



THE HAIR-VOLUTION IS HERE

**MATRIX TAKES ITS CUE FROM THE STREETS TO
CREATE GRAFFITI-INSPIRED CUTS AND COLOURS —
LET'S TAKE A WALK ON THE WILD SIDE.**

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ART DIRECTION **LESLEY TANG** PHOTOGRAPHY **BIBO ASWAN**

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SLATE EDGE

By Stephen
Law, L Code
Hair Group



How did you re-create this hairstyle?

The general look is as per the global Slate Edge Cut & Colour Techniques. However for this model, I cut the fringe off till above the eyebrows to bring out her facial features for a more outstanding look.

What's your favourite product?

Matrix Style Link Volume
Builder Mousse.

What's your one piece of hair advice?

With the help of professional stylists, identify the right products for yourself based on hair concern, then practice that specified regime religiously.



CITY WAVE

By Alan
Ng, Estilo
Hair &
Nail
Studio



How did you recreate this hairstyle?

This look was created for short hair, but I customised it for long hair here. The top of the hair still maintains the original element of the City Wave look, which is deliberate waves. The rest of the hair has been concealed and slicked back to create the illusion of a short hairstyle.

What other ways can a woman express her individual style?

It's that unique combination of beauty, fashion and hairstyling that truly defines an individual personality.

What's your one piece of hair advice?

Get a scalp and hair diagnosis on a regular basis. Your stylist can give you insight and professional advice on reducing the risk of hair damage and loss.

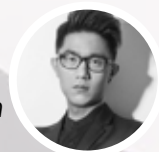
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DOWNTOWN HALO

By Winz
Lum, Aviaton
Professional



How did you reimagine the hairstyle?

It's a cool reinterpretation of the classic bob. The colour placement exudes more personality and can be customised with other colour selections. I chose a red-violet mixture as red exudes vitality and energy, while the violet reflects mystery.

How would you make it more wearable for an everyday look?

I'd part the fringe sideways, and do small, loose curls on the sides and the back of the hair.

What's your favourite product?

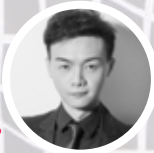
I love the Matrix Oil Wonders range. The exquisite packaging, high-performing formulas and exceptional fragrance have made it quite a hit with my clients.



RIDGED FLAME

By Ken Lim,
Wenawave

What do you think this hairstyle says about the woman wearing it?



Ridged flame is an edgy and wild look, like a girl on fire. The impact is strong, and instantly demands attention.

What's your favourite product?

Matrix Exquisite Oil, because the texture is smooth and not oily. It's easy to apply and makes the hair a dream to style.

What's your one piece of hair advice?

I always encourage women to experiment with cut and colour. Your hair will grow back, anyway! I believe anyone can learn to carry different styles – it's all a matter of confidence.

FRINGE ART

By Roy
Thean,
Kimarie
Salons &
Academy



What makes this hairstyle?

Since it's the main focus, it's crucial to create the fringe around the facial shape. For example, if your face is round, the fringe width should be narrow, to make you look slimmer. On the contrary, if your face is sharper, the fringe should be wider to accentuate your features.

What do you think the hairstyle says about the woman wearing it?

This hairstyle evokes a sense of individuality and edginess – it's definitely for someone fearless and more experimental.

How would you make it more wearable for a day-to-day look?

It's easy to create alternate hairstyles with this look. Try a romantic, wavy hairstyle using curling tongs, or tie the rest of the hair into a bun for a sleek yet edgy look.

Make-Up Shu Uemura Elite Artist
Lisa Yap; Master Artist Zenna Au
Hair Ken Lim; Roy Thean; Alan Ng;
Winz Lum; Stephen Law
Models Rita Suraya; Ruwaidah
Mokhtar; Amanda Cheng; Eva
Zednickova and Tanya Toroni
Wu Models
Styling Saerah Ridz
Location 103 Coffee Workshop.

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