

# IFIGENIA

## SS20



LAURENT DECRETON



# IFIGENIA

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Moving hair, poetic beauty, oceans embroidered with emotions. Irregular fringes, clean lines, short haircuts. Hair in its most natural form, healthy, shiny and bombastic. Frozen couture from the past. Messy braids with a modern and significant effect. This is Laurent Decreton's inspiration for his SS2020 IFIGENIA collection.

Shiny hair, transparent color effects, bright and cold hair tones that take the beauty of Oceane to the next level with <THE FRENCH GLOW>

This collection is inspired by French luxury vintage. Manufactured with unique authentic, ethically responsible, ecological materials and colors.

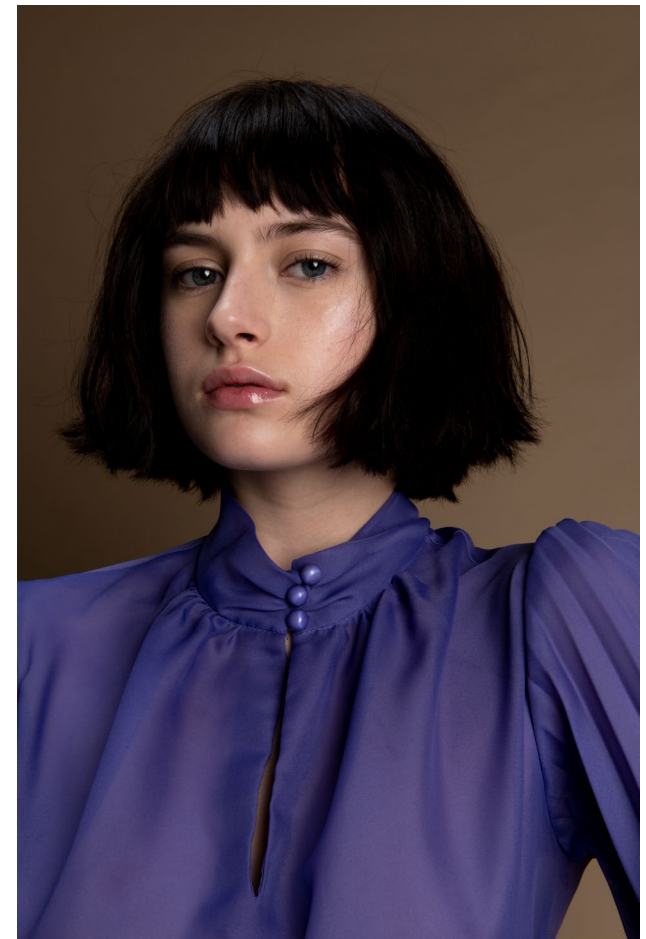
**We as artists create with our bare hands and the help of pure materials creations for everyone. We will continue to spread love and respect.**

**Stay safe and stay healthy!**



# NATURAL WAVY

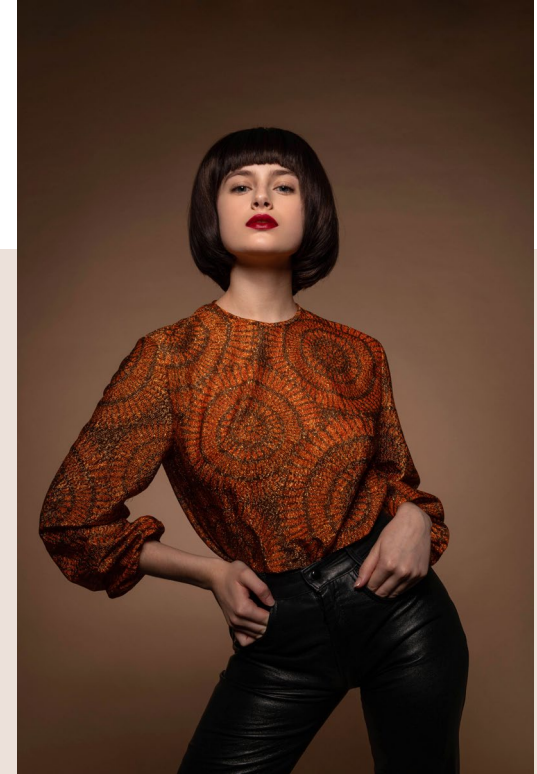
## CASUAL DAY



**Haircut** / Bob cut with soft fringe **Styling** / Apply full volume on wet hair, Natural blow dry with fingers, apply ring light for shining  
**Color** / Inspiration « La French Glow »

# STONE COUTURE

## A DAY AT THE FASHION WEEK



**Haircut** / Bob with straight layer only on sides

**Styling** / On wet hair apply transformer gel, Blowdry with big brush forward  
Set up with big clip to roll ends, Open the clip & use the large comb to clean the look

**Color** / Inspiration « La French Glow »



# 50 VINTAGE PAUSE ROMANTIQUE



**Haircut** / Volume XXL Vintage Look

**Styling** / Apply transformer gel on wet hair, Dry with middle brush backwards, Realize classic curls with curly iron, Open it and backcomb all the roots, Fix the roots with infinium pure

**Color** / Inspiration « La French Glow »

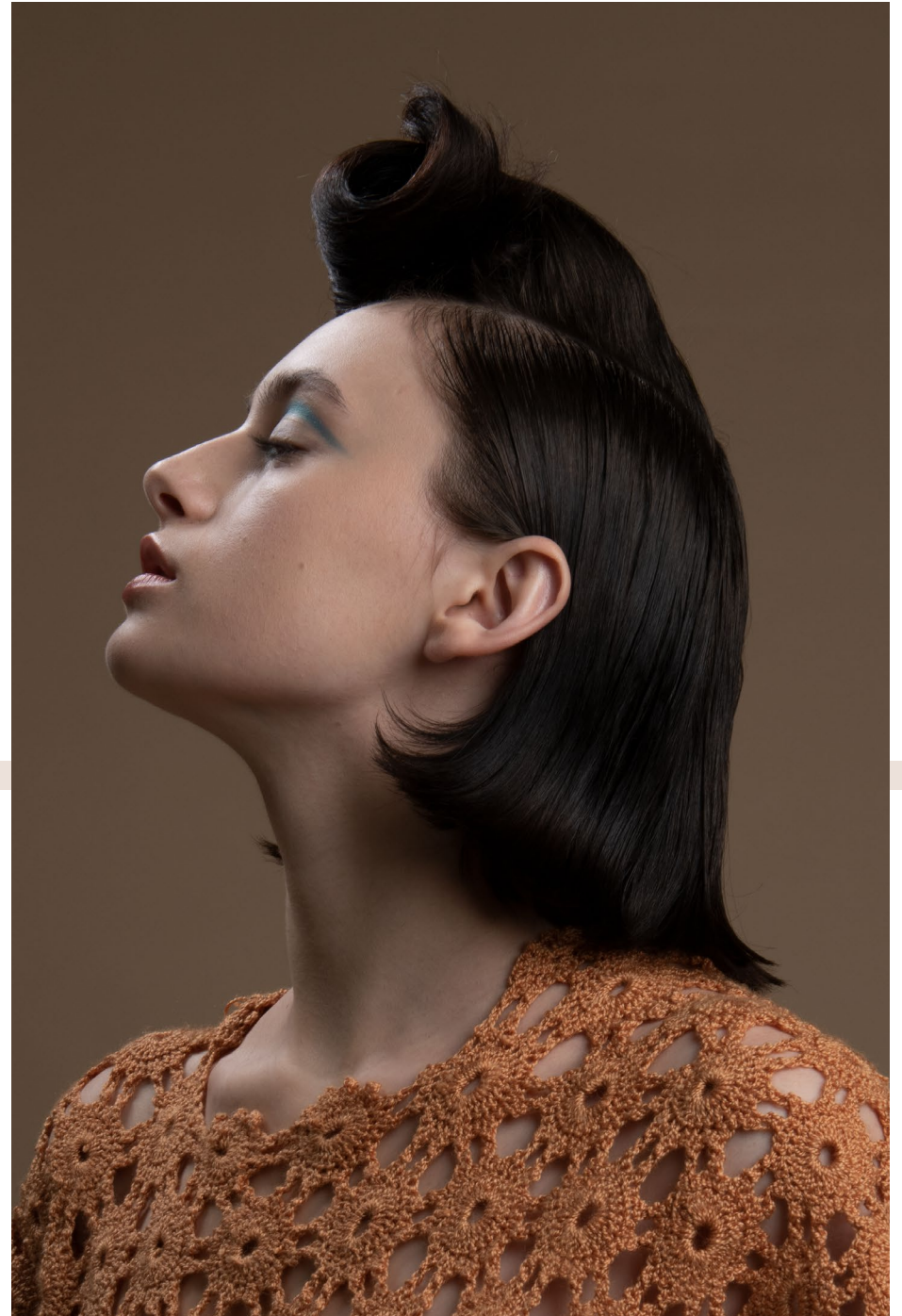


# WET ROLL

OPÉRA  
UN  
SOIR  
D'ÉTÉ



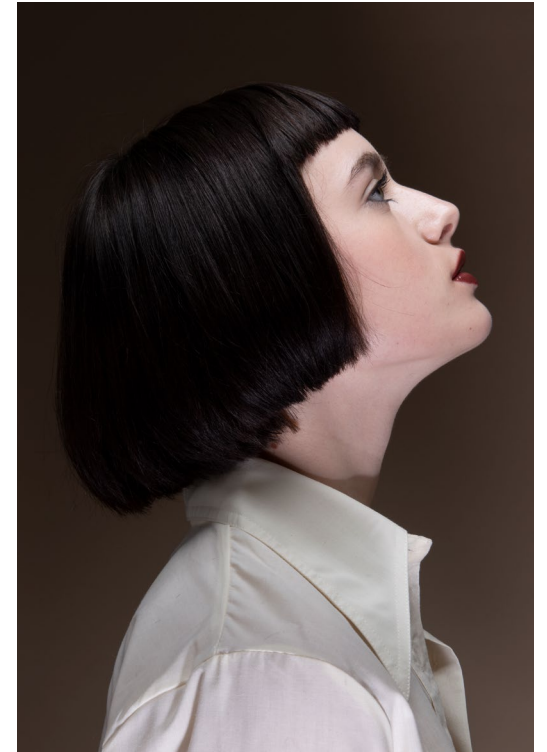
**Styling** / Triangle section on the top, Gloss all the bob with wet look techniq art, Roll the triangle around your finger, Fix it with air fix and put 2 bobby pins on the top  
**Color** / Inspiration « La French Glow »





# SHORT BOB

VERNISSAGE  
GALLERIE  
D'ART

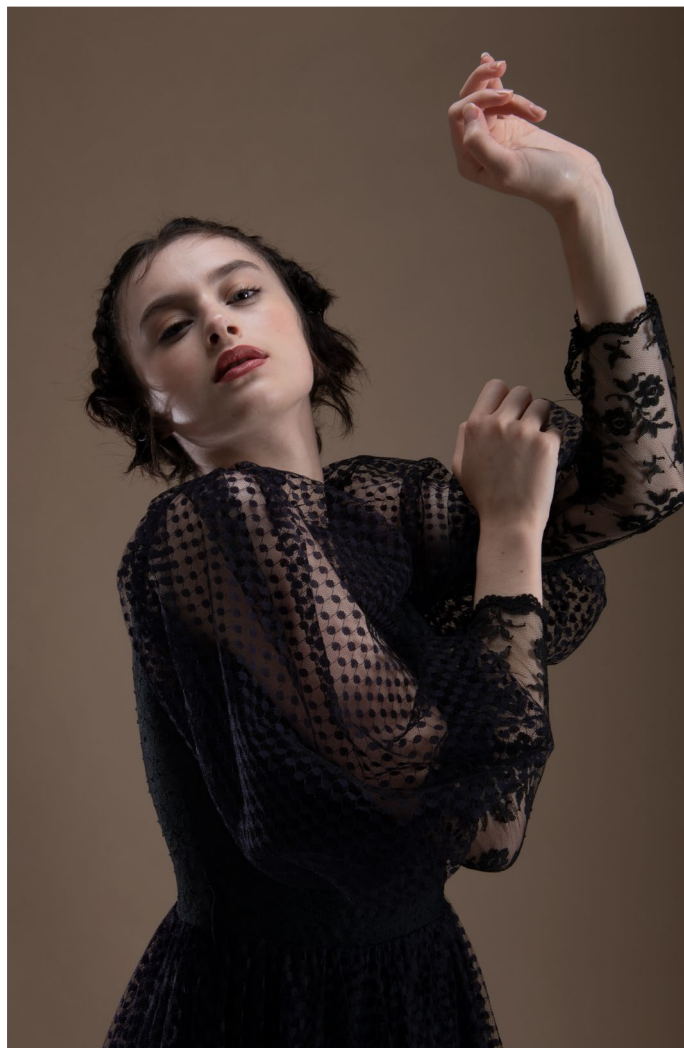


**Haircut** / Cut with straight scissors the back area to create a layer on the back for volume, Do all sections on the guide line, triangle section on the top to create the fringe, Cut strictly the fringe 2 finger over eye brow

**Styling** / Natural blow dry with soft brush

**Color** / Inspiration « La French Glow »

# AFTER OPÉRA MIDDLE BRAID



**Styling** / Use transformer lotion to prepare hair. Middle parting and do braids forward, Keep messy baby hair to draw the style, Fix the look with beach wave to stay natural

**Color** / Inspiration « La French Glow »





# IFIGENIA

BY LAURENT DECRETION

# LAURENT DECRETON

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INTERNATIONAL HAIR ARTIST

With over 25 years of experience, L'Oréal Hairstyling Ambassador and Artistic Director at Haute Coiffure Française, Laurent Decreton is an acknowledged hairstylist. With one of the leading salons in the world in Metz France, Laurent Decreton Hair-Beauty-SPA has established himself as an international hairstyle creator. He travels the world sharing his vision and expertise through his master classes. Supported by his team of professionals Laurent has taken part of many fashion shows such as Chanel, YSL, Jean- Paul Gaultier and the Cannes Film Festival. Celebrities are in love with his hairdressing techniques and professionalism. Laurent masters revealing the beauty of any face and enhance it simply by the power of a good hairstyle.







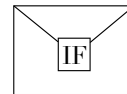
# CREDITS

Hair artist / Laurent Decreton  
Photographer / Giada Frassetto  
Casting Model & Make-up Artist / Packbackage  
Model / Oceane Gadal  
Make-up Artist / Romain Melchoir  
Stylist & Social Media Content / Theodora - Moules Fripes  
Choreographer / Antoine Pividori  
Video / Steve - Regitech Production  
Video Director Content Supervisor / Sarah Oliviero  
Overall Coordination / Barbera Groenewegen - The Image Factory  
Products / L'Oreal Professionnel Paris  
Color with Majirel Glow  
Styling with Tecni Art

Laurent Decreton International Hair Artist for L'Oreal Professionnel Paris

[Click here for HR photography](#)

HR Photography



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