



## A|W HAIR TRENDS

OSMO ambassadors have shared their top tips and trends for the A|W21 from autumnal shades to rebel streaks, professional colour techniques continue to set the trends...



michael.convey.salons

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### Bring on the Balayage

"After your clients have had their fix of the (little) summer sun, their hair will have been lightened by the elements, so now is a great time to start re-introducing some depth. By adding depth you can actually make clients feel brighter as the lighter hair sits next to a deeper panel with pop. Keep warm tones at the forefront throughout the cooler upcoming months, sometimes when we say warm it up, to a blonde they automatically think ORANGE! We know this isn't the case, simply introducing a gold violet or an ash gold can change the look beautifully, so add a little warmth and keep the light bouncing out of the hair to help your clients feel brighter." **OSMO® Global Ambassador [Michael Convey](#) and owner of Convey Salons, Stokesley**



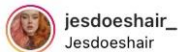
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### Show us the Money

"Money pieces are here to stay. Nearly every client who comes in to the salon at the moment is interested in the money piece technique and I don't see that changing! It's the perfect top up service from your balayage for clients, helping to lift their complexion and add an extra pop. We'll just see a move towards darker blondes as the seasons change up." **OSMO® Ambassador, [Jake Nugent](#) from HeadKandy Hair, Middlesborough.**



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### Be the Rebel

"The rebel streaks/ pastel highlights will continue through this season. Some clients are still perhaps not ready to embrace full colour and this is the ideal, low commitment way to introduce colour to them. Although pastels are usually associated with summer months, playing with more rainbow effects and giving that 'fun' element to your streaks means it's timeless really."

**OSMO® Ambassador [Jes McMahon](#) and owner of Son of a Bleach salon, Stourport.**



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Adele Clarke Spectrum Hair



### Pining for Pastel

“With the nights getting darker a new look can be just the pickup your clients need. With a major focus on tonal effects such as a peach, pink or violet blonde blush, pastels are going to be the one to watch, even in the A|W months. We’ll start to see more of a focus to the crown area that’s then drawn through to the ends for that blending pastel effect. Mix your **OSMO Color Psycho (RRP: £8.59, [Sally Beauty](#))** shade with **OSMO Color Psycho Tamer (RRP: £8.59, [Sally Beauty](#))** to dial down the colour to create your perfect pastel shade.” **OSMO® Ambassador, [Adele Clarke](#) and owner of Spectrum Hair, St Helens.**

### Crazy for Copper

“The copper hues are going to be a very popular trend this A|W; they add warmth and it’s the ideal wearable option for clients who prefers a more natural look, but can also be amped up to a brighter orange copper for those a little more expressive! **OSMO Intense Copper Colour Revive (RRP: £10.49, [Sally Beauty](#))** is a must-have for all copper clients to take home to ensure longevity of their colour between visits. Cut wise, it’s all going to be about wolf texture cut - opting for metallic copper creates this depth of texture, which is certain to catch the eye.”

**OSMO® Ambassador, [Becky Sutherland](#) and owner of Pink Lemon Hair, Durham.**

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### Cool Queen

“It’s all about the creamy blondes this A|W for me. We’ll be seeing a softer finish with a pearlescent blonde - particularly the icy white shades, ideal for the party season! Full head highlights will become increasingly popular again as the demand grows for cooler blonde tones once more. Clients can use the **OSMO Super Silver No Yellow Shampoo (RRP: £10.99, [Sally Beauty](#))** and **OSMO Super Silver No Yellow Mask (RRP: £5.99, [Sally Beauty](#))** to fight any brassy warmth through extreme super-violet pigments between visits.”

**OSMO® Ambassador [Debbie O’Keeffe](#) from Montana Blu Hair, Ireland.**

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