

MoodReport : 4

hair



1



Hair

From The Beauty Series

How is *hair* about to be the new beauty obsession?

To what extent this '*micro industry*' can be developed to serve all of us?

The Pre-Democratization of Hair

The Internet's role in hair knowledge

The cultural:societal impact

All about going natural



Hair

the mass of thin thread-like structures on the **head of a person**, or any of these structures that grow out of the skin of a person or animal.

Hairstyle

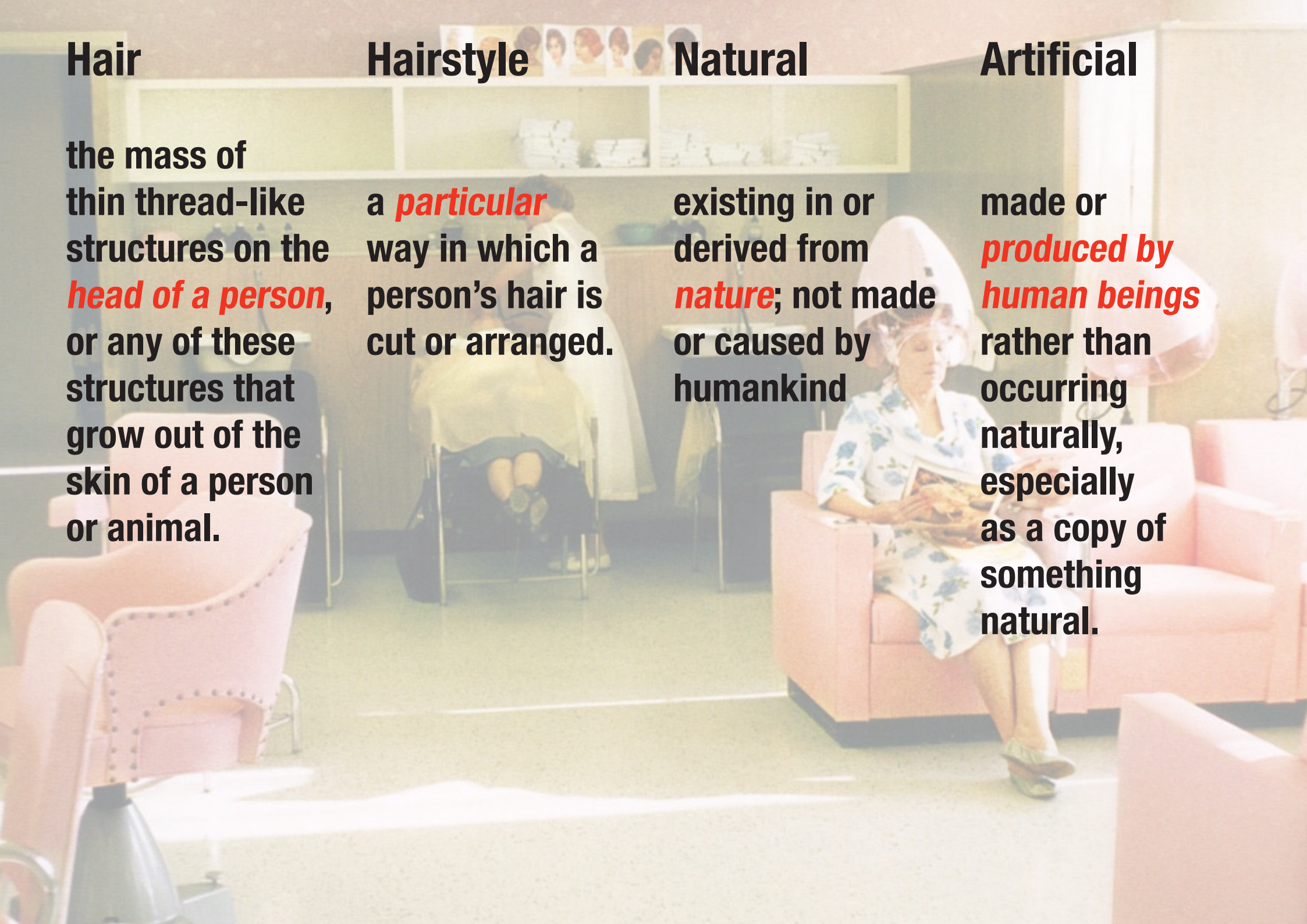
a **particular** way in which a person's hair is cut or arranged.

Natural

existing in or derived from **nature**; not made or caused by humankind

Artificial

made or **produced by human beings** rather than occurring naturally, especially as a copy of something natural.





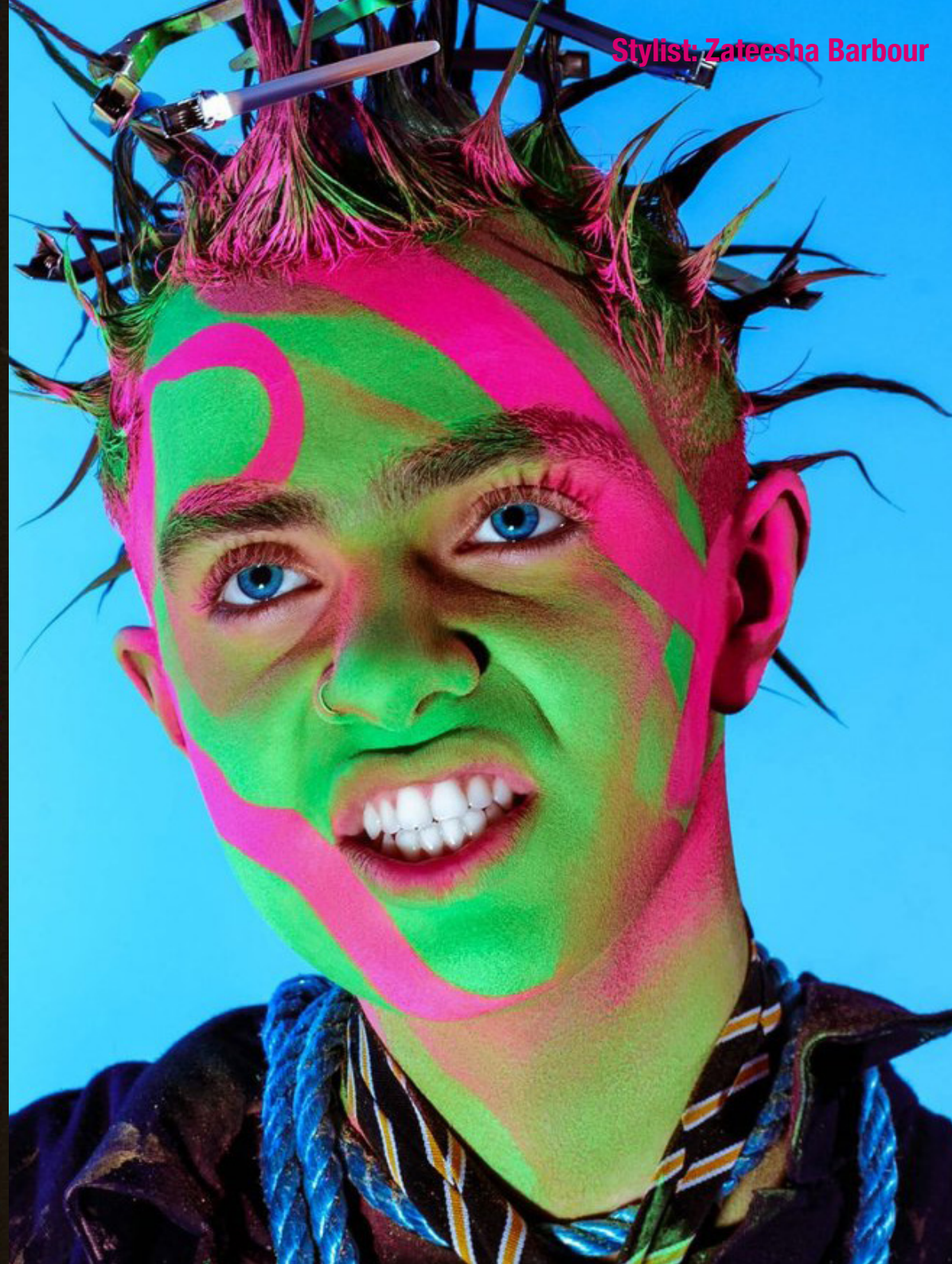
The Pre-Democratization of Hair

Stylist: Virginie Moreira



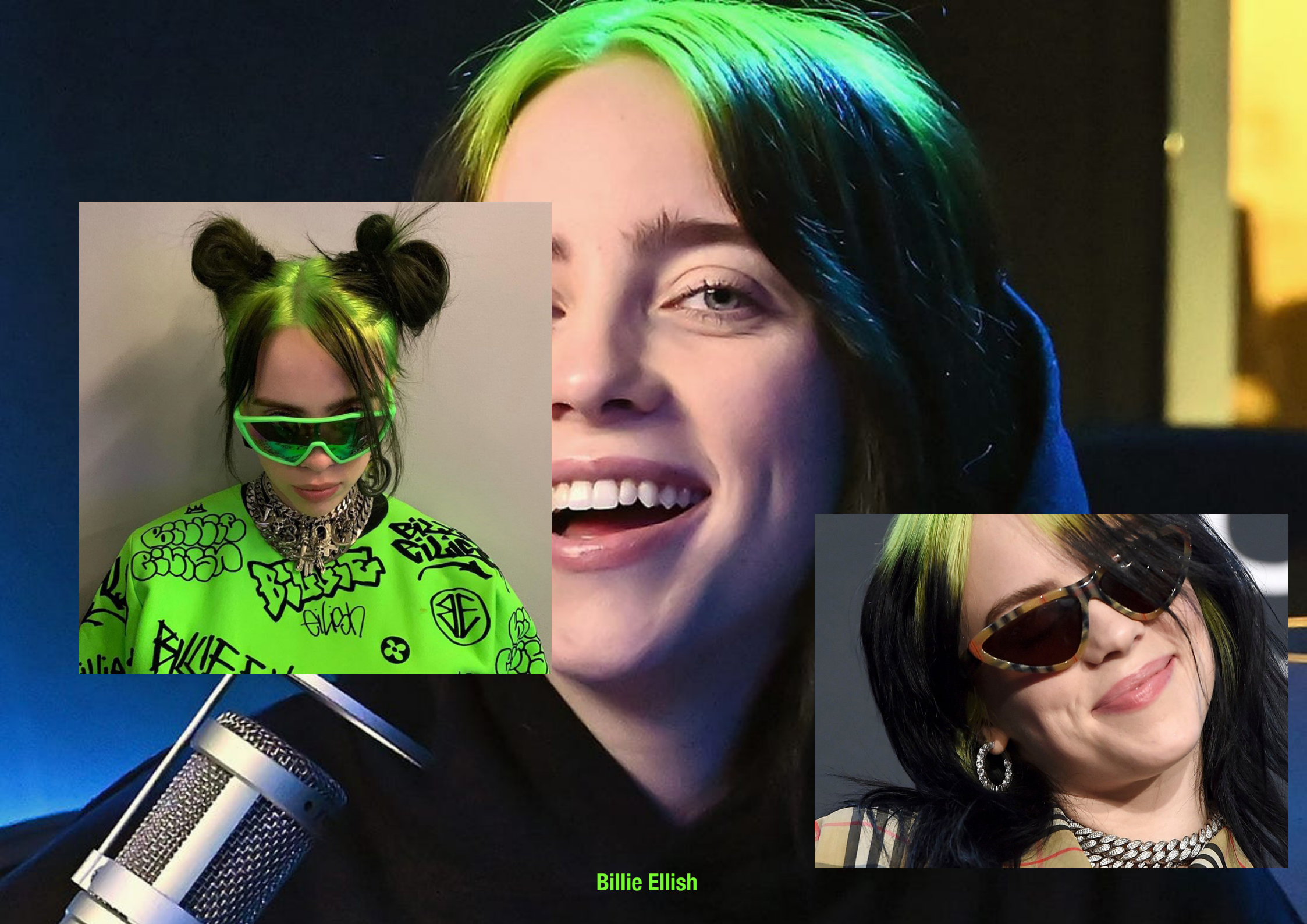
Stylist: Daniel Moon





Stylist: Luisa Popovic





Billie Eilish

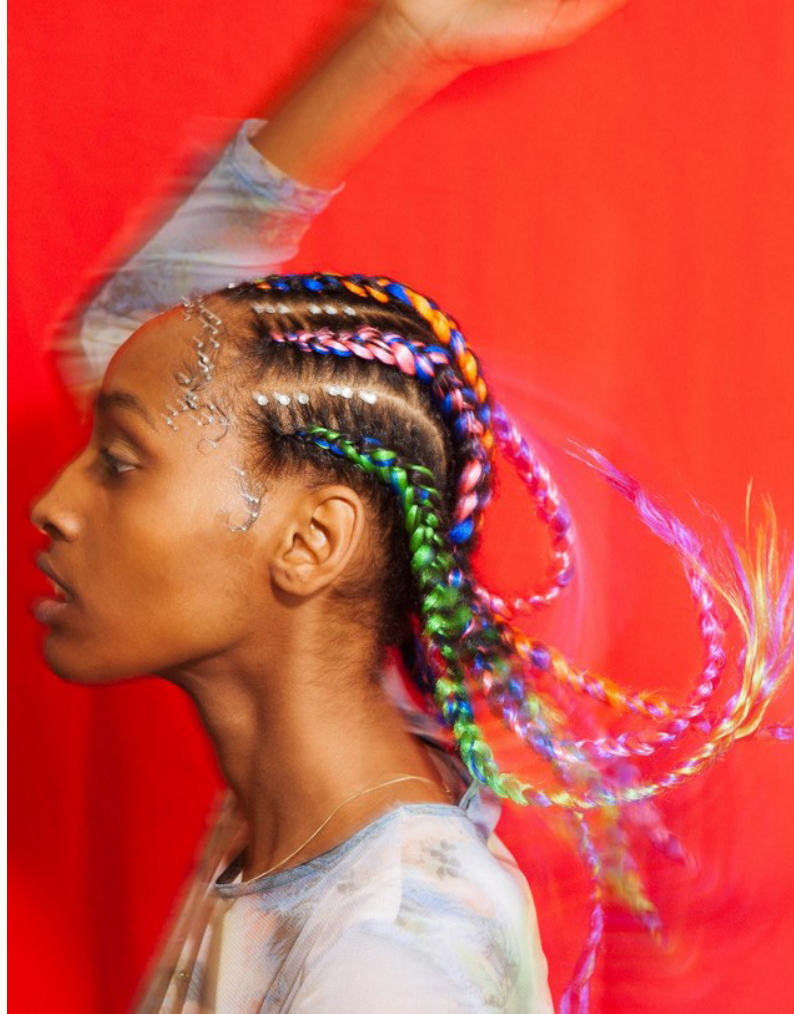


KEASH



Taiba Akhuetie, *founder*

Keash is a mobile pop-up hair braiding and blow-dry salon, where you can add glitter, non-permanent colour, extensions, kiss curls or hair rings and charms to your braids.



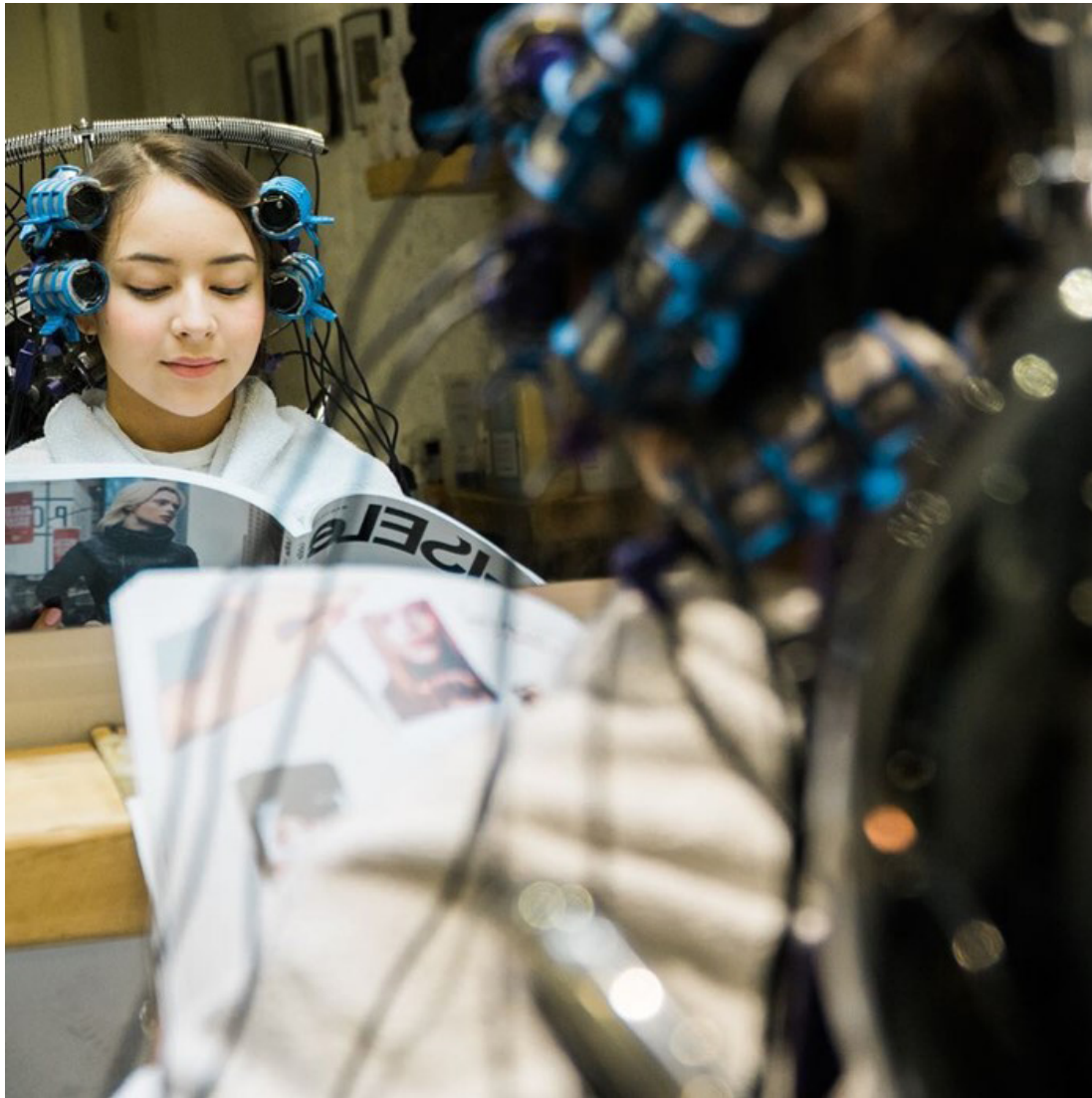


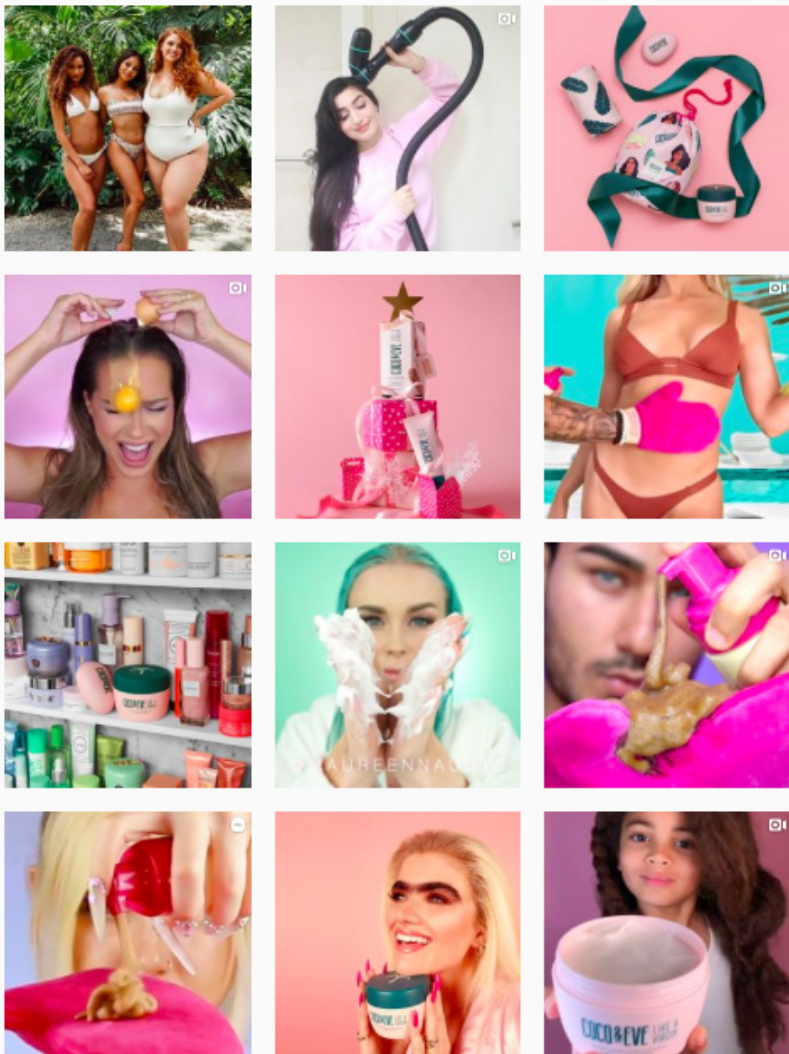
Alex Brownsell, founder

Bleach London, the world's first salon focused on colouring rather than cutting, sustainability and vegan-beauty



A digital perm is a perm that uses hot rods with the temperature regulated by a machine with a digital display, hence the name. The process is otherwise similar to that of a traditional perm. The name "digital perm" is copyrighted by a Japanese company, Paimore Co. Hairstylists usually call it a "hot perm."





Instagram based hair brand Coco and Eve



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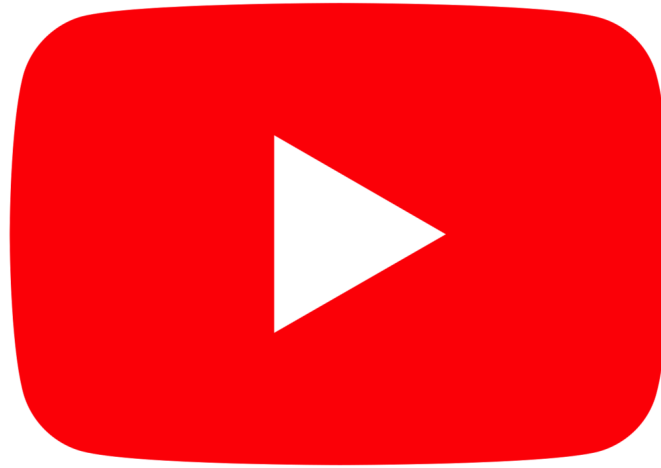
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The Internet's role in hair knowledge



The unparalleled advancement in “hair info”

Youtubers have brought innovation in terms of ‘direct-to-audience’ knowledge. Regarding hair they share, in detail, explanations about styling, hair treatment, hair growth, reviewing products and new brands.

They are able to create a whole new community, that comes with a certain attitude and ‘vibe’.

The audience is driven by simply curiosity and ends up with truthful knowledge.

The real advancement comes from the diversity of hair youtubers, giving the audience an infinite input.

This is one of the most efficient ways to find out about hair without leaving your house.

Jasmine Brown



Denman straightening brush*



Actually Ashly



Penny Tovar



Lovely Bryana





The cultural:societal impact





Media coverage slowly shifting

Decreasing prejudice

Women feeling “free”

Raising issues around cultural appropriation



ANGELA DAVIS

CALIFORNIA SET TO BAN DISCRIMINATION AGAINST NATURAL HAIR

gal-dem

AN ONLINE AND PRINT PUBLICATION COMMITTED TO SHARING PERSPECTIVES FROM WOMEN AND NON BINARY PEOPLE OF COLOUR

ABOUT FIRST PERSON NEWS CULTURE LIFE MUSIC POLITICS HOROSCOPES SHOP
NEWSLETTER



As Fashion Week approaches, we hope to see more natural hair on the catwalk

By Bemi Shaw / GAL-DEM & LIFE / 8th February 2016



RECENT POSTS



'I couldn't sit at home' – protests against Boris Johnson are just the beginning

14TH DECEMBER 2019



Five on it: music is joy, hope and survival

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HYPEBAE

FASHION FOOTWEAR BEAUTY MUSIC CULTURE FILM & TV ...



Eddie Lee/Hypebae



BEAUTY

Jul 29, 2019

By Robyn Mowatt

2,427

'BLACK GIRL CHURCH' DOCUMENTARY CREATORS DISCUSS BLACKNESS, BEAUTY SUPPLY STORES & INSPIRATIONS BEHIND FILM

Audrey Williams and Marissa Pina share their innermost thoughts on the project.



Le magazine du Monde

Spécial Beauté. La révolution afro



Le magazine du Monde



SPÉCIAL
BEAUTÉ
LA RÉVOLUTION
AFRO



All about going natural

prose

“Made for people,
not hair types.”

- Custom made hair
products

- Client as an individual as
the center of the product
creation process

- B Corp Verified



Prose by the numbers

70%

Of our customers color their hair

74%

Of our customers want shinier hair

36%

Of our customers select signature fragrance

68%

Of our customers work out indoors

600K+

Unique customer profiles

91%

Of our customers are seeking less stress

50%

Of our customers want more volume

18,000

Different customer ZIP codes

30k+

5-star product reviews



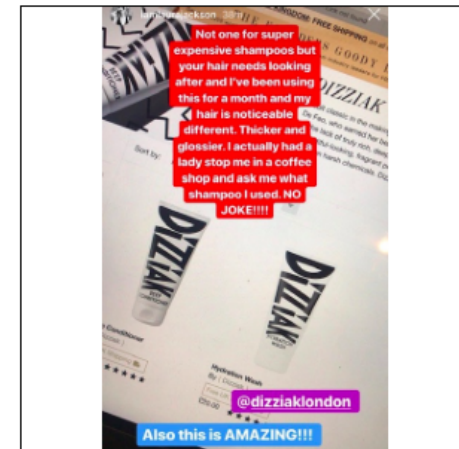
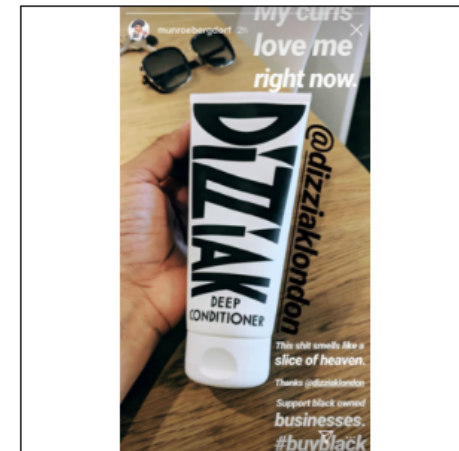
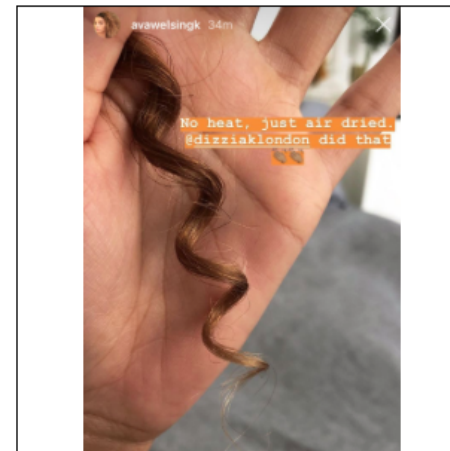
Treasure Tress

Hair subscription box service



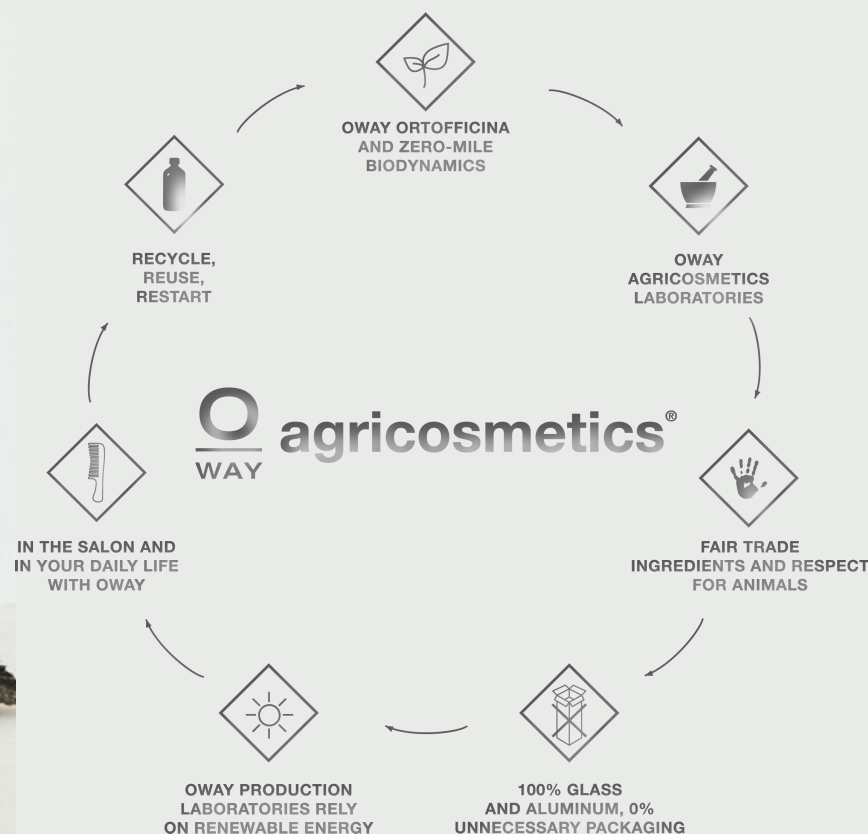


A multiculturally-
minded haircare brand
for the 21st century





O WAY



Opportunities

Develop digital brands to serve hair purposes and have an online to offline experience.

Investing in tech to innovate in terms of hair treatments etc



Beauty media to focus more on hair rather than make up.

Creation of new “hair”spaces, with new ways of treating and styling hair.

Developing new values, which can be transmitted through digital media, influencers and social media outlets.

Giving space to the real experts, letting them have a respected voice.



late night woman's hour
hair- *bbc*

HYPEBAE

Beauty - *Hypebae*



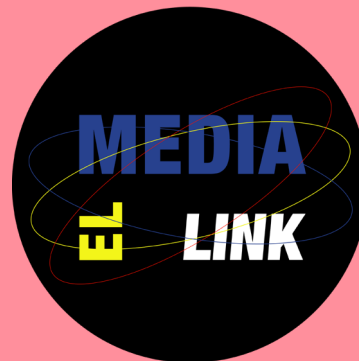
legendary celebrity hairstylist
Frederic Fekkai- *breaking beauty*

Cosmetics Business reveals the 5 biggest trends
in hair care - *Cosmetics Business*

We had our hair braided with Emma Dabiri to
talk about her new book 'Don't Touch My Hair' -
Gal-dem

Watchings/ Listenings/ Readings

This report was created by



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