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HAIRLOVERS

MAGAZINE

EARTH
c o l l e c t i o n



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CLEAN INK

EARTH

collection

Sens.us fa del rispetto della natura la propria filosofia imprenditoriale, utilizzando una tecnologia visionaria, una chimica d'eccellenza, circondandosi di arte e bellezza come fonte di ispirazione.

La nuova collezione Promavera / Estate 2020 EARTH è un gioco di significati in omaggio ai quattro temi cardine dell'azienda, interpretato da donne dai canoni diversi e dalle personalità spiccate.

Androgina, elegante, femminile, glamour. Le donne di EARTH indossano fiere gli abiti e lo stile del proprio tema, interpretandolo con personalità. Tagli e forme geometriche ricercate e versatili, si alternano a look morbidi e minimali.

Un biondo dorato, corto, androgino e sensuale allo stesso tempo, in nome della Scienza. Un nero intenso, nel simbolo della tecnologia, impreziosito da punte di luce giallo senape, lascia intravedere delle lievi sfumature di turchese della frangia, che arriva a sfiorare gli occhi. Un lungo mosso e sinuoso incarna la natura, caratterizzato da delicate nuances pesca, le quali creano sfumature intense sulle lunghezze. Un look raccolto, sapientemente intrecciato ad arte, con la stessa eleganza di colei che la indossa.

EARTH incarna una filosofia di sostenibilità e rispetto per il nostro pianeta, ricordandoci che la Natura è la nostra casa e noi dobbiamo imparare a rispettarla.

Sens.us's corporate philosophy embraces its respect for Nature, using visionary technology and cutting-edge chemistry, while surrounding itself with art and beauty for inspiration.

The new Spring/Summer 2020 collection is called EARTH, a play on words on "earth" and "art" and a tribute to the company's key themes. Earth is represented by women who follow different rules and have strong personalities.

Androgynous, elegant, feminine, glamorous. EARTH women wear the clothes and style of this theme with pride, interpreting it with great character. The cuts and geometrical shapes of the hairstyles are versatile and sophisticated but interspersed by soft, minimal looks.

A golden blonde has a short, androgynous and sensual cut in the name of science. Deep black, the symbol of technology, is enhanced by mustard yellow highlights, with subtle turquoise accents glimpsed on the ends of the fringe that just touches the eyes. Nature is represented by a long, wavy, flowing style with delicate peach hues which create vibrant highlights on the lengths. The updo features a skilfully braided look inspired by art, conveying the same elegance as the woman wearing it.

EARTH embodies a philosophy of sustainability and respect for our planet, reminding us that Nature is our home and we have a duty to respect it.



Sens.ùs hace del respeto de la naturaleza su filosofía empresarial, utilizando tecnología visionaria, excelente química, rodeándose de arte y belleza como fuente de inspiración.

La nueva colección Primavera / Verano 2020 lleva el nombre de **EARTH**, un juego de significados entre la Tierra y el Arte, en homenaje a los temas clave de la compañía. Earth es representada por mujeres de diferentes cánones y personalidades destacadas.

Andrógino, elegante, femenino, glamouroso. Las mujeres de **EARTH** lucen con orgullo la ropa y el estilo de su tema, interpretándolo con personalidad. Los cortes y las formas geométricas del cabello son versátiles y refinados, alternando al mismo tiempo con un aspecto suave y minimalista. Un negro intenso, en el símbolo de la Tecnología, adornado con puntos de luz amarilla mostaza, le permite vislumbrar los ligeros tonos turquesa en las puntas del flequillo, que toca los ojos. Un rubio dorado, corto, andrógino y sensual al mismo tiempo, en nombre de la Ciencia. Un largo ondulado y sinuoso encarna la naturaleza, caracterizada por delicados matices de durazno, que crean tonos intensos en las longitudes. Un look recogido, expertamente entrelazado con el arte, con la misma elegancia que quien la usa.

EARTH encarna una filosofía de sostenibilidad y respeto por nuestro planeta, recordándonos que la naturaleza es nuestro hogar y tenemos el deber de respetarla.

Die Unternehmensphilosophie von Sens.ùs ist geprägt durch den Respekt vor der Natur sowie die Inspiration durch Kunst und Schönheit. Modernste Chemie in Verbindung mit visionärer Technologie zeichnen die Produkte aus.

Die neue Frühjahr / Sommer 2020-Kollektion trägt den Namen **EARTH**, sie spielt mit den Wörtern „Erde“ und „Kunst“ und ist eine respektvolle Anerkennung an die Schlüsselthemen des Unternehmens. Die Erde wird von Frauen repräsentiert, sie folgen unterschiedlichen Regeln und bringen ihre eigene, starke Persönlichkeit mit ein.

Androgyn, elegant, weiblich, glamourös. **EARTH**-Frauen tragen die Kleidung und den Stil dieses Themas mit Stolz und interpretieren es mit großartigem Charakter. Die Schnitte und geometrischen Formen der Frisuren sind vielseitig und raffiniert, werden jedoch durch eine weiche, minimalistische Optik unterbrochen. Tiefes Schwarz, das Symbol der Technologie, wird durch goldgelbe Akzente unterstrichen, wobei die Augen von türkisfarbenen Pomspitzen berührt werden. Eine Blondine trägt einen kurzen, androgynen, futuristischen Haarschnitt. Die Natur wird durch zart pfirsichfarbene, fließende lange Wellen und lebendige Highlights in den Längen dargestellt. Die Hochsteckfrisur zeigt einen gekonnt geflochtenen Look, der von der Kunst inspiriert ist und die gleiche Eleganz vermittelt wie die Frau, die sie trägt.

EARTH verkörpert eine Philosophie der Nachhaltigkeit und des Respekts für unseren Planeten und erinnert uns daran, dass die Natur unser Zuhause ist und wir die Pflicht haben, sie zu achten.



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6

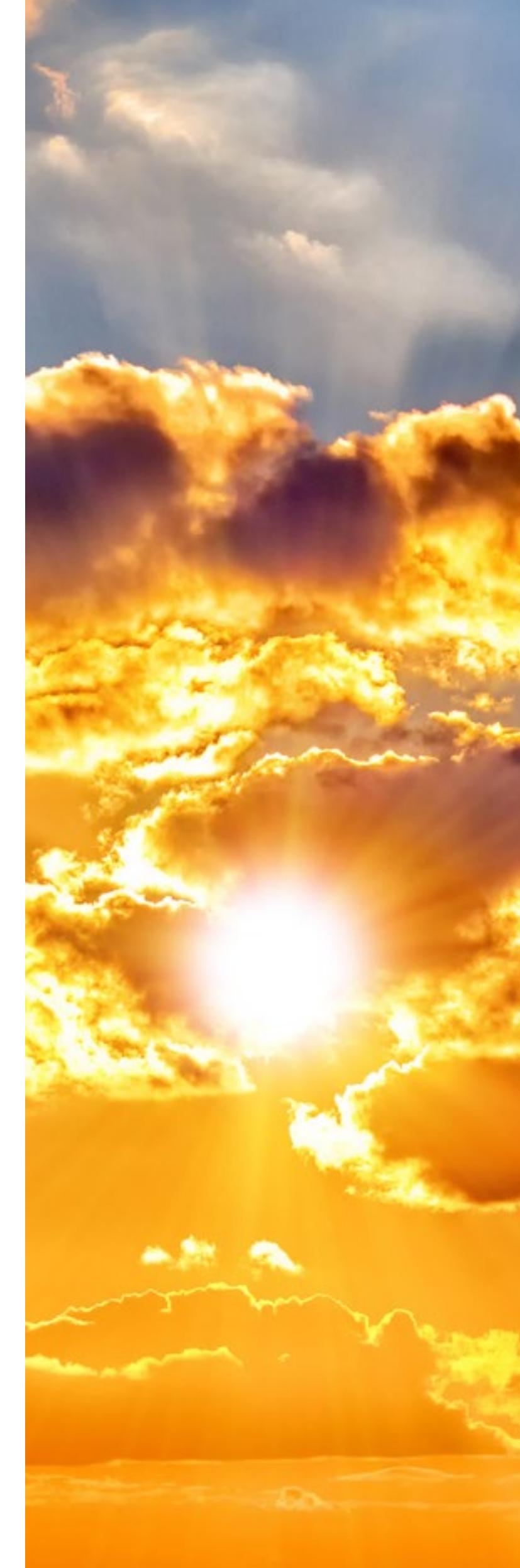
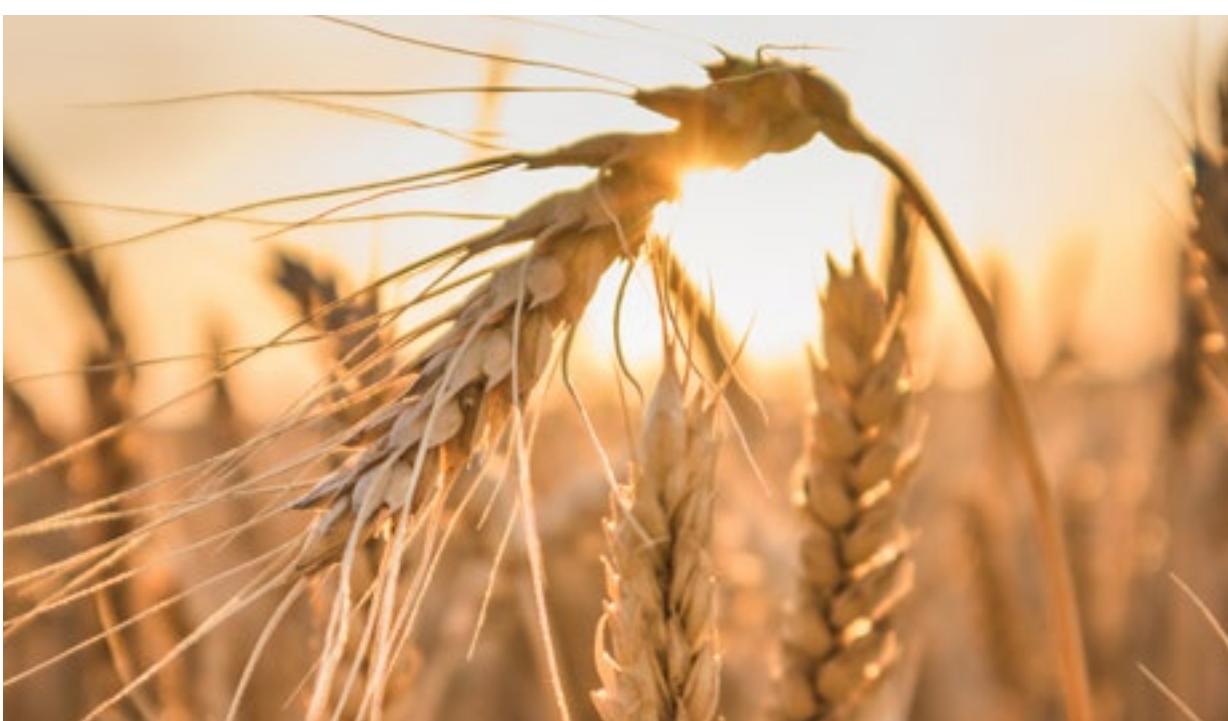


7



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88



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9

10

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11

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12

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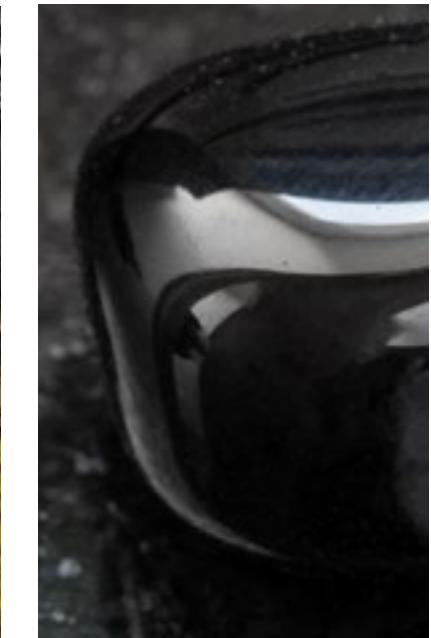
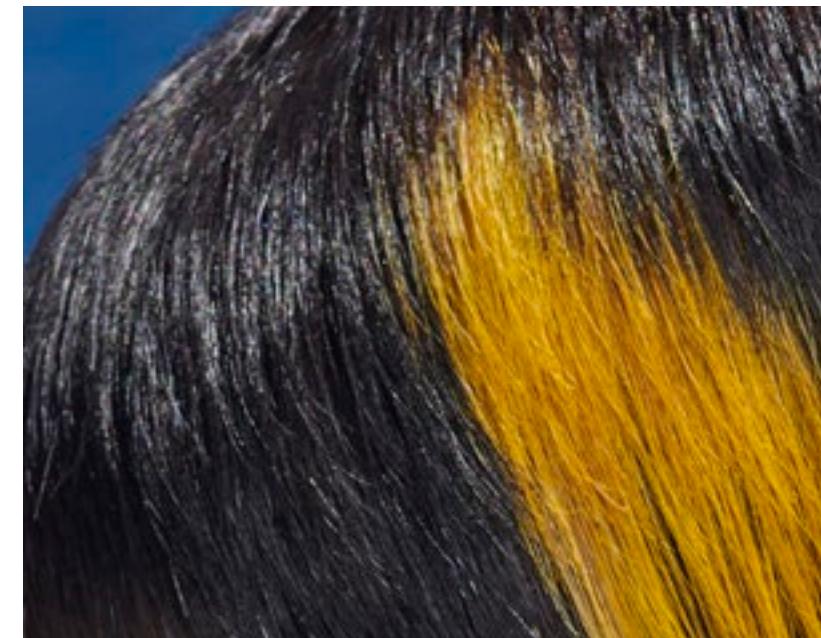
13

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14

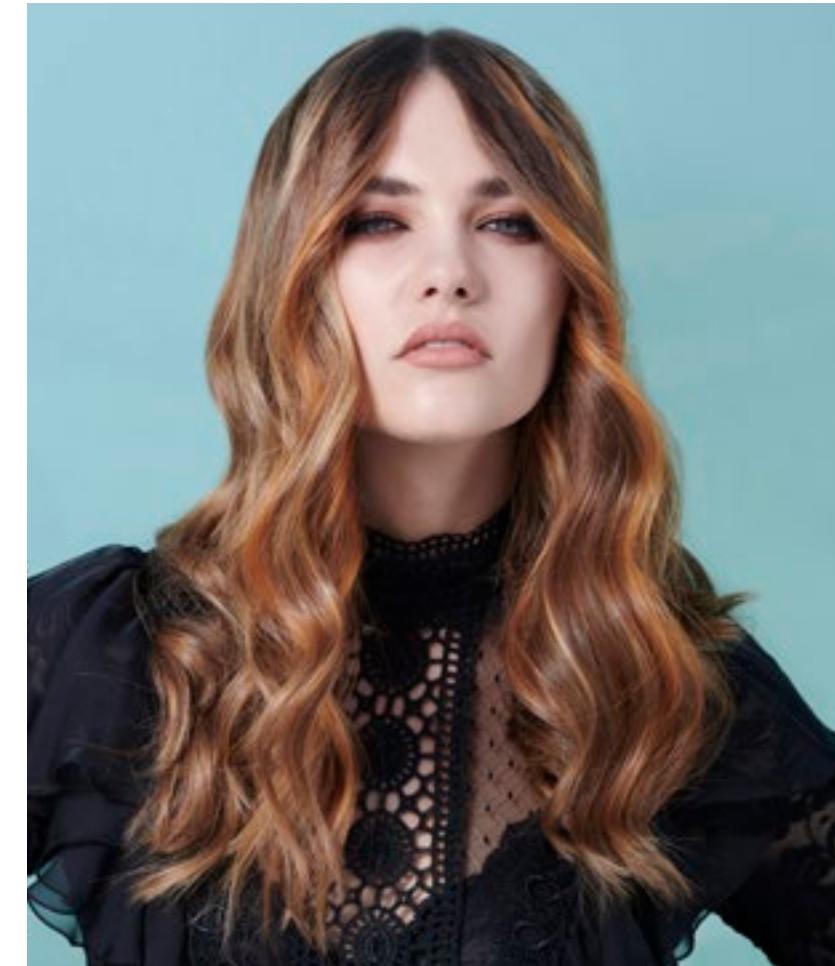
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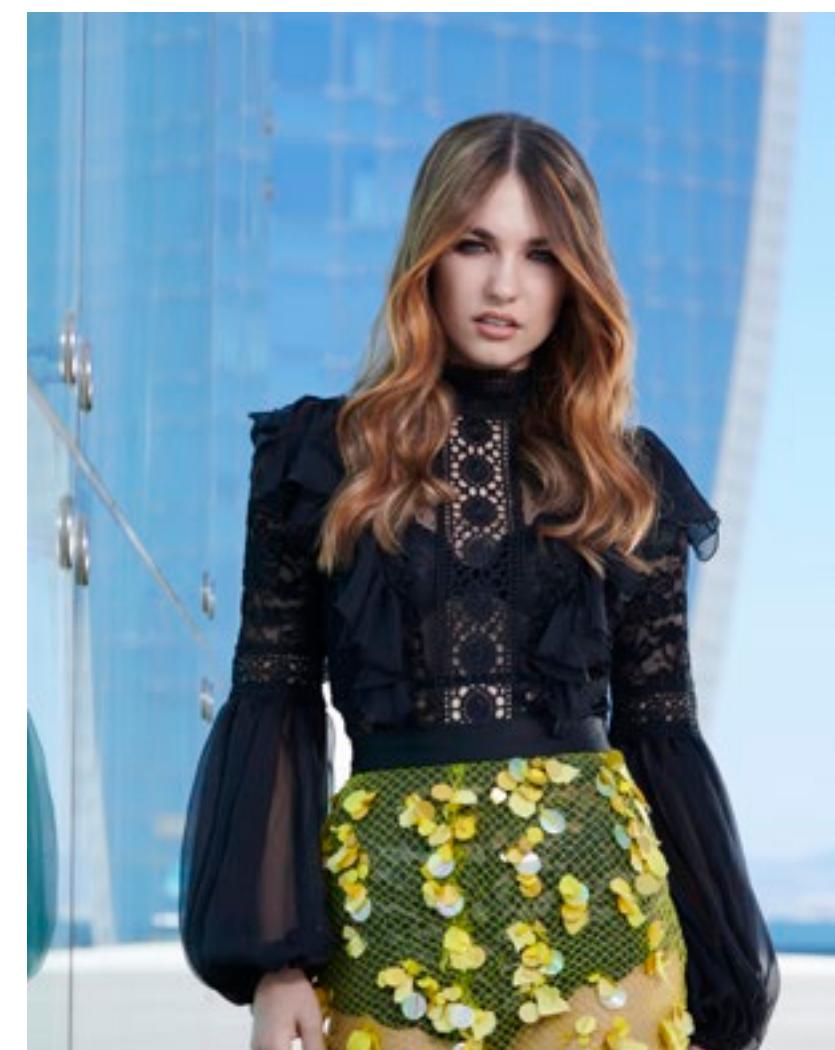
15

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16



17



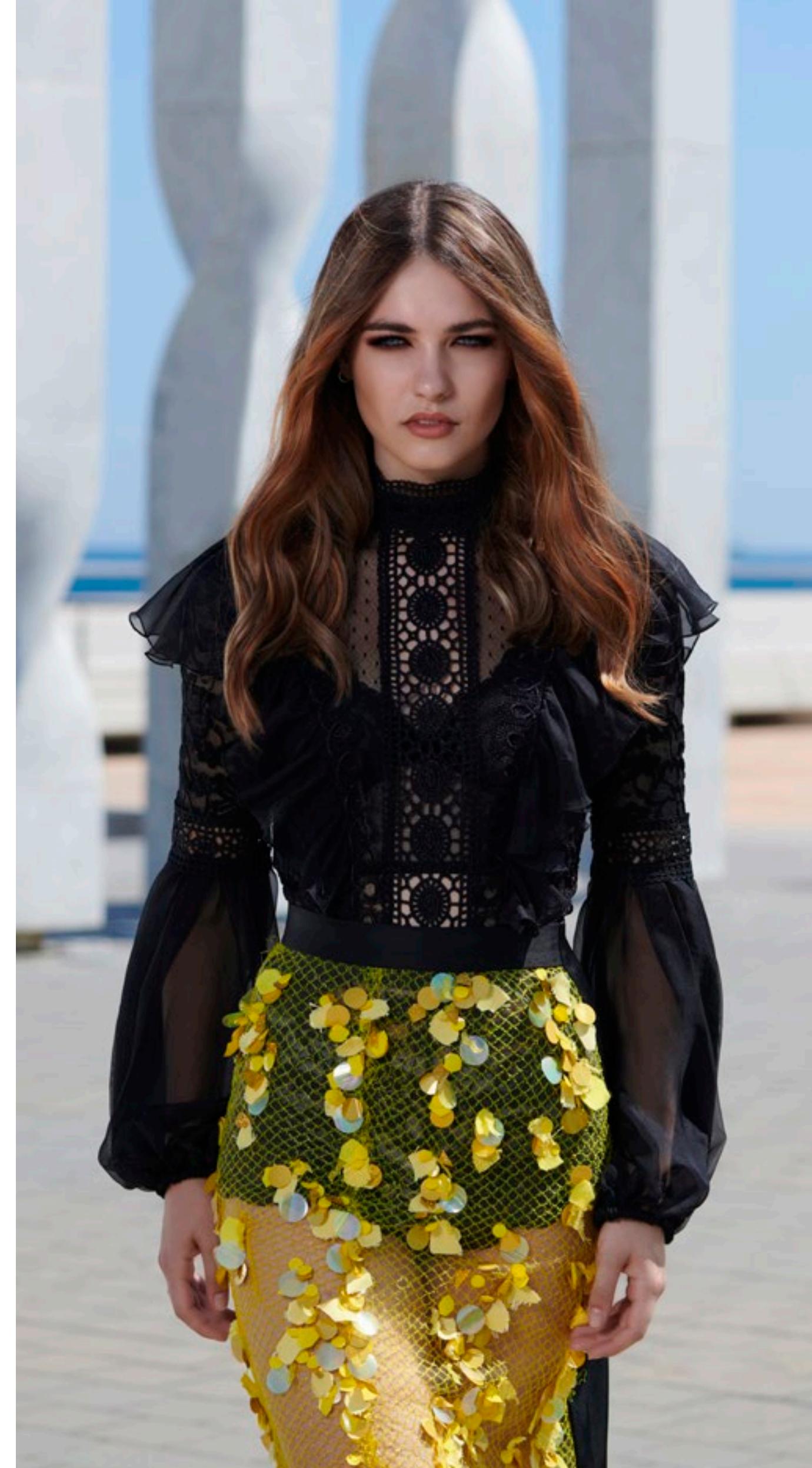
18

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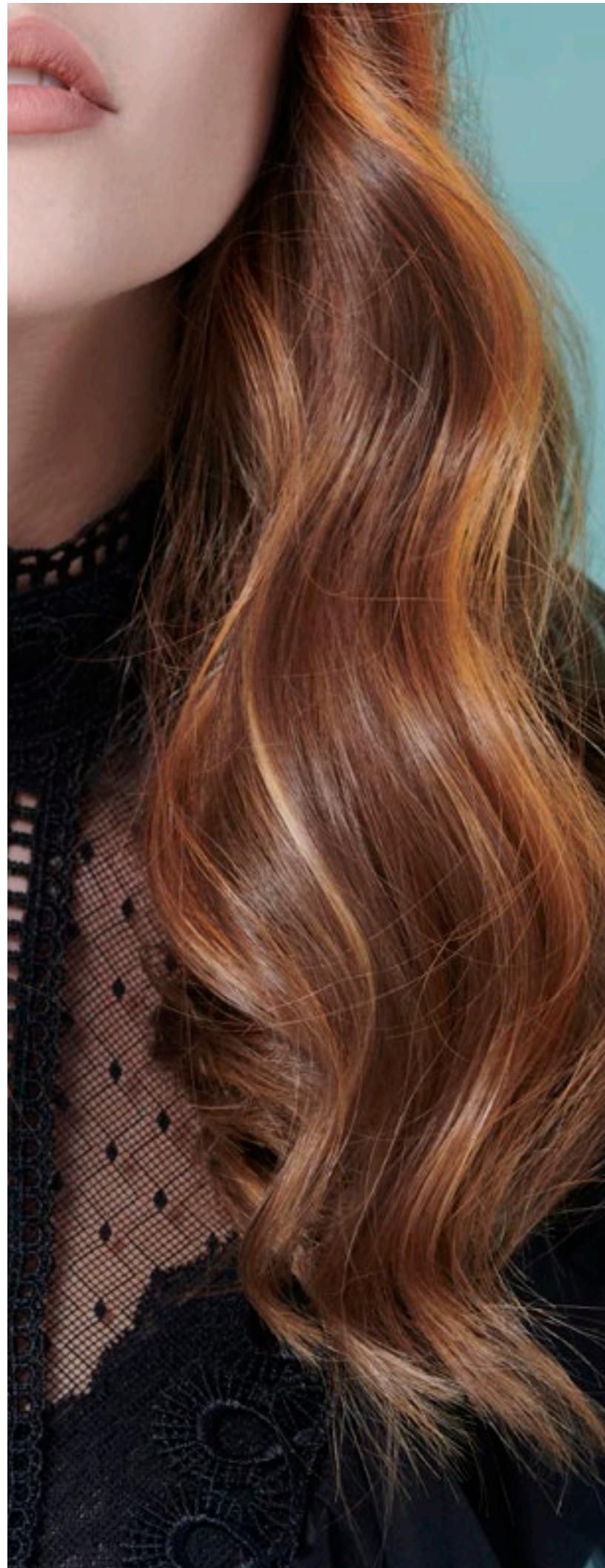
19

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20

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21

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22

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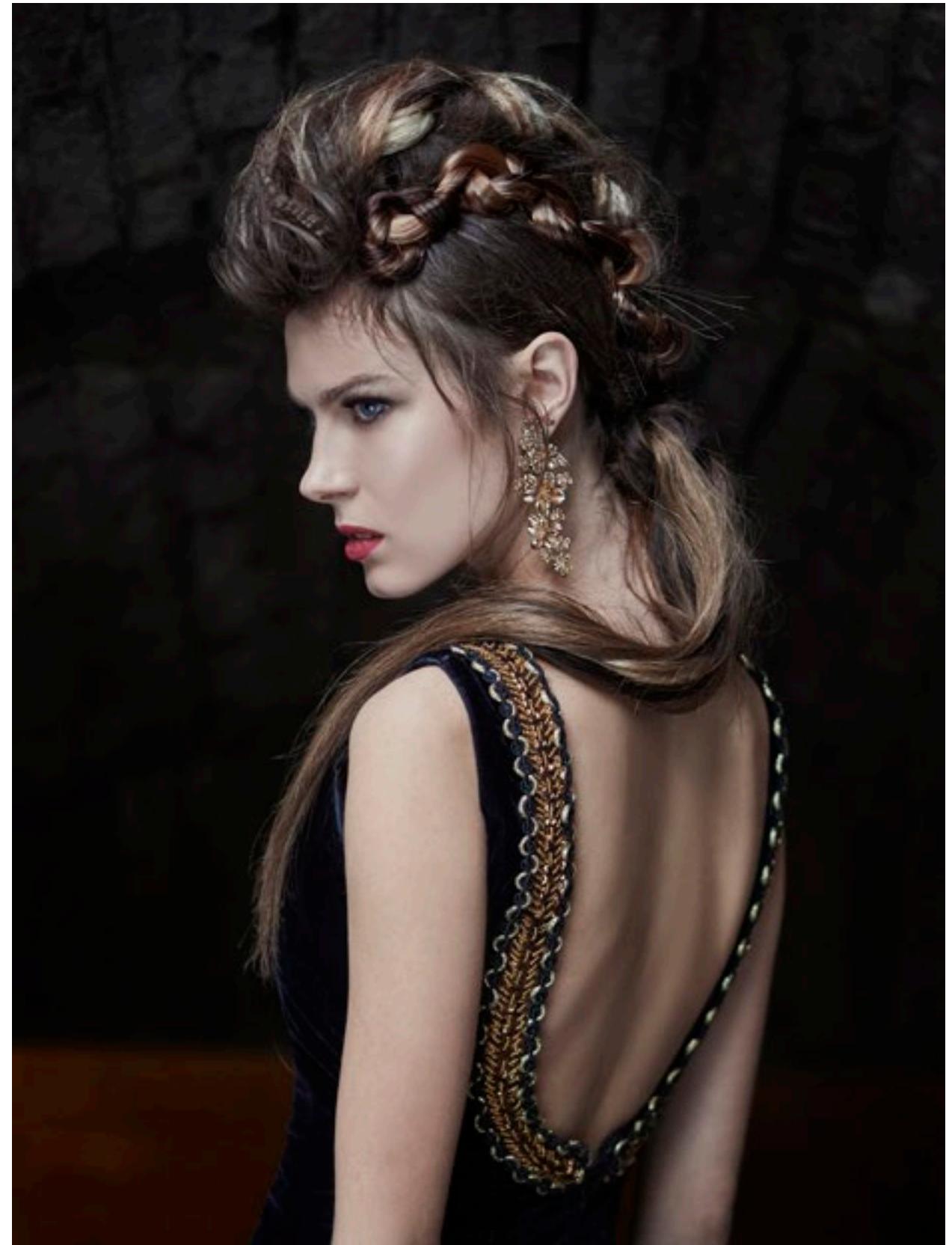


23

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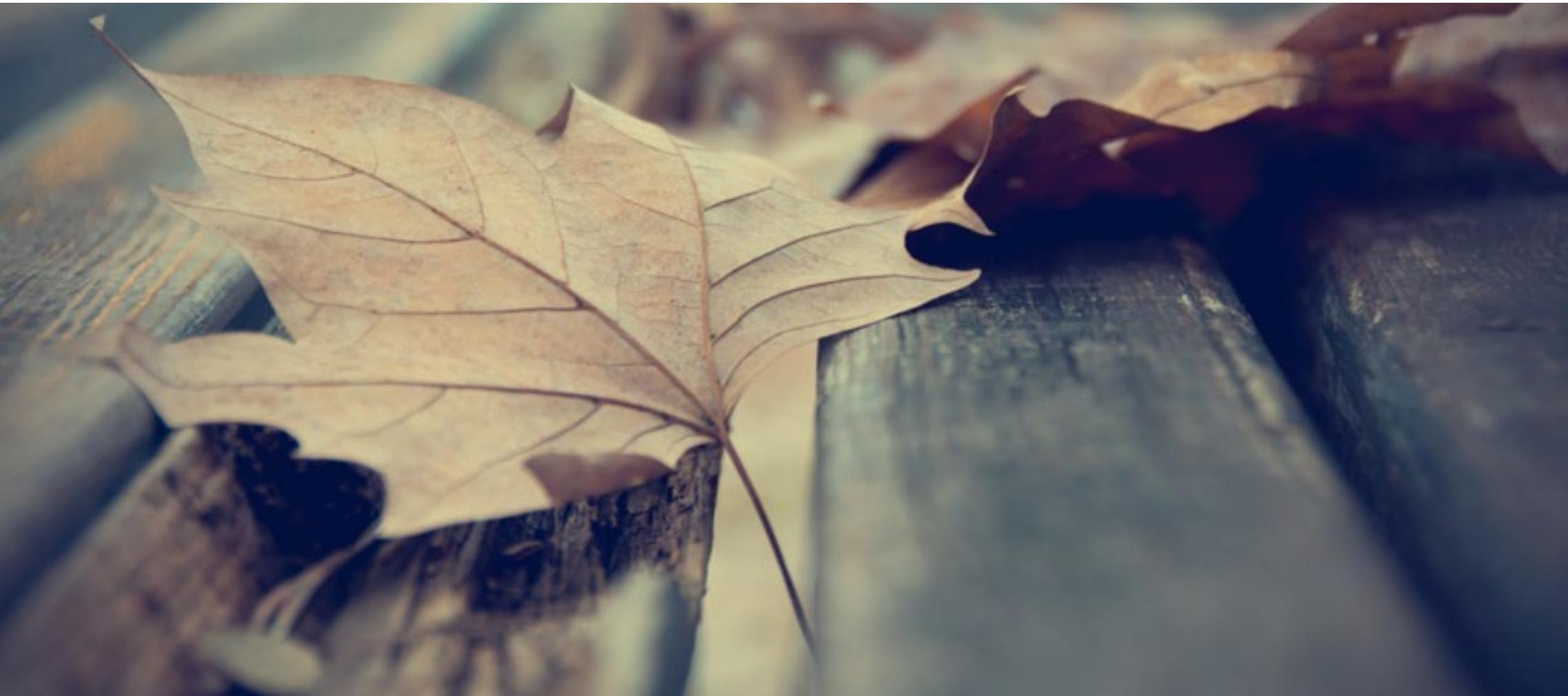


25

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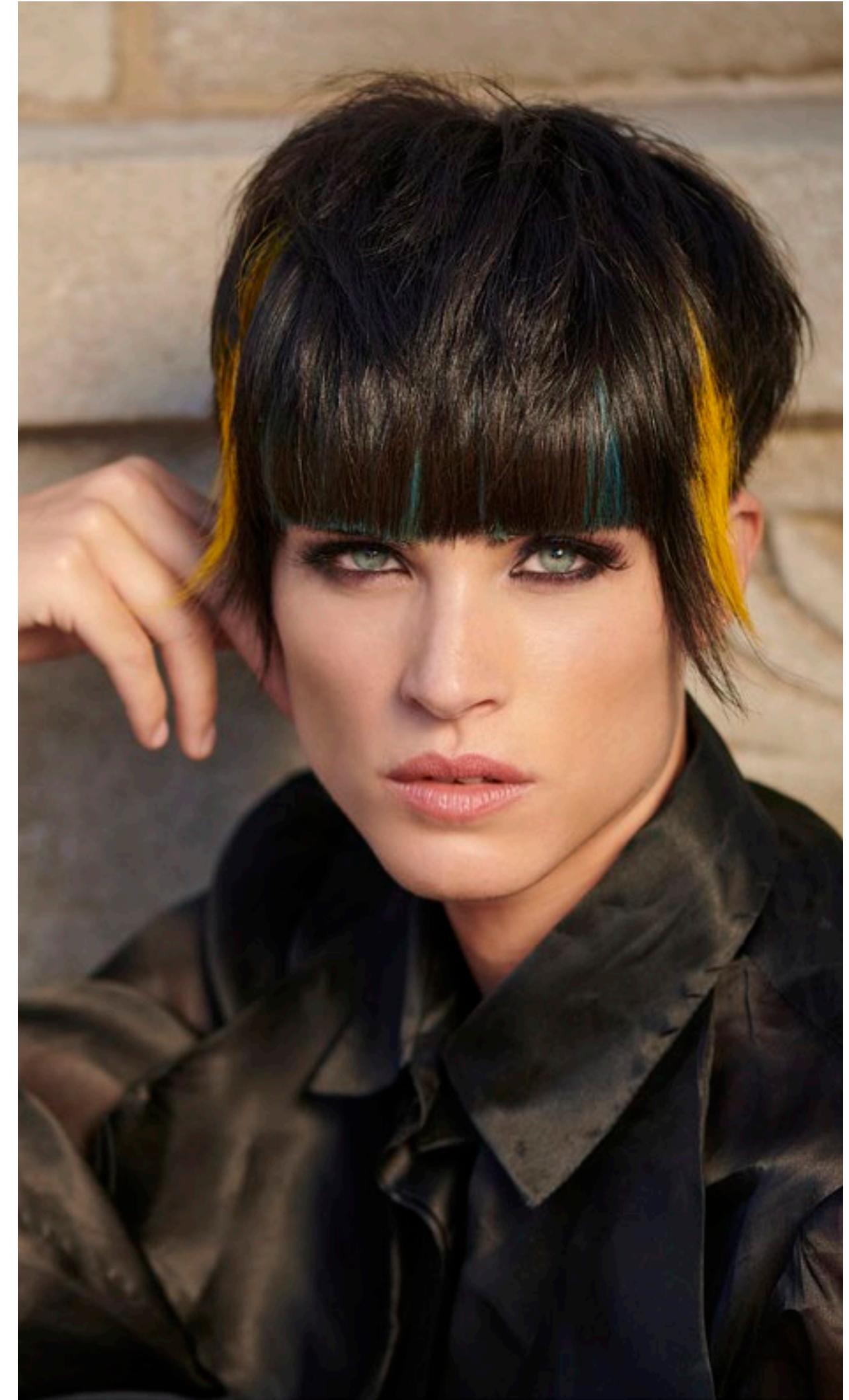
32

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33

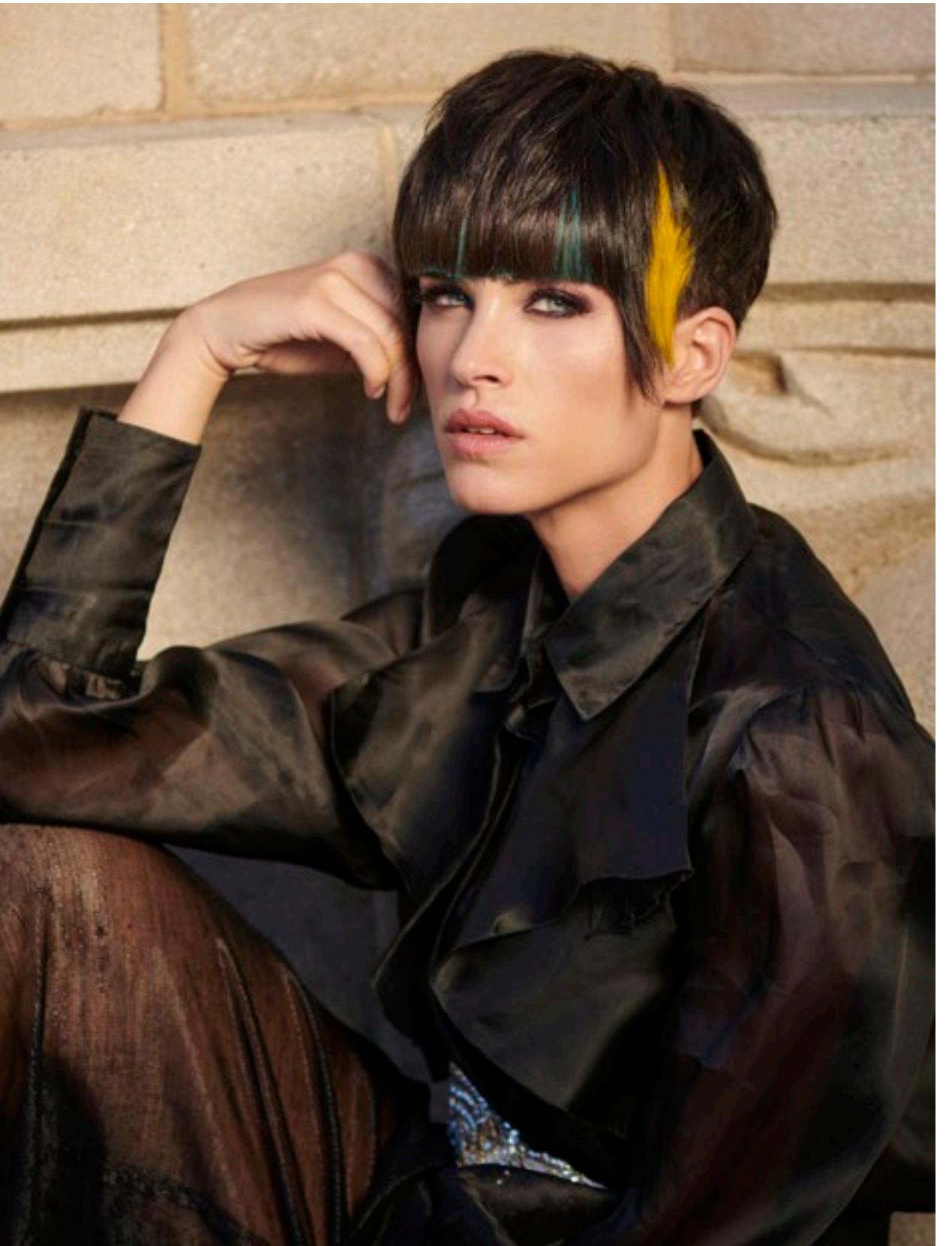
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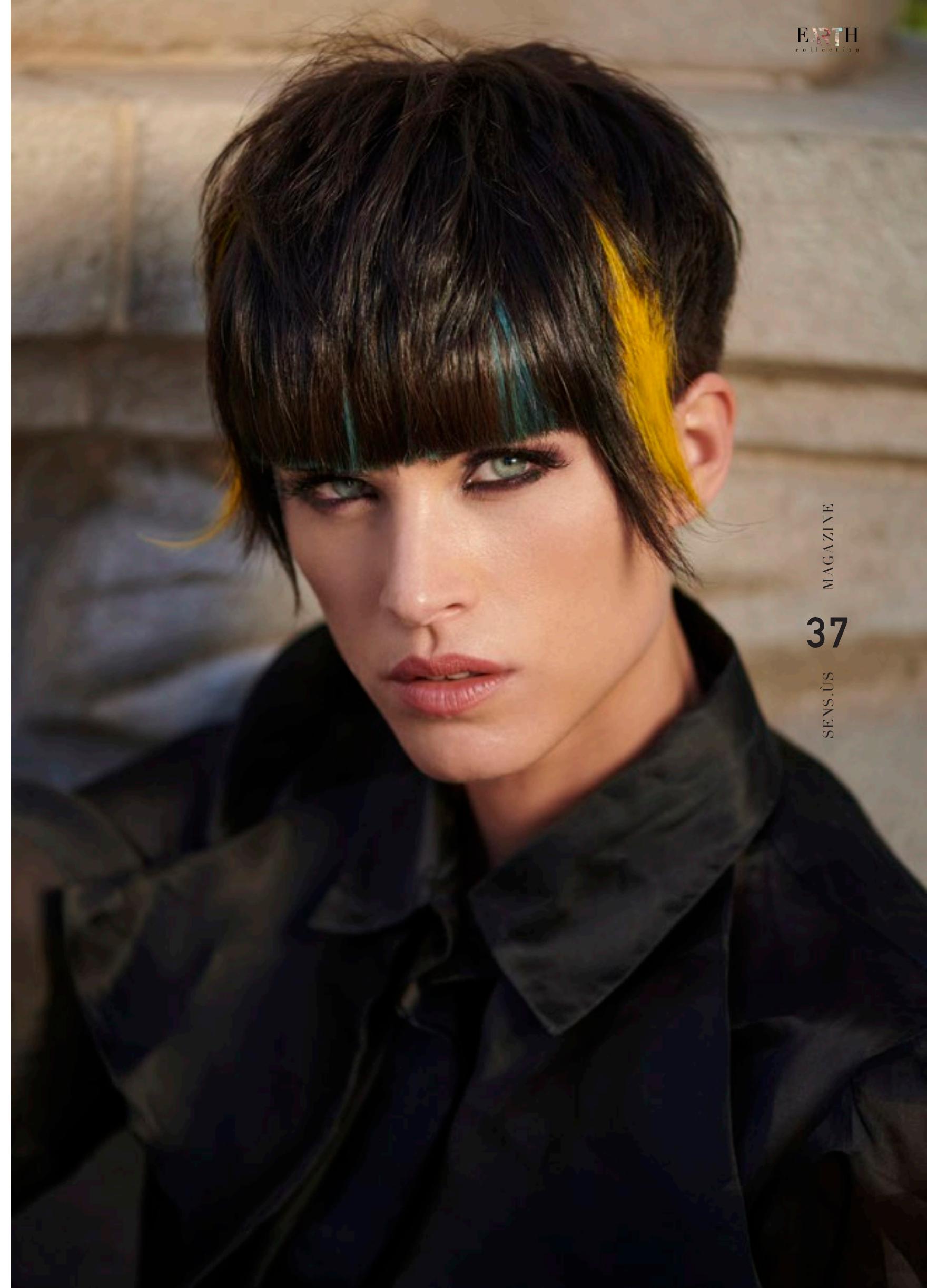
36

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37

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