

the festive transformation edit

WINTER LOOKBOOK 2026

L'ORÉAL PROFESSIONNEL PARIS



Elevate every client transformation, from the catwalk to your salon.

The festive season is your chance to maximise your profit.
Upgrade your client on every service you deliver.

CLIENTS SPEND 50% MORE**
Upgrade your clients from their classic colour to a bespoke service.

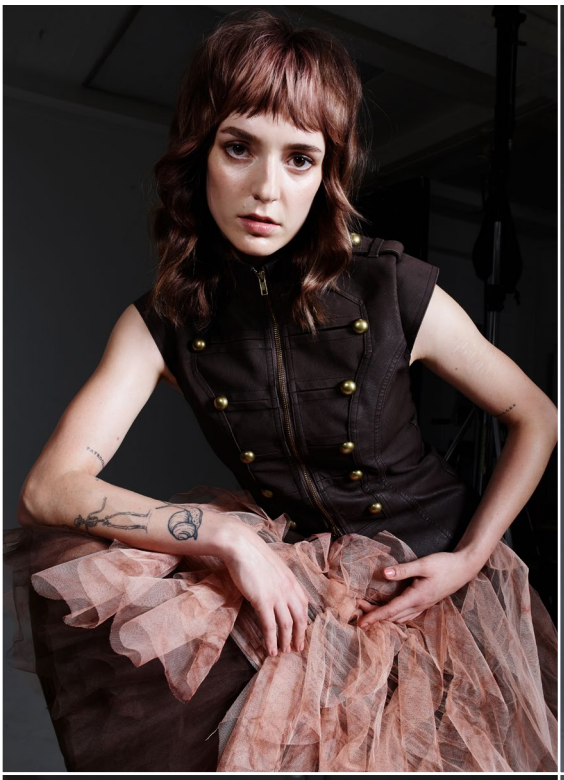
CLIENTS VISIT THE SALON 1 MORE TIME*
Upsell your client with a service outside of their usual.

Meet the Festive Transformation Edit: six award-winning L'Oréal Colour Trophy looks, straight from the catwalk and inspired by the trends taking over social feeds.

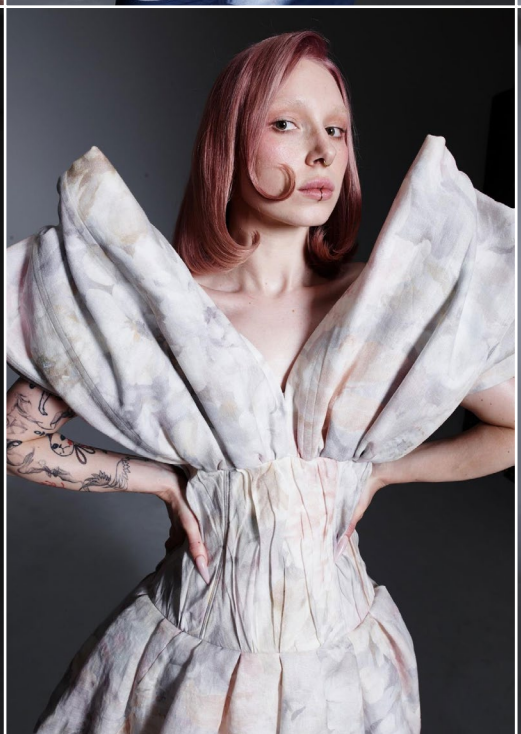
Your festive inspiration palette



meet your **winners**










Brushed Suede ft. Dusky Pink

For clients wanting a softly textured look that's versatile. They can maintain length with a strong face framing fringe.

Burnished rose waves and a feathered fringe bring a bittersweet richness, like cherry compote folded through soft praline.

Created by Adriana Seagrave

Swipe to the next page to discover recommended products

Step 1

NEUTRALISE THE HAIR WITH



Metal Detox

PRE-TREATMENT SPRAY

For 100% reliable colour results*

Engineered to protect the hair from technical damage including colour services, balayage & bleaching.

Step 2

ACHIEVE THE FESTIVE COLOUR WITH



Jessica's Catwalk Recommendations

iNOA: 4.15, 7.18

Dia light: 9.21, Red Booster



Jessica's Ready-to-wear Recommendations

5.15, 7.83, 9.82

Step 3

MAINTAIN & PROTECT WITH



Metal Detox

SHAMPOO & MASK

FOR DAMAGE CLIENTS



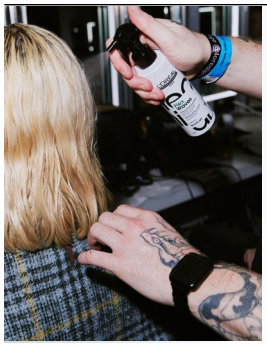
Keratin Alpha Sleek

SHAMPOO & MASK

FOR FRIZZ-PRONE CLIENTS

Step 4

STYLE FOR A PARTY WITH TECNI.ART



Prime Hair with All-in-One Performer.

Prep Apply Volume Extra Full from root to tip.

Finish Dress out soft texture with Beach Waves and hold in place with Fix Anti Frizz.



*Prosumer test with Metal Detox pre-treatment + shampoo + mask, 15 stylists, 78 consumers.



Dimensional Blonde ft. Sunlit Mink

For clients wanting a soft tonal blonde.

Long blonde lengths fall like poured crème anglaise, their muted beige warmth lending sleek simplicity a quietly decadent finish.

Created by Lewis Inkles

Swipe to the next page to discover recommended products

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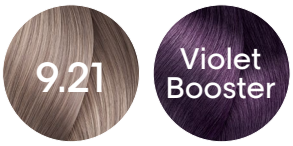
Engineered to protect the hair from technical damage including colour services, balayage & bleaching.

Step 2

ACHIEVE THE FESTIVE COLOUR WITH



Lewis's Catwalk Recommendations





Lewis's Ready-to-wear Recommendations



Step 3

MAINTAIN & PROTECT WITH



Metal Detox

SHAMPOO & MASK

FOR DAMAGE CLIENTS



Keratin Alpha Sleek

SHAMPOO & MASK

FOR FRIZZ-PRONE CLIENTS

Step 4

STYLE FOR A PARTY WITH TECNI.ART



Prime All-in-One and Keratin Alpha Sleek serum.

Prep Flex Pli all over damp hair and blow dry.

Finish Apply Volume dust to roots and smooth over with Keratin Alpha Sleek serum.



*Prosumer test with Metal Detox pre-treatment + shampoo + mask, 15 stylists, 78 consumers.



Luminous Bob ft. Champagne Blush

For blonde clients looking to dial up tones and introduce a dusky pink.

A champagne-blonde bob grazes the jaw, its airy ends and beige undertones suggesting whipped vanilla with a biscuit warmth.

Created by Shannan Devoy & Sam Reddy

Swipe to the next page to discover recommended products

RECOMMENDED PRODUCTS

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Step 2

ACHIEVE THE FESTIVE COLOUR WITH



Shannon & Sam's Catwalk Recommendations





Shannon & Sam's Ready-to-wear Recommendations



Step 3

MAINTAIN & PROTECT WITH



Metal Detox

SHAMPOO & MASK

FOR DAMAGE CLIENTS



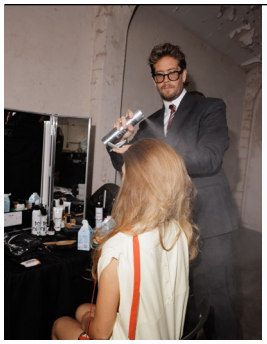
Keratin Alpha Sleek

SHAMPOO & MASK

FOR FRIZZ-PRONE CLIENTS

Step 4

STYLE FOR A PARTY WITH TECNI.ART



Prime Hair with All-in-One Performer.

Prep Apply Vol root lift to damp hair and comb through & add Flex Pli to lengths and ends.

Finish Infinium.



*Prosumer test with Metal Detox pre-treatment + shampoo + mask, 15 stylists, 78 consumers.



Blushed Toffee ft. Mink Pink

For clients looking to add tone to
brunette shades for contrast .

Honeyed locs rise into a sculptural crown, weaving caramel warmth and praline depth through a sumptuous, suede-soft colour story.

Created by Danielle Louis

Swipe to the next page to discover recommended products

Step 1

NEUTRALISE THE HAIR WITH



Metal Detox

PRE-TREATMENT SPRAY

For 100% reliable colour results*

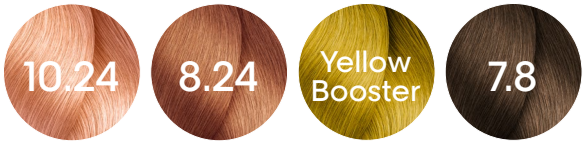
Engineered to protect the hair from technical damage including colour services, balayage & bleaching.

Step 2

ACHIEVE THE FESTIVE COLOUR WITH



Danielle's Catwalk Recommendations





Danielle's Ready-to-wear Recommendations



Step 3

MAINTAIN & PROTECT WITH



Metal Detox

SHAMPOO & MASK

FOR DAMAGE CLIENTS



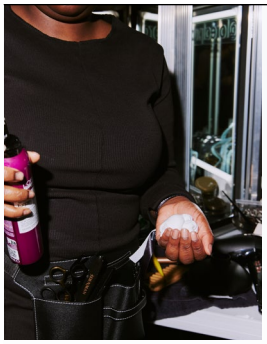
Keratin Alpha Sleek

SHAMPOO & MASK

FOR FRIZZ-PRONE CLIENTS

Step 4

STYLE FOR A PARTY WITH TECNI.ART



Prime Hair with All-in-One Performer.

Prep Apply Curl Expression 10 in 1 all over.

Finish Serum to smooth surface.



*Prosumer test with Metal Detox pre-treatment + shampoo + mask, 15 stylists, 78 consumers.



Luminous Bob ft. Champagne Blush

For lighter haired clients wanting a change of tone.

Burnished rose waves and a feathered fringe bring a bittersweet richness, like cherry compote folded through soft praline.

Created by Aoife Kelly

Swipe to the next page to discover recommended products

Step 1

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PRE-TREATMENT SPRAY

For 100% reliable colour results*

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Step 2

ACHIEVE THE FESTIVE COLOUR WITH



Aoife's Catwalk Recommendations





Aoife's Ready-to-wear Recommendations



Step 3

MAINTAIN & PROTECT WITH



Metal Detox

SHAMPOO & MASK

FOR DAMAGE CLIENTS



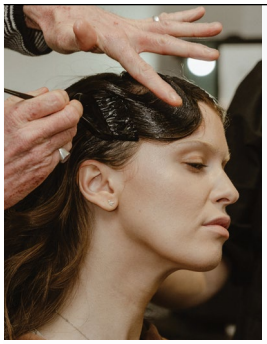
Keratin Alpha Sleek

SHAMPOO & MASK

FOR FRIZZ-PRONE CLIENTS

Step 4

STYLE FOR A PARTY WITH TECNI.ART



Prime Hair with All-in-One Performer.

Prep Liss control combed through and Flex Pli layered over.

Finish Infinium.



*Prosumer test with Metal Detox pre-treatment + shampoo + mask, 15 stylists, 78 consumers.



The Ultimate Sunset Melt ft. Soft Pastel

For clients wanting to add drama to longer blonde hair.

Pink champagne melts into vanilla-blonde waves, their glossy curves evoking the delicate sheen of rose-glazed ribbons of white chocolate.

Created by Millie Grierson

Swipe to the next page to discover recommended products

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Step 2

ACHIEVE THE FESTIVE COLOUR WITH



Millie's Catwalk Recommendations





Millie's Ready-to-wear Recommendations



Step 3

MAINTAIN & PROTECT WITH



Metal Detox

SHAMPOO & MASK

FOR DAMAGE CLIENTS



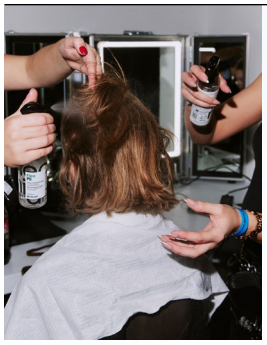
Keratin Alpha Sleek

SHAMPOO & MASK

FOR FRIZZ-PRONE CLIENTS

Step 4

STYLE FOR A PARTY WITH TECNI.ART



Prime Hair with All-in-One Performer.

Prep Volume extra full all over.

Finish With Fix Anti Frizz.



*Prosumer test with Metal Detox pre-treatment + shampoo + mask, 15 stylists, 78 consumers.

Upgrade Clients.

with a Keratin Alpha Sleek Smoothing Service

POWERED BY KERATIN ALPHA TECH + AMINO ACIDS.

This festive season, take the opportunity to upgrade your clients' usual festive blow-dry to a keratin Alpha Sleek Smoothing Service.



Why will the client love this?

The Smoothing Service will provide frizz-control all season long.
Clients can go from day to night, maintaining sleek, frizz-free hair!

What's the opportunity for your salon?

Add value to their festive transformation while maximising festive profit potential by upgrading from their usual blow-dry.



REPROGRAM HAIR FOR UP TO 2 WEEKS OF FRIZZ CONTROL.[1]

[1] Consumer test on 68 participants, 1 application/week for 4 weeks. Based on a 15-day break observation.



CREDITS

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