



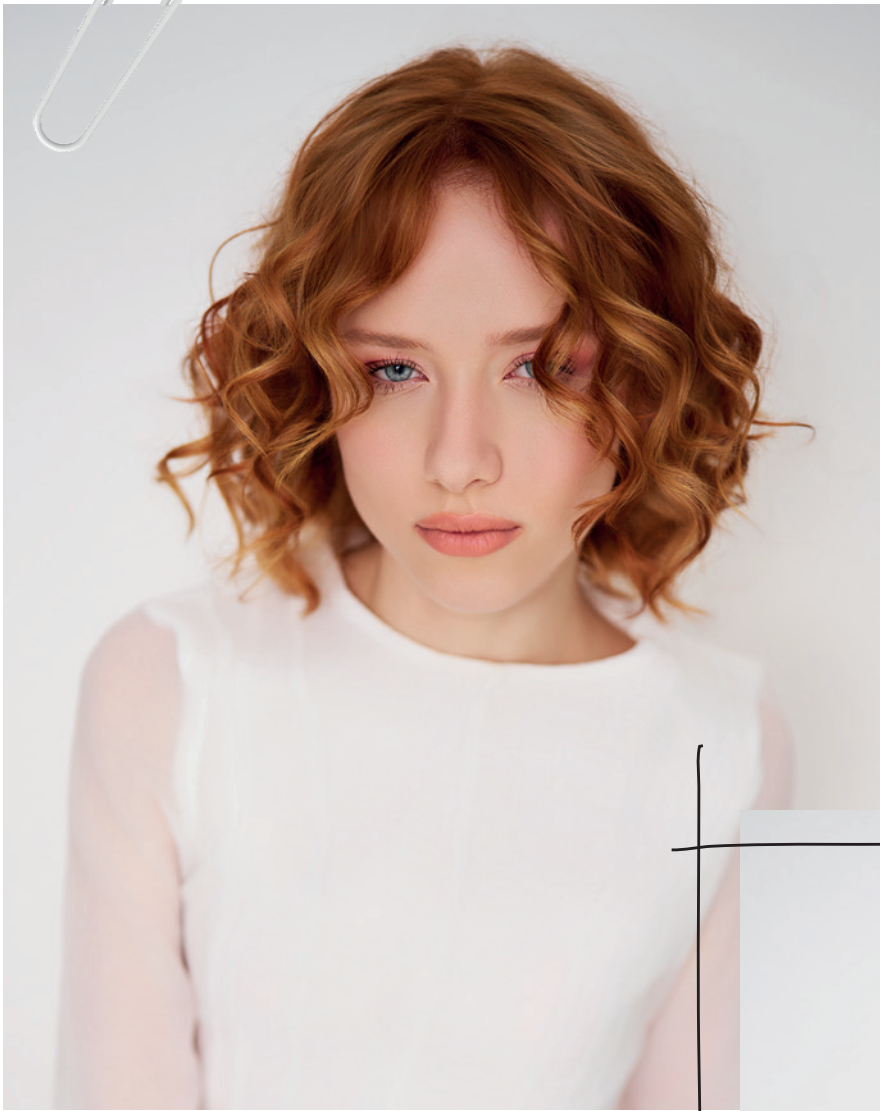
Memo

COLLECTION

In Helen Seward's world, every page is a captured moment. Lines, ideas, insights: they intertwine like precious weaves and become style even before they take shape.

A diary is never just paper, but a secret space where thoughts become visions. This is where details are born, whispers of creativity that anticipate the future, traces that tell us who we are and who we are becoming.

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Helen Seward
MILANO

MEMO COLLECTION

Hair color trend 2026 - 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 MEMO COLLECTION is a succession of exclusive fashion proposals with a fashion soul.

NEW SHADES: TO CREATE INFINITE TRENDY LOOKS



COLOR SYSTEM LUMIA IRIS BEIGE

The LUMIA BEIGE series is enriched with two new nuances: two beige shades featuring balanced reflections between beige and violet, for a refined, on-trend effect. When mixed with the Cool Naturals and Intense Naturals series, they provide maximum coverage and soft natural iris tones. Ideal for toning lightened hair with warm undertones and achieving a natural final reflection.

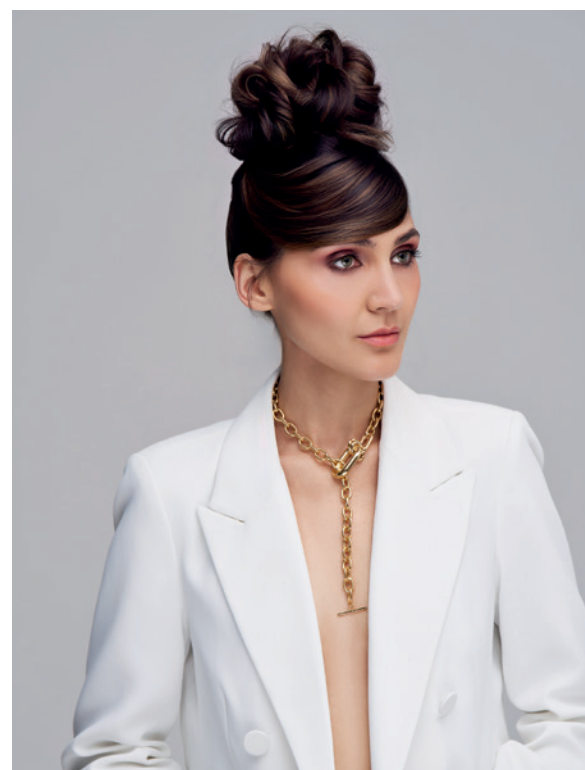
COOL NATURALS

With the new Ultralight Blond nuance, the NATURALS series with a cool base is now complete. When mixed with the Beige and Sand Fantasy nuances, it ensures maximum respect of cool reflections.

8.227 - LIGHT BEIGE IRIS BLOND

10.227 - PLATINUM BEIGE IRIS BLOND

10.00 - ULTRA LIGHT BLOND



HELEN SEWARD COLOR GLOSS

The Gloss Gel Color with Acid Technology is enriched with three new nuances: golden and golden-copper shades to enhance lightened hair with soft warm reflections, and a new "sand" blonde for toning and creating refined cool-golden blondes.

8.34 - CAMEL - LIGHT
GOLDEN COPPER BLOND



9.3 - VANILLA - VERY LIGHT
GOLDEN BLOND



10.23 - BUTTER - PLATINUM
BEIGE GOLDEN BLOND



HELEN SEWARD PRESENTS MEMO COLLECTION 2026

FRANCIACORTA IN STYLE: A Journey Through Hair Trends, Creativity, and Italian Beauty

In the heart of Franciacorta, a land that symbolizes excellence, beauty, and Italian passion, Helen Seward brought to life an extraordinary event: **FRANCIACORTA IN STYLE**.



A true Seminar Live Show, designed to exclusively unveil the new MEMO COLLECTION and showcase cutting and colouring techniques through live performances, creative inspiration, and high-level technical demonstrations. Framing this exclusive moment was the magnificent Villa Fenaroli Palace Hotel, a historic residence immersed in the elegance and charm of the Brescia area—an exceptional venue



and the perfect stage to celebrate style, innovation, and trend. Over 300 guests in the audience and representatives from 24 countries witnessed the new Helen Seward collection come to life on stage, in a show that seamlessly combined fashion, technique, and creativity. The choice of Franciacorta was intentional: like every Helen Seward product, this territory represents the perfect balance between tradition and innovation. Its unspoiled nature, outstanding food and wine culture, and constant pursuit of quality fully reflect the brand's philosophy, which combines top-quality ingredients and advanced techniques to deliver extraordinary results—an authentic expression of Made in Italy excellence.



The star of the event was the new Memo Collection, presented by the Helen Seward Creative Team through contemporary looks, refined colour solutions, and high-impact styling. A collection designed to provide professionals with all the tools needed to interpret and anticipate fashion trends. Great enthusiasm also surrounded the new product launches, Color Gloss and Lumia, warmly welcomed by participants for their performance, versatility, and creative potential. The evening was further enhanced by the presence of host Giuditta Arecco, a well-known voice from Radio Italia, who elegantly and professionally guided the audience through the most significant moments of the show, making the atmosphere even more engaging and dynamic. **FRANCIACORTA IN STYLE** confirmed itself as a high-profile event: an immersive experience, a moment of international sharing, and a true celebration of Italian beauty. A great success for Helen Seward's Memo Collection. An unforgettable evening.