

THE ULTIMATE BACKSTAGE PASS

techni.art

SUMMER
LOOKBOOK
2025



CREATE THE LOOKS THAT DEFINE THE SEASON

L'ORÉAL
PROFESSIONNEL
PARIS



**A
STYLING
REVOLUTION**

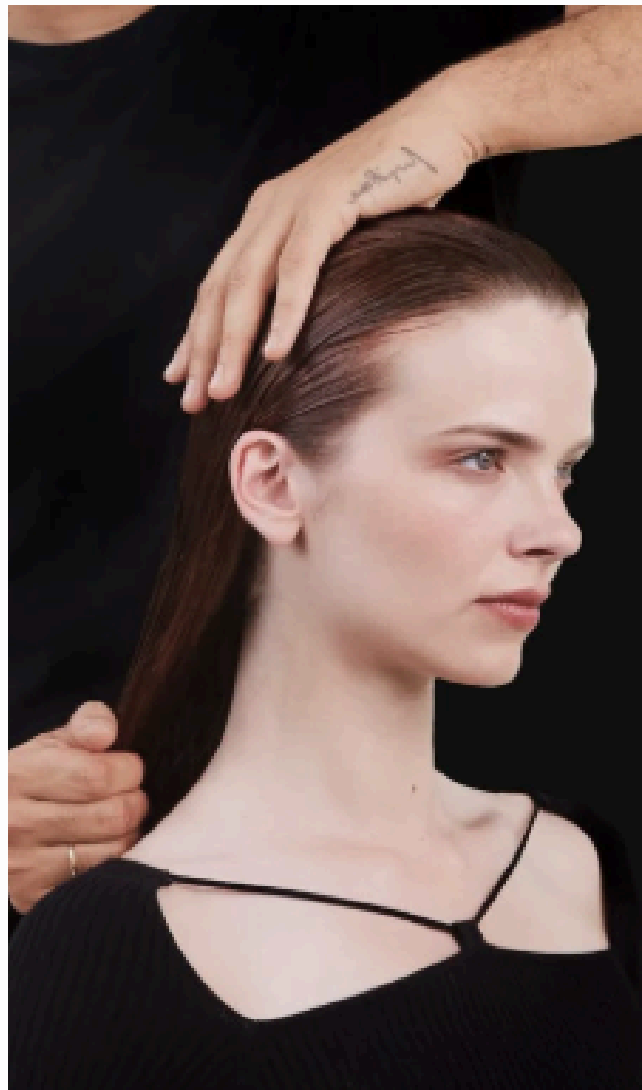


tecni.art

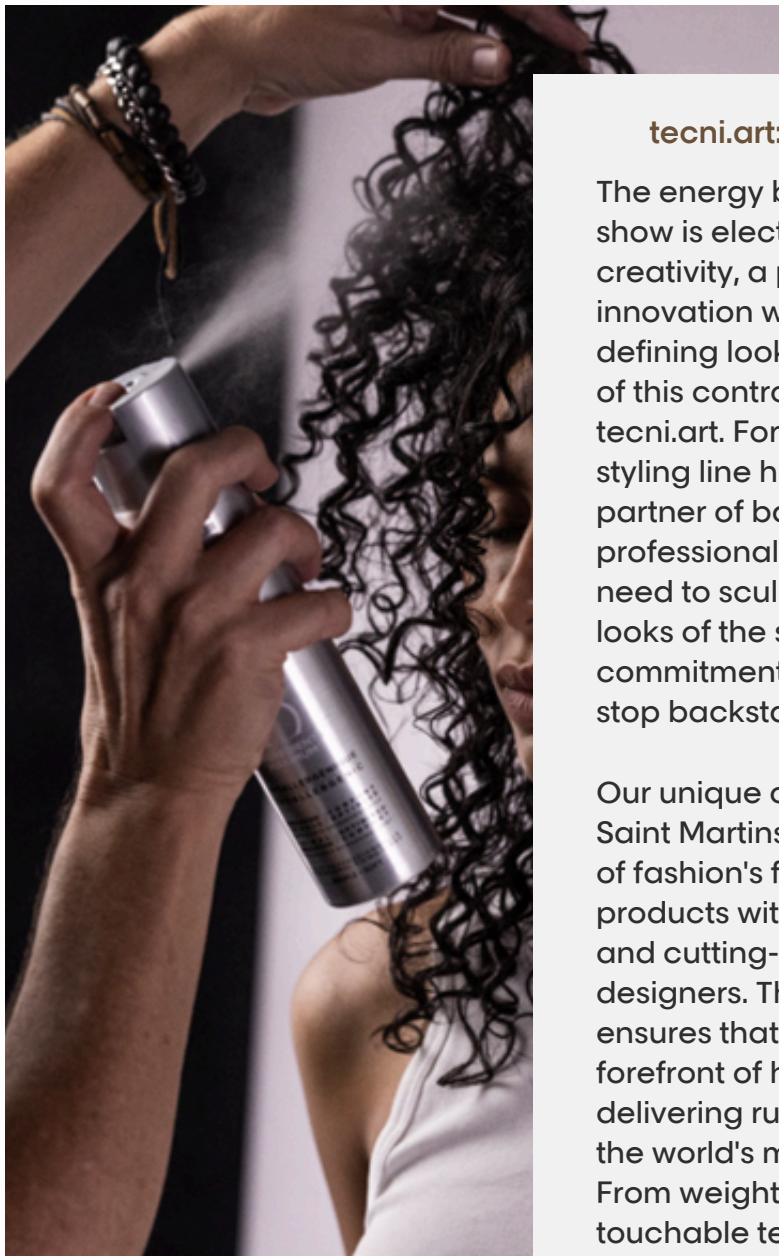
Limitless combinations.

Limitless hair styling possibilities.

Since 1970, tecni.art has revolutionised the world of professional hair styling. Co-developed with the most highly esteemed hair pros in the business, the tecni.art portfolio has a product for any styling need or trend. It has been, and continues to be trusted by industry professionals for unparalleled performance.



THE BACKSTAGE PASS



tecni.art: BORN BACKSTAGE

The energy backstage at a runway show is electric. It's a whirlwind of creativity, a pressure cooker of innovation where the season's defining looks are born. At the centre of this controlled chaos, you'll find tecni.art. For decades, our signature styling line has been the trusted partner of backstage hair professionals, providing the tools they need to sculpt, shape, and define the looks of the season. But our commitment to innovation doesn't stop backstage.

Our unique collaboration with Central Saint Martins, a renowned innovator of fashion's future, infuses our products with the fresh perspectives and cutting-edge vision of emerging designers. This dynamic partnership ensures that tecni.art remains at the forefront of hair styling technology, delivering runway-ready results from the world's most prestigious catwalks. From weightless volume and touchable texture to ultra-strong hold and dazzling shine, tecni.art empowers you to explore the limitless possibilities of hair.



tecni.art

AT THE FOREFRONT



OF TREND

Runway trends ignite inspiration, but it's tecni.art that empowers professionals to transform that inspiration into reality. Born backstage at the world's fashion hotspots, tecni.art has become the go-to product line for stylists seeking to recreate and reimagine high-fashion looks for their clients. tecni.art's versatile range and limitless combinations unlock a spectrum of styling possibilities. It's the secret weapon that allows professionals to translate runway fantasy into everyday wearability.

But tecni.art's influence doesn't stop at the salon. In the age of social media, tecni.art is driving the viral trends that captivate millions. It's the product that empowers influencers, stylists, and everyday individuals to create and share looks that define the season, sparking a wave of creativity that transcends the runway and resonates across the digital landscape. With tecni.art, you too can craft looks that inspire, influence, and ignite the next viral sensation.



YOUR 4 MUST-HAVES



FLEX PLI

Elevate your artistry with tecni.art Flex Pli, the thermo-reactive memory mist that delivers unparalleled hold and long-lasting style. From the demands of backstage to the precision of salon work, Flex Pli provides the flexible control you need to create and refine your signature looks. This versatile spray offers hold without stiffness, empowering you to shape, sculpt, and redefine your clients' styles with ease. Make Flex Pli your go-to for touchable, runway-ready results that last all day.



FLEX LISS CONTROL

Smooth unwanted texture and frizz with tecni.art Fix Liss Control. This smoothing gel-creme delivers sleek, polished results with lasting shine, making it your secret weapon for creating perfectly controlled styles.



VOLUME EXTRA FULL

Create the ultimate canvas for voluminous styles with tecni.art Volume Extra Full. This essential volumising mousse provides lasting lift and body, allowing you to craft styles with impressive height, texture, and hold.



INFINIUM EXTRA STRONG

Lock in your client's look with Infinium Extra Strong. This ultimate finishing spray delivers an invisible, unwavering hold, ensuring flawless style from day to night. The ultimate choice for long-lasting perfection.

tecni.art
summer
LOOKBOOK
2025



01.

THE LOOK



EFFORTLESS UP-DO

This summer, the runways and red carpets will showcase a clear departure from traditional updos. Enter the "Effortless Updo," a look predicted by our L'Oréal Professionnel trend forecasters to dominate salon requests. This style, characterised by its casual, almost self-done aesthetic, offers a fresh alternative to more structured looks.

Spotted at the prestigious Cannes Film Festival, capitalise on this trend by offering your clients Effortless Updos tailored to their individual hair types and desired level of sophistication. With tecni.art products, you too can master the techniques to create this highly sought-after look, from subtly tousled to elegantly undone.



"Hair up is a huge upcoming summer trend. The tendency is on casual almost self-done hair up, as seen in Cannes in May and a lot of red carpet events. Those are going to be more popular than the traditional hair up."

- Yesmin O'Brien

RECREATE WITH TECNI.ART



STEP 1

Begin with wet, freshly washed hair.

If working with curls or coils:
Apply Curl Expression 10-in-1 Cream-in-mousse to the curls in sections, followed by tecni.art Flex Pli.

If working with straight or wavy hair:
Apply tecni.art Volume Extra Full mousse to the hair in sections, followed by tecni.art Flex Pli.

Dry hair with hairdryer, using a diffuser for curls.



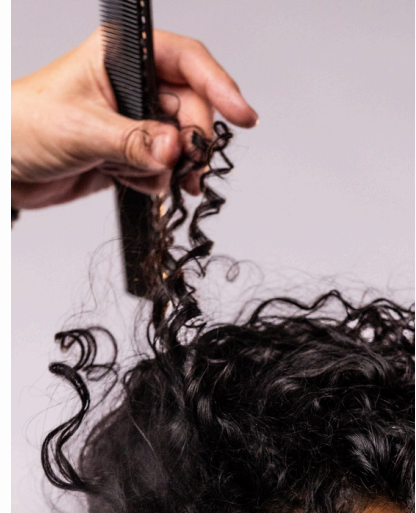
STEP 2

Once the hair is dry, begin to add refined texture to the hair.

If working with curls or coils:
Refine the curl using a tight curl wand.

If working with straight or wavy hair:
Style into undone waves using Steamrod 4, with the heat protection plates removed.

Then, begin dressing the pieces of the hair into shape, securing with hair grips and finish with Infinium Extra Strong.



STEP 3

Repeat this through the back and sides while leaving longer and loose tendrils that frame the desired silhouette.

Ensure you drape pieces through the front to frame the face, secure and dress as desired.

Once desired shape is complete, finish with Infinium Extra Strong for hold and shine.



This look works on all hair types, so apply the styling instructions that best suit your client. The secret to achieving the perfect effortless up-do is more in the dressing of the hair, pinning pieces of hair individually for that 'undone' look.

TECNI.ART EFFORTLESS UP-DO MUST-HAVES
VOLUME EXTRA FULL
FLEX PLI
INFINIUM EXTRA STRONG

02.

THE LOOK



UNDONE TEXTURE

The secret to one of this summer's most sought-after looks? It's the art of the "Undone." This runway-inspired trend, predicted by L'Oréal Professionnel's trend forecasters, is all about creating perfectly imperfect texture. It's not about messy hair; it's about carefully crafted, unstructured curls and a deliberately tousled finish. By enhancing natural movement and strategically embracing frizz, you can create a look that's both effortless and chic.

With the tecni.art styling range, re-create bespoke undone looks for every client, elevating your styling offering and meeting the diverse demands of this versatile trend.



"I've seen undone texture on many summer runways. The texture almost comes from the frizz so a little is actually fine—it's going to be a big trend in summer."

– Frazer Wallace

RECREATE WITH TECNI.ART



STEP 1

Starting at the nape of the neck, apply tecni.art Flex Pli into the hair in sections.

Take a 1 inch by 1 inch section at a time, use SteamPod 4 to begin smoothing any natural curl. Place the hair into the SteamPod while ensuring the directional arrows are facing you.

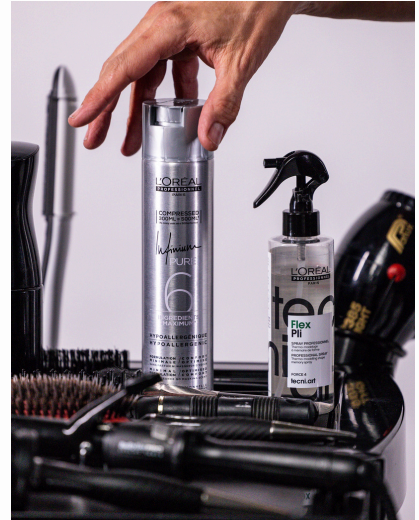
Smooth the hair and bevel slightly to create a slight curve on the ends. Repeat this throughout the head until smooth.



STEP 2

To wave, mist Infinium pure on 1 inch by 1 inch sections.

Remove the heat protection plates from your Steampod 4, and begin wrapping the hair around the plates- twisting away from the face- to form your undone waves. Repeat this throughout the hair.



STEP 3

Comb through with a wide tooth comb and shape as desired, embracing some of the natural frizz that comes through for an effortless look.

Finish with Metal detox Oil for shine and Infinium Extra Strong for hold .



03.

THE LOOK



GLASS HAIR

The desire for sleek, polished hair is back in full force. Glass hair, a trend identified by our L'Oréal Professionnel runway experts, offers a chic counterpoint to the textured, natural looks that have dominated recent seasons. This high-shine style provides a versatile option for clients seeking a sophisticated change, whether they're looking to switch up their natural curls or simply elevate their everyday look.

Create flawless Glass Hair using tecni.art products and perfect the techniques behind this glossy, reflective finish; meeting the growing demand for this high-impact trend.



"One big trend we're seeing this SS25 is Glass Hair. This high shine was spotted on Proenza Schouler's 2025 runway and it will be everywhere this summer."

- Paul Davey

RECREATE WITH TECNI.ART



STEP 1

Apply 1 to 2 hazelnut-sized drops of tecni.art Flex Liss Control onto towel-dried hair. Spread evenly with a comb onto lengths and ends.

Follow by applying tecni.art Flex Pli into sections of the hair.

Blowdry the hair smooth and into shape.



STEP 2

Starting at the nape of the neck, use SteamPod to begin straightening. Take a 1 inch by 1 inch section, placing the hair into the SteamPod while ensuring the directional arrows are facing you.

Smooth the hair and bevel slightly to create a subtle curve on the ends. Repeat this process throughout the hair



STEP 3

Comb the hair into shape, add 1-2 squirts of Vitamino Color Spectrum Glass Shine Serum for shine.

Finish with Infinium Extra Strong for hold & control.



This look can be adapted to either a straight or wavy finish. For a wavy finish, style using SteamPod 4 with the heat protection plates removed to create an elegant wave.

CREATE THE LOOKS THAT DEFINE THE SEASON

tecni.art

FLEX



FIX



PRO LOVE

"For sleek looks, I always use the range fix from tecni.art"
-Alexis Parente

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.

FEATURED ARTISTS

Tecni.Art BTS & How-To Content

Looks created by Darren Ambrose
Images by Elizabeth Duff via Clockwise

3 Trending Looks

Looks created by Goldsworthy's,
in collaboration with the L'Oréal Professionnel ID Artists.
Images by Sophie-Rose Goldsworthy

Additional Content

L'Oréal Professionnel Education Team
Claudio Pache
Yesmin O'Brien
Frazer Wallace
Paul Davey
Clockwise



**SHOP TECNI.ART NOW ON
L'ORÉAL PARTNER SHOP**



SHOP UK



SHOP IE

FIND OUT MORE AT WWW.LOREALPROFESSIONNEL.CO.UK



L'ORÉAL

PROFESSIONNEL

PARIS

