

CREATE THE LOOKS  
THAT DEFINE THE SEASON

# techni.art

WINTER  
LOOKBOOK  
2025

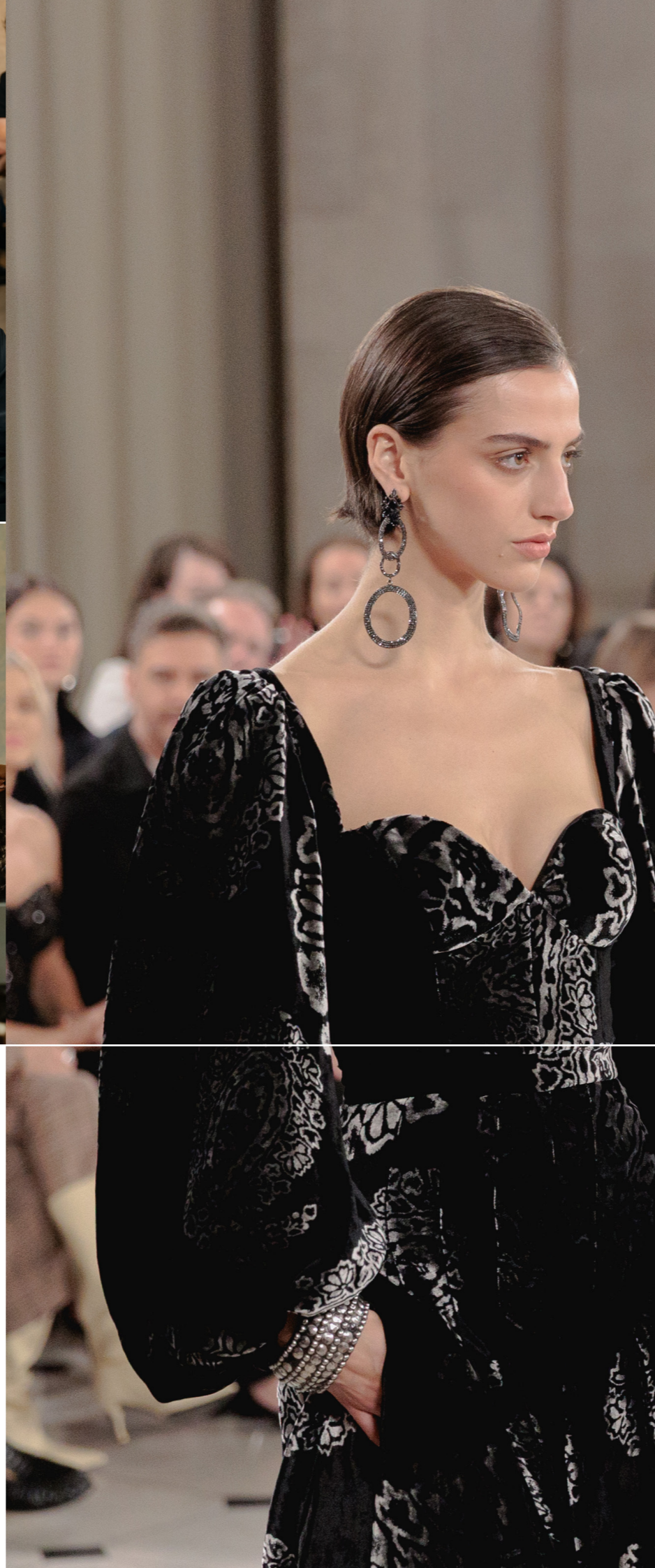
official hair sponsor of

**Ireland  
Fashion  
Week**

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



your  
backstage  
pass



A NEW GROUNDBREAKING PARTNERSHIP:  
**L'ORÉAL PROFESSIONNEL  
SPONSORS IRELAND FASHION WEEK**

The spotlight is on, the anticipation is palpable,  
and the runway awaits.

This season, Ireland Fashion Week stepped into a new era, powered by an electrifying partnership with L'Oréal Professionnel. As the official hair sponsor, L'Oréal Professionnel brought its unparalleled expertise, cutting-edge innovation, and a legacy of backstage mastery to the heart of Ireland's most prestigious fashion event

This collaboration was more than just a sponsorship; it was a shared vision that redefined beauty and celebrated the art of hair.

With L'Oréal Professionnel at the helm, designers and stylists unlocked limitless creative possibilities, transforming concepts into breathtaking realities. We witnessed a seamless fusion of fashion and artistry, where every strand told a story, and every look was a masterpiece, crafted with the precision and passion only L'Oréal Professionnel can deliver. It was a true celebration of a new chapter of style, innovation, and unforgettable fashion moments.



# 01

## MEET THE PROS BEHIND THE LOOKS

Behind every breathtaking runway moment at Ireland Fashion Week are the visionary artists who sculpt, perfect, and transform. We're thrilled to introduce you to the creative leads and hair professionals whose hands bring the designers' visions to life. These are the experts at the forefront of style, entrusted with crafting the iconic looks that define the season.

Each artist brings a unique perspective and an unwavering passion for hair, but they all share one crucial secret: their indispensable partnership with L'Oréal Professionnel and tecni.art. From precision styling to innovative finishes, they rely on the unparalleled quality and performance of tecni.art products to execute their boldest ideas with confidence and artistry.



**DYLAN BRADSHAW**  
Dylan Bradshaw Dublin

Celebrating over 25 years in the industry, Dylan Bradshaw is one of Ireland's leading hairdressing innovators. Since opening his salon Dylan Bradshaw Dublin in 2000, he has built a reputation for precision, creativity and luxurious service. Dylan's expertise has attracted high-profile clients including U2, The Corrs and Victoria Beckham, and with over 60 accolades, Dylan is a four-time winner of Creative Head Magazine's "Most Wanted" Exceptional Stylist Award (2016–2019). Renowned for shaping trends and nurturing new talent, he remains a defining influence in both the Irish and international hairdressing industries.



**EILEEN MCGRATH**  
The Edge Hair Design

Eileen McGrath, a highly respected hairdressing professional with over 40 years of experience, founded The Edge Hair Design in 1999. This salon is renowned for innovation, education, and excellence. Eileen's career highlights include winning the L'Oréal Colour Trophy Men's Award and being a multiple-time finalist, as well as presenting at the prestigious L'Oréal Colour Trophy Show. When reflecting on her successes, Eileen views nurturing talent and giving back to the community of professionals as the most important part of her journey.



**PAUL DAVEY**  
Davey Dublin

As Co-Owner and Co-Founder of Davey Dublin Salon, Paul Davey stands as a leading educator and creative force in Irish hairdressing. He notably revolutionised industry education in 2017 by launching Hairdressing Live, the world's first live online academy, delivering global and inclusive learning. Paul's illustrious career boasts major accolades like Best of the Best Hairdresser of the Year 2014 and the Irish Icon Award 2020, with his expertise attracting high-profile clients including Christian Bale, Emma Thompson, and Laura Whitmore. Paul remains a dynamic and inspiring presence, continually shaping the next generation of professionals.

TECNI.ART  
 NEW

## THE ALL-IN-ONE PERFORMER: WHERE STYLE MEETS CARE POWERED BY TECNI.ART

Found backstage at Ireland Fashion Week, amidst the exhilarating chaos and dialled-in artistry, a new star emerged.

Introducing the revolutionary **tecni.art All-in-One Performer**: an innovation destined to become every stylist's secret weapon.

Co-developed with hair professionals, this multi-benefit spray embodies L'Oréal Professionnel's commitment to pushing boundaries, **delivering an astonishing 30 benefits in 1 single step.**

At its core is advanced fibre-locking technology, featuring a 4% care complex that **reinforces hair fibre** and shields it from the stress of styling. Combined with powerful surface restructurants, it enables effortless remodelling and guarantees 24H style control.

Imagine a single product that effortlessly detangles, **provides thermal protection up to 230°C/450°F**, nourishes deeply, and primes hair for any style, all while combating frizz and humidity, smoothing flyaways, and adding brilliant shine. It helps seal cuticles, prevents breakage, and leaves hair with a hydrated, nourished, and silky-soft touch, without any greasy finish or weigh down.

The **All-In-One Performer** is the indispensable first step in any styling routine, making it the ultimate tool for hair professionals and clients alike.



## RUNWAY READY, EVERY DAY: YOUR 3-STEP TECNI.ART STYLING ROUTINE

From the electrifying energy of the runway to the demands of daily life, every flawless hairstyle begins with a foundational routine. And for any pro, there's a simple secret to ensuring unparalleled results and enduring style. It comes in the form of a 3-step system to achieve iconic looks that not only turn heads but also last.



1

### PREP CREATE YOUR BASE

Just as a painter prepares their canvas, or skincare begins with a perfect base, hair styling demands an essential preparatory stage. Post-wash and condition, this crucial step focuses on detangling, providing robust heat protection, and infusing deep nourishment. This stage ensures a smooth, manageable surface, and builds the ideal foundation. Think of it as priming the hair



for perfection, making it receptive and resilient.

tecni.art PREP favourite:  
**All-In-One Performer**

2

### STYLE SCULPT, DEFINE, & HOLD

With the hair impeccably prepped, it's time for the magic to truly take place. This 'Style' phase is where you can unleash your creativity by adding structure, defining texture, enhancing shine and managing hold, to bring conception to reality. Whether you desire voluminous waves, sleek straightness, or intricate updos, our selection of styling products will provide you



the control, flexibility and longevity needed to sculpt your masterpiece.

tecni.art STYLE favourite:  
**Flex Pli**

3

### FINISH LOCK IT IN

Now for the finishing touch. This step seals your creation, locking in the style and adding the ultimate professional polish. All hair faces environmental challenges, whether walking through a crowded backstage, or meeting the demands of everyday life, this stage gives the hair security, through exquisite, long-lasting style. A high-performance finishing



product will provide unwavering hold without stiffness, banishing flyways and amplifying shine.

tecni.art FINISH favourite:  
**Infimum Extra Strong**



WINTER  
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LOOK 01

## THE SCULPTED POWER PONY

“ THE TECNI.ART PRODUCTS PERFORM[ED] REALLY WELL AT FASHION WEEK. I FIND THAT YOU CAN REALLY LAYER ON THEM, [WHICH ALLOWS FOR] GREAT STRENGTH AND DURABILITY.

- Dylan Bradshaw

Unveiling ‘The Sculpted Power Pony,’ a haircut that balances dramatic flair with polished sophistication, perfectly aligning with fashion designer Paul Costelloe’s distinctive aesthetic.

This iconic look, brought to life by Dylan Bradshaw and his dedicated backstage team, contributed to a truly memorable finale show. This look will empower your clients to try a modern twist on a classic look, without sacrificing their unique personal style or dynamic spirit.

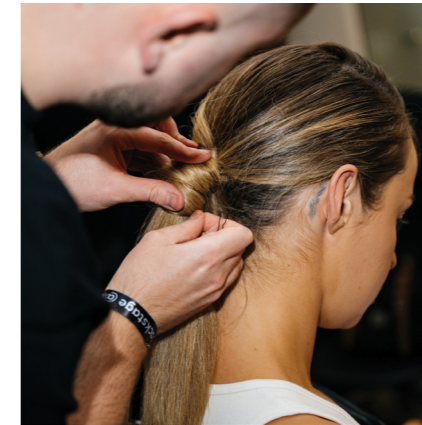
## RECREATE WITH TECNI.ART



### STEP 1

Lightly mist the **All-in-One performer** onto the hair, ensuring even distribution. This initial step is crucial for priming the hair, creating an optimal canvas for styling and providing heat protection against thermal tools.

Next, layer **Flex Pli** onto the hair and blow-dry. This will give shape-memory, enhance grip and minimise any static, contributing to a smoother finish.



### STEP 2

Begin sectioning the hair, starting from the nape. Use **SteamPod**, with a comb attachment, moving slowly through each section from root to tip to create smoothness and shine.

Apply a small amount of **Flex Depolish** onto the hair to create a workable texture. Use your fingers to work the product in, focusing on creating definition and strand separation. Gather the hair into a ponytail using an elastic band or hair tie.

**TOP TIP:** **Flex Depolish** is great for setting the hair into desired positions while combing, offering a pliable hold that allows for reshaping even after initial application.



### STEP 3

For a robust, extra-strong hold and a natural-looking shine, spray **Fix Design** evenly over the finished hairstyle. To meticulously smooth any flyaways, spray the product directly onto a styling brush and gently comb through the affected areas.

**PRO TIP:** Should a drier, more matte finish be desired, increase the spraying distance to approximately 15cm (6 inches) from the hair. This allows for a finer mist and less concentrated application.

#### 01. THE SCULPTED POWER PONY MUST HAVES

- tecni.art Flex Pli
- tecni.art Flex Depolish
- tecni.art Fix Design

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## LOOK 02

“ FOR THIS LOOK, WE WANTED MAXIMUM LIFT, VOLUME AND BOUNCE — THAT SOFT, GLAMOROUS FULLNESS THAT STILL FEELS LIGHT AND TOUCHABLE.

- Eileen McGrath



## THE BIG &amp; BOUNCY

Introducing 'The Big & Bouncy,' a truly glamorous hairstyle that commands attention with its luxurious volume, cascading waves, and playful, dynamic movement.

This captivating and vivacious look, envisioned and created by Eileen McGrath, perfectly encapsulates the spirit of Aoife McNamara's eponymous Irish label. With this look, your clients will be perfectly on trend this festive season, whilst letting their vibrant personality shine through.

RECREATE WITH TECNI.ART



## STEP 1

Start with your 'prep' stage, to create foundational volume, texture and hold. To do this, apply **Volume Rootlift** generously from root to tip, working through each section with a zigzag motion for even distribution and extra lift.

Next, layer in **Flex Pli** throughout the hair. This heat-activated styling spray should then be blow-dried into the hair. This step is fundamental for building texture, grip and creating extra fullness.



## STEP 2

Once the hair is dry, wave and roll it into barrel curls using **SteamPod**. Secure the barrel curls and allow them to set for a few minutes. To reinforce curl memory and ensure lasting shape, lightly mist the formed curls with an additional, fine application of **Flex Pli**.

Once the curls have completed cooled and set, carefully release them. It's now time to gently shake them out and lightly comb them through with your fingers to open them up. The result is a soft, airy and voluminous texture.



## STEP 3

To achieve targeted and long-lasting root lift, lightly dust **Volume Dust** onto the hair. This lightweight powder gives instant grip and lift at the roots. Finally, set the style in place with **Infinium Extra Strong**.

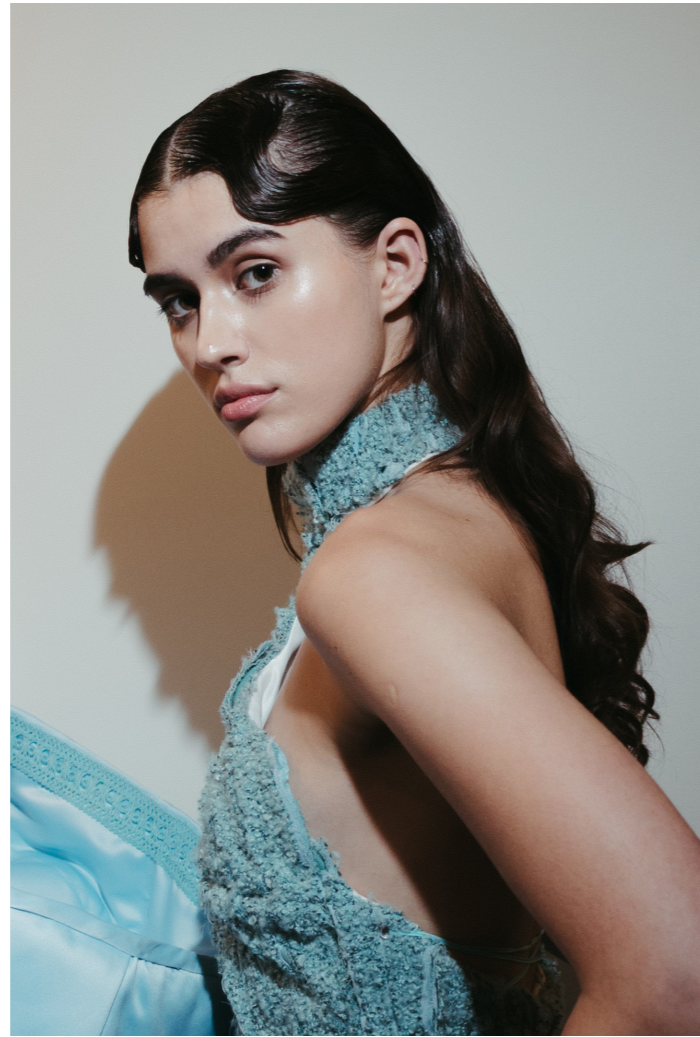
This ensures a secure, clean hold while maintaining the hair's natural movement.

## 02. THE BIG &amp; BOUNCY MUST HAVES

tecni.art Volume Rootlift  
tecni.art Flex Pli  
tecni.art Volume Dust  
tecni.art Infinium Extra Strong

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LOOK **03**

**THE WET LOOK FINGERWAVE**

“ [THE] WET LOOK FINGERWAVE. [IT'S] SUPER CHIC WHICH PROVIDES INDIVIDUALITY.

- Paul Davey

'The Wet Look Fingerwave,' masterfully created by lead creative stylist Paul Davey, convincingly takes inspiration from the show it was the main feature of, Irish Sea.

This stunning and artfully sculpted hairstyle perfectly evokes the serene yet powerful essence of the ocean, with its sleek, glossy finish and classic, undulating waves. The look, considered a piece of art, is designed for the woman who dares to be distinctive. An iconic style projecting an aura of innovative elegance and fearless individuality.

**RECREATE WITH TECNI.ART**



**STEP 1**

To identify the area you will be sculpting, create a middle parting from the top of the forehead to the centre of the crown. The key to creating an architectural look like this is saturation, saturation and saturation. To achieve the crucial foundation, begin by generously applying **Fix Max** to the target area from the roots to the ends.

**TOP TIP:** Use a tint brush to apply the product.



**STEP 2**

Master the comb. This step requires intricate handling of the styling comb, with both the fine-toothed side and the spine for distinct functions.

Using the front of your comb, define the initial shape and the direction of the hair. Comb the hair from the centre of the crown towards the top of the forehead. This is your first 'wave'. Now, utilise the back of your comb to sculpt the shape, squashing the hair down so it almost becomes blocky.

Use your fingers to hold the first wave in place.



**STEP 3**

To maintain moisture and saturation, use your tint brush to gently apply more **Fix Max** across the sculpted wave.

Continue to sculpt and form by combing the hair across the front of the forehead towards the ear. Depending on how confident you feel with the comb, you can aim to create multiple waves down towards the ear.

Once the desired look has been achieved, set in place with a diffuser. Take your time with this step. It's important after high levels of saturation to gently dry the waves without disturbing their integrity, promoting long-lasting hold.

The gentle, even heat from the diffuser helps to lock in the style effectively.

SHOP THE PRODUCTS TO STYLE YOUR CLIENTS  
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**03. THE WET LOOK FINGERWAVE MUST HAVES**

tecni.art Flex Pli  
tecni.art Fix Max

## DISCOVER THE TECNI.ART RANGE

Create the looks that define the season.

ALL-IN-ONE



**PRO LOVE**  
Whatever look, or concept is developed, whether it's matte, shine, volume or texture, there will be products within the range to help me achieve the look.

Michael Corcoran -

FLEX



FIX



### PRO TIP

For a glossier finish, apply Fix-Anti Frizz closer to the hair.

Michael Corcoran -

VOLUME



INFINIUM



### PRO TIP

To reduce static, spray tecni.art's Flex Pli into your hands and work through hair one section at a time.

## TRENDING LOOKS FOR 2026



### DEEP SIDE PART

The deep side part emerged as the season's most recurring hairstyle. Appearing with precision at Fendi, and Christopher John Rogers. This wasn't the casual, finger-combed division of seasons past—this was hair as architecture. At Fendi, smooth high-shine strands were sculpted into timeless low buns, the gel-fuelled backbone of the season's polished aesthetic.

- Paul Davey



### HAIR ACCESSORIES



We're going to see hairnets used a lot over the next few years to achieve classic styles that emulate old Hollywood, structured Grecian looks imitating intricate coiving and also bigger 60s inspired looks that need a little more to hold them together.

Christian Shannon -



### SOPHISTICATED STREETWEAR

Heading into 2026, I think we'll see a big focus on individuality, hair with personality and texture. There's a move toward shapes and colours that look more spontaneous and lived in but still have that refined edge. Streetwear meeting sophistication. Controlled but not contrived.

- Bernadette Byrnes

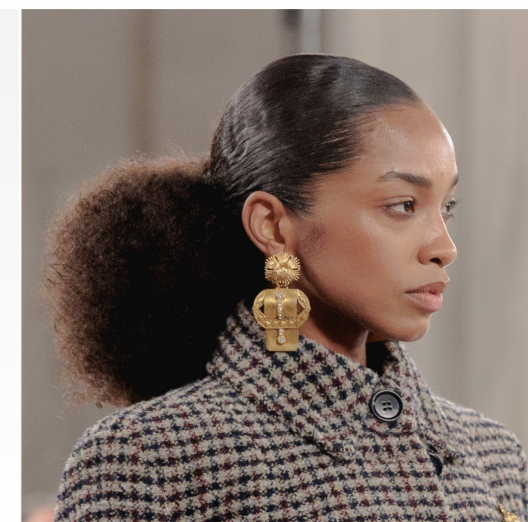


### LIQUID SHINE



We're seeing the return of liquid shine and precision styling. Sleek ponytails, clean buns, and mirror like finishes are making a big comeback. It's all about polished, healthy hair that moves naturally and feels quietly luxurious.

Mike DeCanter -



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