

# DETAILS

## IL collection

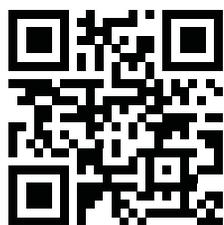
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**Details are pure alchemy  
in the Helen Seward world.  
They transform the ordinary into art.**

They are the secret language of style,  
whispers of creativity that talk to anyone who  
knows how to listen.  
A detail is never just aesthetics;  
it is a story, an identity and a revolution.

It is the point in which texture and concept merge,  
where the visible meets the invisible.



Discover more on  
[www.helenseward.it](http://www.helenseward.it)

*Helen Seward*  
MILANO





# DETAILS COLLECTION

## Hair color trend 2025 - Helen Seward Milano

Following the latest trends is simple thanks to the infinite creative possibilities offered by the color world of Helen Seward and the new DETAILS COLLECTION is a succession of exclusive fashion proposals with a fashion soul.

### NEW SHADES: TO CREATE INFINITE TRENDY LOOKS



#### COLOR SYSTEM LUMIA: NEW VIBRANT AND INTENSE REDS

The LUMIA RED range is completed with new trendy shades: two reds with vibrant violet reflections and a new proposal characterised by warm and intense copper tones. Three new shades to create stylish effects and bold looks.

#### 5.57 - LIGHT RED VIOLET BROWN

#### 7.57 - RED VIOLET BLOND

Personalize with refined violet shades.

#### 7.54 - RED COPPER BLOND

Illuminates and lights up with bold red-copper shades.



#### HELEN SEWARD COLOR GLOSS: CUSTOMIZED, EXTRA-GLOSS TONES RESULT

COLOR GLOSS is the new demi-permanent Gloss Gel Color in 13 nuances with acid technology for toning services with an extra-gloss color result. It offers a delicate, customized technical service for with maximum respect for the hair fibre, without lightening the base.

#### 6.21 - DARK BEIGE ASH BLOND

Neutralizes warm reflections to obtain a color result with maximum naturalness.

#### 9.22 - VERY LIGHT INTENSE BEIGE BLOND

Creates sophisticated beige shades.

#### 10.071 - PLATINUM PEARL ASH BLOND

Create a bright blond with pearl reflections.

