rich



Vaillant

## RELATED READING

<[Every Question We've Ever Had About the Targaryens' Very Blond Hair](#)> By W Magazine





# CLINICALLY CLEAN SHULLET



An upgrade from last year's Low-Effort Shullet. The healthy-looking and more deliberate shullet style appear a modern-day coolness. The free-spirited, liberated collection, "for those who are not afraid to challenge themselves but at the same time enjoy freedom" is captured in the defined and then lightly diffused curls seen on models.

No Makeup Makeup

Healthy-looking Hair

Soft & Dewy

## Contemporary Shullet

Clinically Clean

Soft Shaped Retro Mullet

Cool Girl Hair

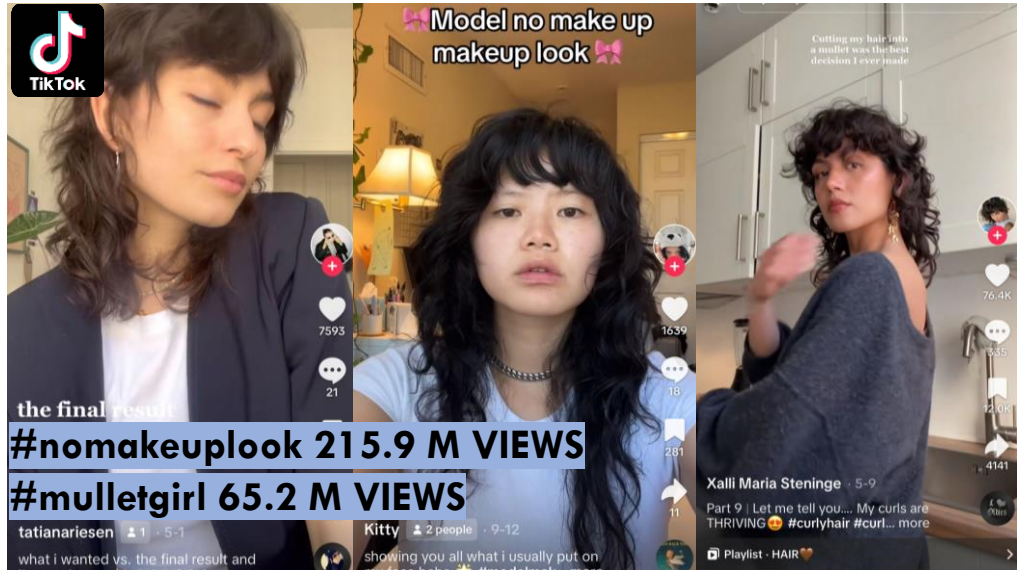
## Soft Youthful Skin

Lightly Diffused Curls

Romantic And Ethereal Look

Simple But Sophisticated Finish

Polished Lips



## ENTERTAINMENT INSPIRATION

Eleven's Look  
Series <Stranger Things>







Gabriela Hearst

Luar

Del Core

Adeam

etro

Kiko Kostadinov

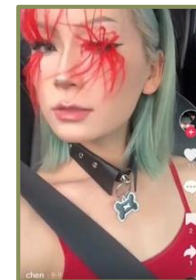
# TOTAL NATURAL HARMONY

With the growing importance of sustainability, a perfect **harmony with nature** is a transcendental inspiration for makeup looks, where art, nature and depths of the human spirit merge together.

**Total natural harmony** invites us to explore the natural creativity that mirrors the palette of our surroundings. Under the skillful hands of artists, hair and makeup becomes a canvas for natural hues, embracing the richness of earthy and ethnical tones via various accessories and glossy finishes.

This renovated natural inspiration is not a beauty statement, it's a **transformative journey** that shares the resilience of human spirit, embracing our roots, creativity, and the multitude of emotions from nature.

Bird Paradise



\* Data Resource: TalkWalker

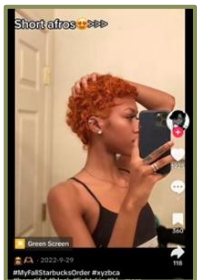
Under The Sea



Overgrown Pixie



Chic Tweeny Weeny Afros





# BIRD PARADISE



Exotic feathers and birds of paradise inspired lash and hair extensions at key shows. Small tropical plumage embellishments at the ends of hair provided a sense of movement and vitality. A 90s favorite, colored mascara also returns, to add flair and spark to extend eye looks.

Colorful Hair Accents

Lashing Out

Flair & Spark Makeup

Tropical Plumage Accessories

## Extrovert Lashes

Exotic Bird-inspired

Vibrant Eye

Feathered Hair Extensions

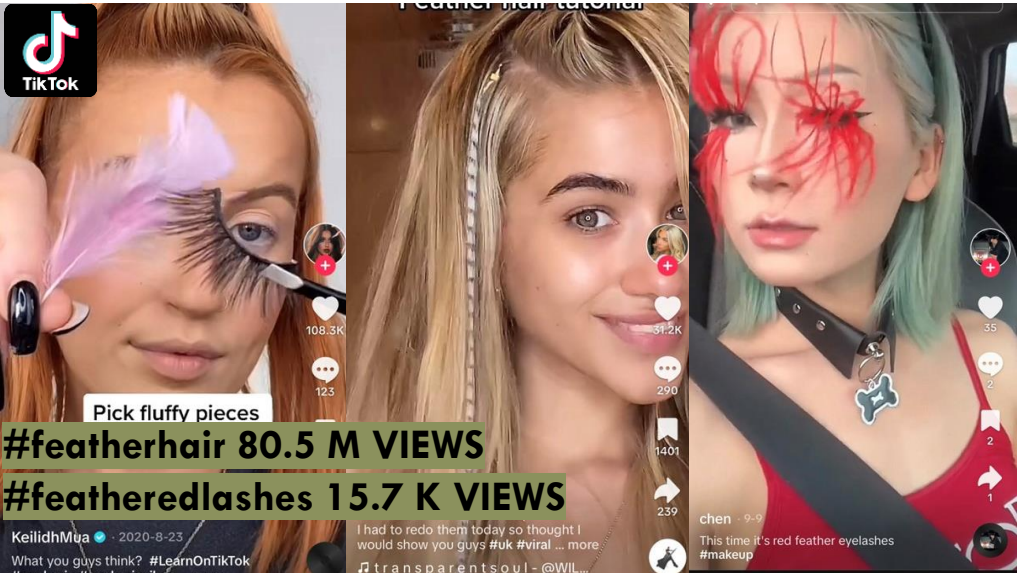
Colored Mascara

## Vivid Shape

Movement & Vitality

Pop Of Color

Tropical Plumage Accessories



Dries Van Noten



Luar



Simone Rocha



Kay Kwok

## ENTERTAINMENT INSPIRATION

Doja Cat's Look  
Met Gala





# UNDER THE SEA



We saw the continued popularity and elvation of the mermaidcore at runways this year. "The Little Mermaid" movie may be the driving force behind this movement. Artists utilized wet looks and ocean motifs, while some took a more subtle approach, like rhinestone barnacle Eyes.

Rhinestone Barnacle Elevated

Mermaidcore

Post-swim Eyeshadow & Waves

## Rough & Tumble

Ocean-inspired

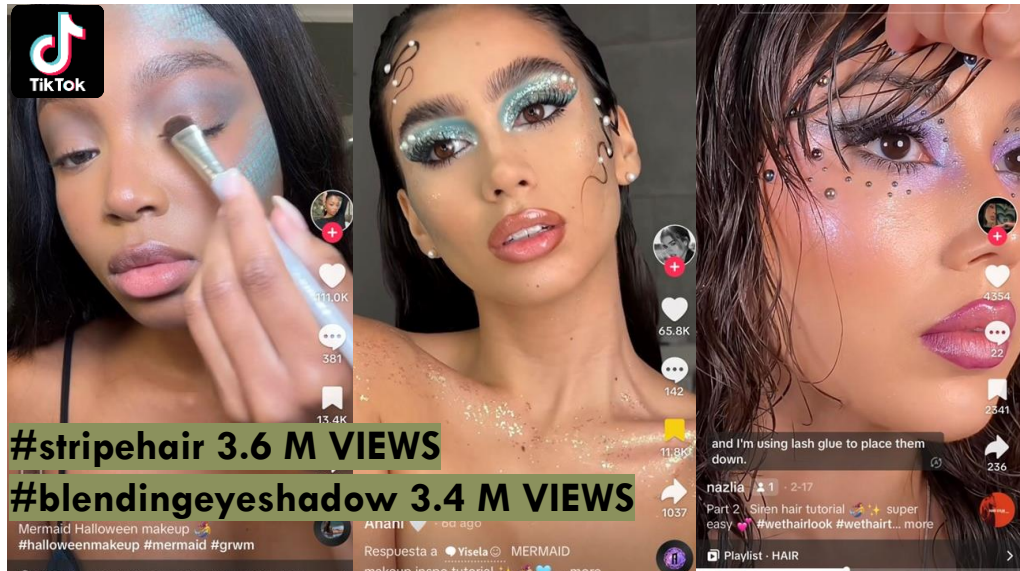
Deep-side Parted

Seafoam Green

## Damp Waves

Clean Girl

Iridescence Of Fish Scale Skin



Sandy Liang



Jason Wu



Del Core



The Blonds

## ENTERTAINMENT INSPIRATION

Halle Lynn Bailey's Look  
Film <The Little Mermaid >





# CHIC TWEENY WEENY AFROS

For SS24, Tweeny Weeny Afros (TWA) takes center stage, offering an ethnical fusion of chic. Amidst a sea of shaggier styles parading down the catwalks, it's the impeccably tailored, close-to-the-scalp afro looks that exude an aura of unparalleled uniqueness and intrigue, celebrating African fashion's success in the international stage.

Androgynous Style

Close-to-the-scalp

Afro-inspired

Unique & Intriguing

Natural Afro Hair

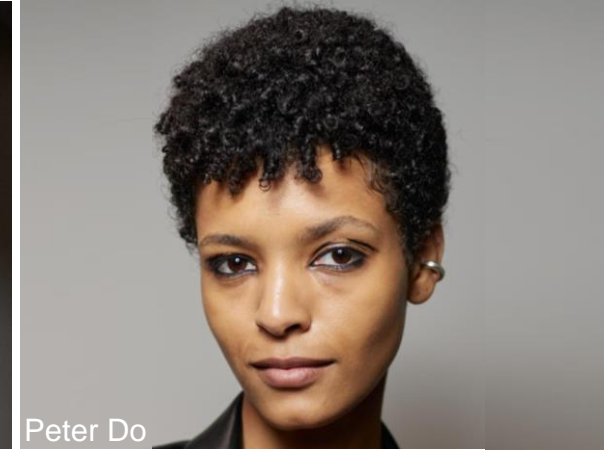
Clean & Minimalist

Natural Hair Movement

Short Afro



Feben



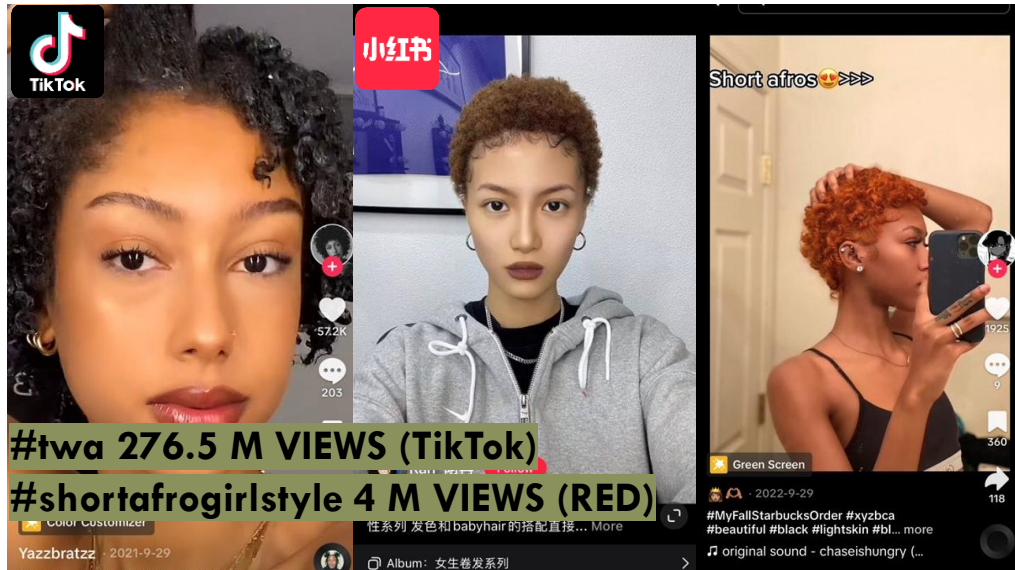
Peter Do



Kiko Kostadinov

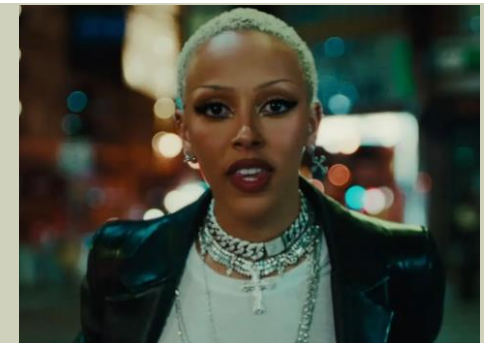


Acne

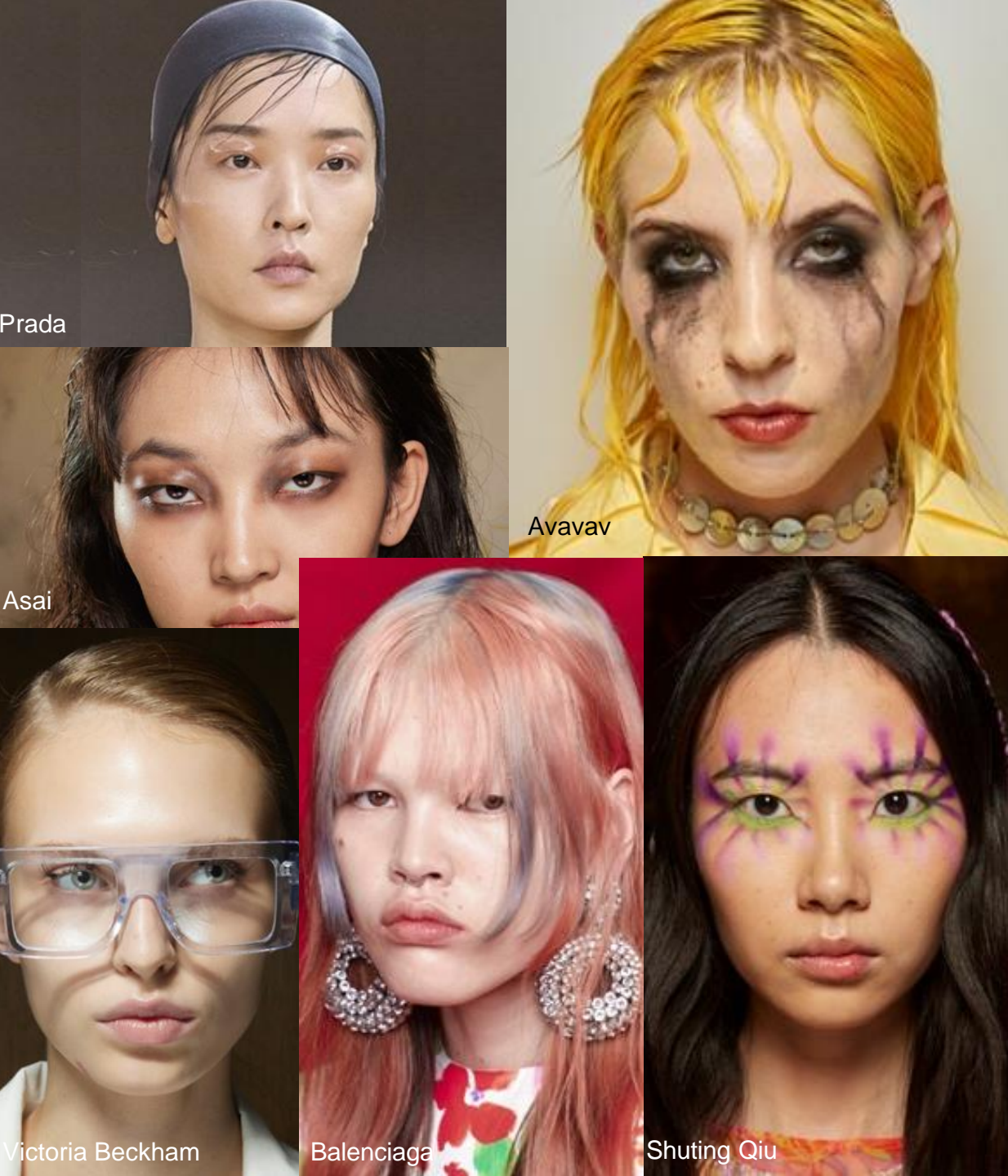


## ENTERTAINMENT INSPIRATION

Doja Cat's Look  
Music Video <Attention>







## ECLECTIC URBAN FUSION

Amidst the ever-evolving landscape of fashion, where the question of reality is central, **Eclectic Urban Fusion** emerges as a captivating and multifaceted narrative.

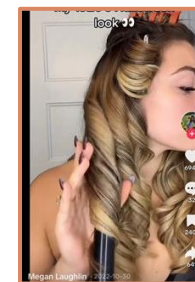
It transcends the ordinary, celebrating the **fusion of various elements** to create a tapestry of beauty that reflects the diversity and complexity of our contemporary urban life. No matter which one you chose - "Super 60s", "Off-Duty Athlete" or "Up-all-night-at-a-bacchanal" - it is a nod to the past, a manifestation of the present, and a bold step into the future of what beauty could look like.

Eclectic Urban Fusion is a **celebration of classic-with-a-twist**, a fusion of old and new, where style becomes a canvas for creative expression and an affirmation of the ever-evolving urban landscape.

Up-all-night-at-a-bacchanal



Super Retro



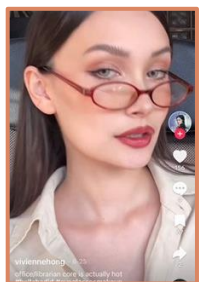
Off-Duty Athlete



Color Cacophony



Charming Librarian



\* Data Resource: TalkWalker



# OFF-DUTY ATHLETE



For SS 24, the ubiquitous off-duty aesthetic blended perfectly with the indomitable essence of the athlete. Uplifting the neutral palette, warm citrus hues, ranging from metallic rust to orange. A delicate sweep of this shade adorns an otherwise bare lid, complemented by clean, crisp hair and naturally lacquered lips.

Neutral Palette

Gleaming Eyelid

Warm Citrus Hues

Low Key Luxury

Sleek &amp; Crisp Look

Naturally Lacquered Lips

Sunburn Face

Off-duty Aesthetics

Swimmer Hair

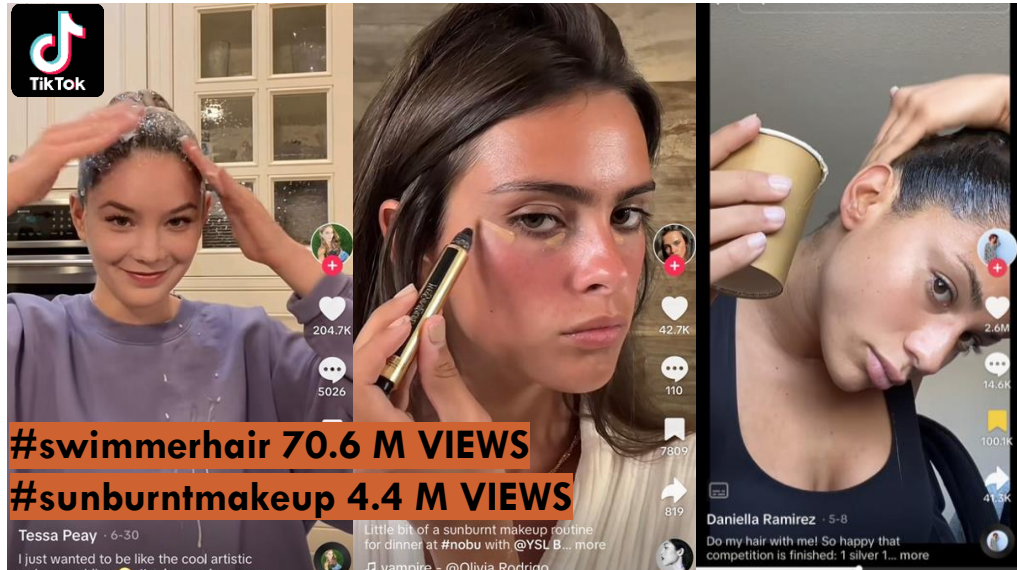
Healthy Glow

Urban Minimalist

Polished Pink Shade

Wide Bands Resembling Caps

Shining Bridge



Prada



Sami Miro Vintage



Durazzi



Miu Miu

## RELATED READING

< [Why Athletes Are Beauty's Real MVPs?](#) > By BOF

BEAUTY

### Why Athletes Are Beauty's Real MVPs

Gen-Z sports stars like Angel Reese and Shai Gilgeous-Alexander have become unlikely ambassadors for cosmetics brands, connecting them to underserved communities. Some are even bypassing partnerships to launch beauty ventures of their own.





# CHARMING LIBRARIAN

A captivating new trend with glasses is on the rise—the charming librarian aesthetic. Models sport librarian-style glasses and sleek but a little disheveled hair, as if artfully tousled by the Metro's unforgiving gusts. This distinctive look embodies an intellectual charm with a hint of windswept allure.

Windswept Allure

Deep Central Parting

Sleek & Back

**Bold Frames**

Clinically Clean

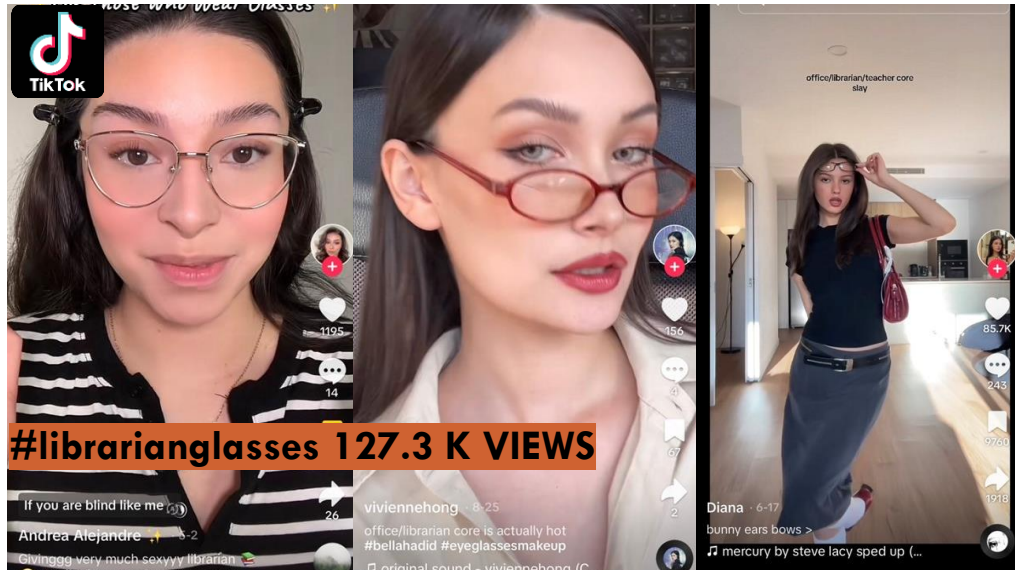
Bleached & Bare

Subtle Elegance

No Makeup Makeup

**Rimless Glasses**

Cat-eye Glasses



## ENTERTAINMENT INSPIRATION

**Bayonetta's Look**  
Game < Bayonetta >





# Artist inspiration by Fabrizio Castellano.



**L'ORÉAL**  
PROFESSIONNEL  
PARIS

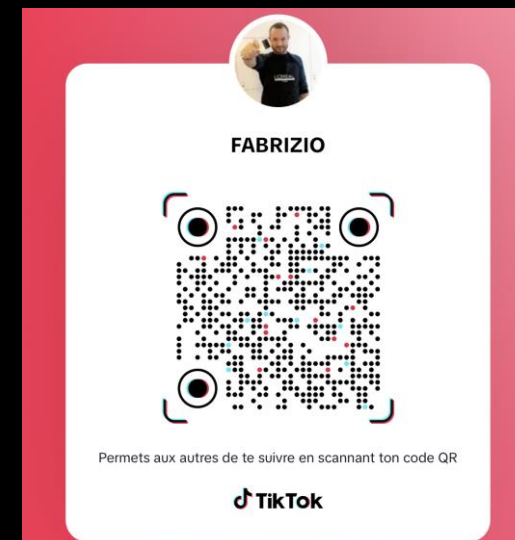


#StyleColourGalaxyTrip #LorealProBenelux  
@lorealpro @lorealpro\_education\_benelux



# Follow me.

“The best hairdressers never stop learning.”



**L'ORÉAL**  
PROFESSIONNEL  
PARIS

#StyleColourGalaxyTrip #LorealProBenelux  
@lorealpro @lorealpro\_education\_benelux





# LES INTEMPORELS.

Les classiques indémodes.



**L'ORÉAL**  
PROFESSIONNEL  
PARIS



#StyleColourGalaxyTrip #LorealProBenelux  
@lorealpro @lorealpro\_education\_benelux



# VERSION COUTURE.

Avec du savoir faire.



**L'ORÉAL**  
PROFESSIONNEL  
PARIS



#StyleColourGalaxyTrip #LorealProBenelux  
@lorealpro @lorealpro\_education\_benelux



# AVANT TOUT: LA PREPARATION.

Au fer ou à la brosse



**L'ORÉAL**  
PROFESSIONNEL  
PARIS



#StyleColourGalaxyTrip #LorealProBenelux  
@lorealpro @lorealpro\_education\_benelux



# A NE PAS FAIRE:

Cheveux indisciplinés.



**L'ORÉAL**  
PROFESSIONNEL  
PARIS



#StyleColourGalaxyTrip #LorealProBenelux  
@lorealpro @lorealpro\_education\_benelux



# CHIGNON BANANE

Prestance et sensualité.



**L'ORÉAL**  
PROFESSIONNEL  
PARIS

#StyleColourGalaxyTrip #LorealProBenelux  
@lorealpro @lorealpro\_education\_benelux









# Artist inspiration by Sanjay Ramcharan.



**L'ORÉAL**  
PROFESSIONNEL  
PARIS



#StyleColourGalaxyTrip #LorealProBenelux  
@lorealpro @lorealpro\_education\_benelux











## Sanjay's tips

1. Begrijp het concept: Leer de visie en stijl van de fotoshoot goed kennen voordat je begint.
2. Creativiteit is belangrijk: Wees bereid om te experimenteren en grenzen te verleggen.
3. Kijk goed naar het gezicht, wat staat en wat niet. (vorm/kleur).
4. Zorg voor gezond haar: Begin met schoon en goed verzorgd haar.
5. Gebruik de juiste hulpmiddelen en producten: Zorg ervoor dat je beschikt over de benodigde stylingtools en -producten.
6. Speel met texturen en volumes: Pas verschillende texturen en volumes toe om het gewenste effect te bereiken.
7. Blijf geïnspireerd: Laat je inspireren door trends en creatieve bronnen.
8. Samenwerking is essentieel: Werk nauw samen met andere leden van het redactionele team.
9. Effectief tijdbeheer: Plan je tijd goed om aan strakke deadlines te voldoen.
10. Pas je aan: Wees flexibel en bereid om aanpassingen te maken indien nodig.
11. Let op verlichting: Overweeg de fotoshootverlichting bij het stylen van het haar.
12. Creëer kunstzinnige looks: Focus op unieke en artistieke haarstijlen die het concept versterken.



# You are NOT born with passions

We do NOT find our passions. We find our talents which can give us a hint as to what might be worth trying out. We are NOT given passions by nature. We construct them, hatch them and nurture them

x Sanjay





# EDUCATION 2024

EDITORIAL STYLING

25 maart  
25 november





**CODENAME: ABBY**  
**LENGHT: 5'9**  
**STYLE: EDITORIAL**

**ABADAN**







# SEVERINE TIELEMAN

@stieleman

#severinetieleman

SALONS XYZ & Xagency models

**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS



#StyleColourGalaxyTrip #LorealProBenelux  
@lorealpro @lorealpro\_education\_benelux





The art of hairstyling is a combination of technical expertise, creativity, and aesthetic sensitivity.”





IRIS VAN HERPEN





CIRQUE DU SOLEIL

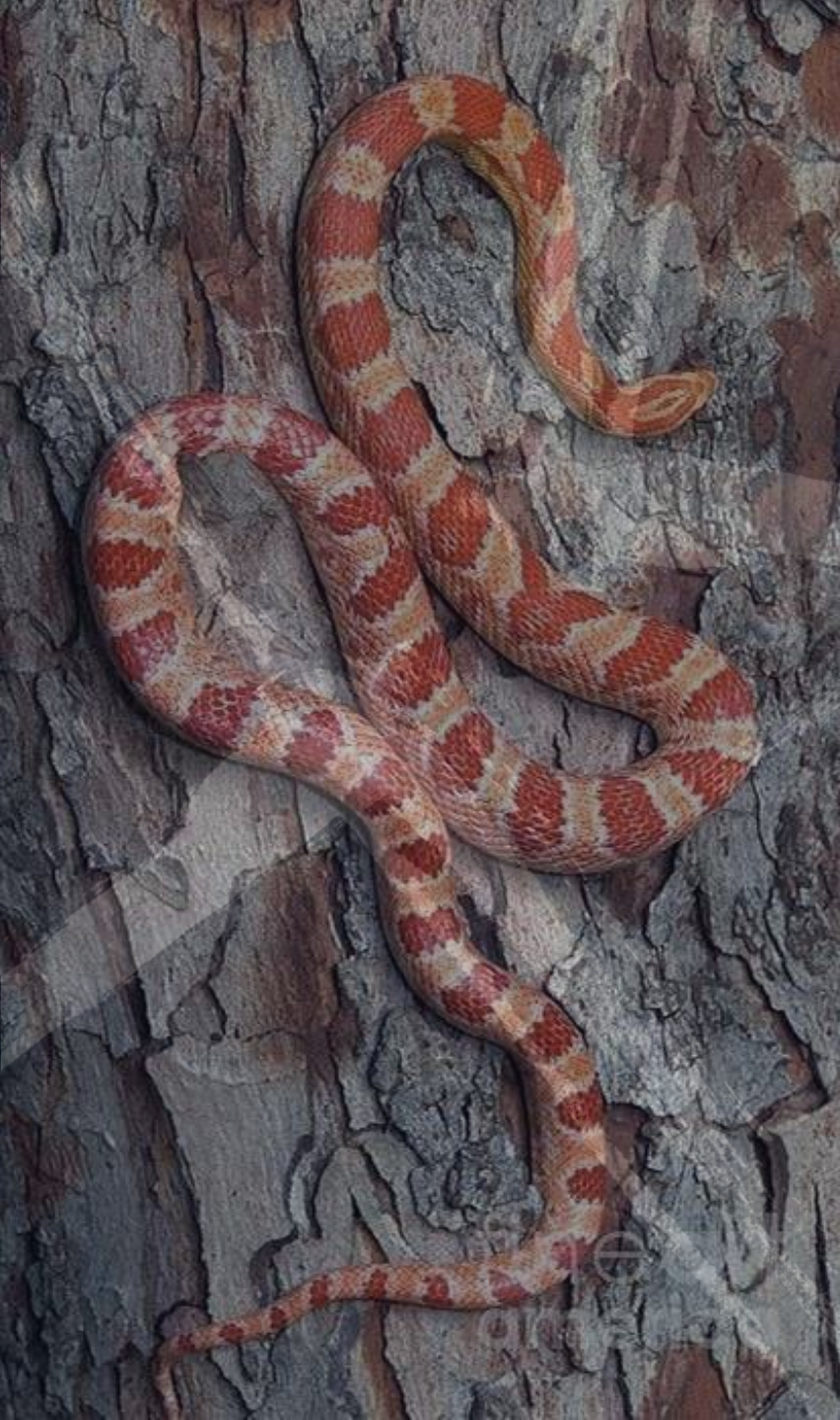


IRIS VAN HERPEN



SEVERINE TIELEMAN





IRIS VAN HERPEN



SEVERINE TIELEMAN



La création et le dépassement du cadre me permet de repousser les limites conventionnelles de la coiffure.





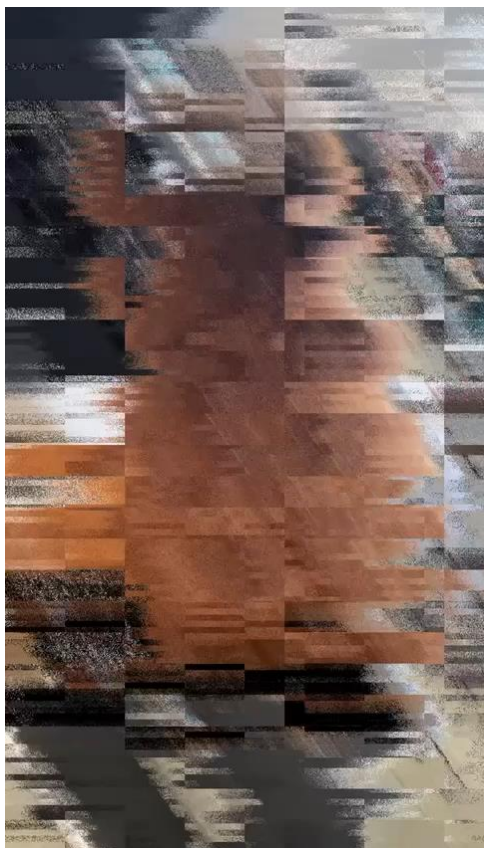
# COLOR

Pre lightening – Clay7 20vol

R: INOA 5,5 – 10Vol

L: Dialight 6,46 + booster red 9Vol

---





# SEVERINE TIELEMAN

@stieleman

#severinetieleman

SALONS XYZ & Xagency models

**L'ORÉAL**  
**PROFESSIONNEL**  
PARIS



#StyleColourGalaxyTrip #LorealProBenelux  
@lorealpro @lorealpro\_education\_benelux