

A photograph of three women walking on a Parisian street. The woman on the left has long, wavy brown hair and is wearing a grey blazer and sunglasses. The woman in the middle has long, wavy blonde hair and is wearing a white shirt, a brown blazer, and sunglasses. The woman on the right has long, straight brown hair and is wearing a white blouse with a lace-up back and dark blue trousers. They are all smiling and looking at each other. In the background, there is a Parisian street with a cyclist, a car, and a building with many windows.

FALL-WINTER 26.27
PARISIAN
HERITAGE

The 'Parisian girl' look is about more than just style—it's a vibe.



And Paris itself isn't just a fashion capital.
It's a **sense of style** that transcends the ages.
From the sixties to the eighties, generations of women defined what it meant to have **that Parisian look**.
Now, the new generation is reinventing the rulebook and influencing fashion around the globe.



Color as a form of self-expression

These style rules aren't trends, and nor are they left to chance.

They stem directly from France's icons: unspoken rules that are passed on, reinvented and refreshed through cutting-edge techniques.

Four styles

that express attitude and aura through the language of color.

Effortless
understated/natural

Natural chic
radiant/rich

Sensual
texture/volume

Couture
precision/seamless

The Parisian woman doesn't 'do' color...
She does style.



70's ICON



Jane Birkin

Color that looks lived-in (natural oxidation, passing time):
as if it's had no help at all.

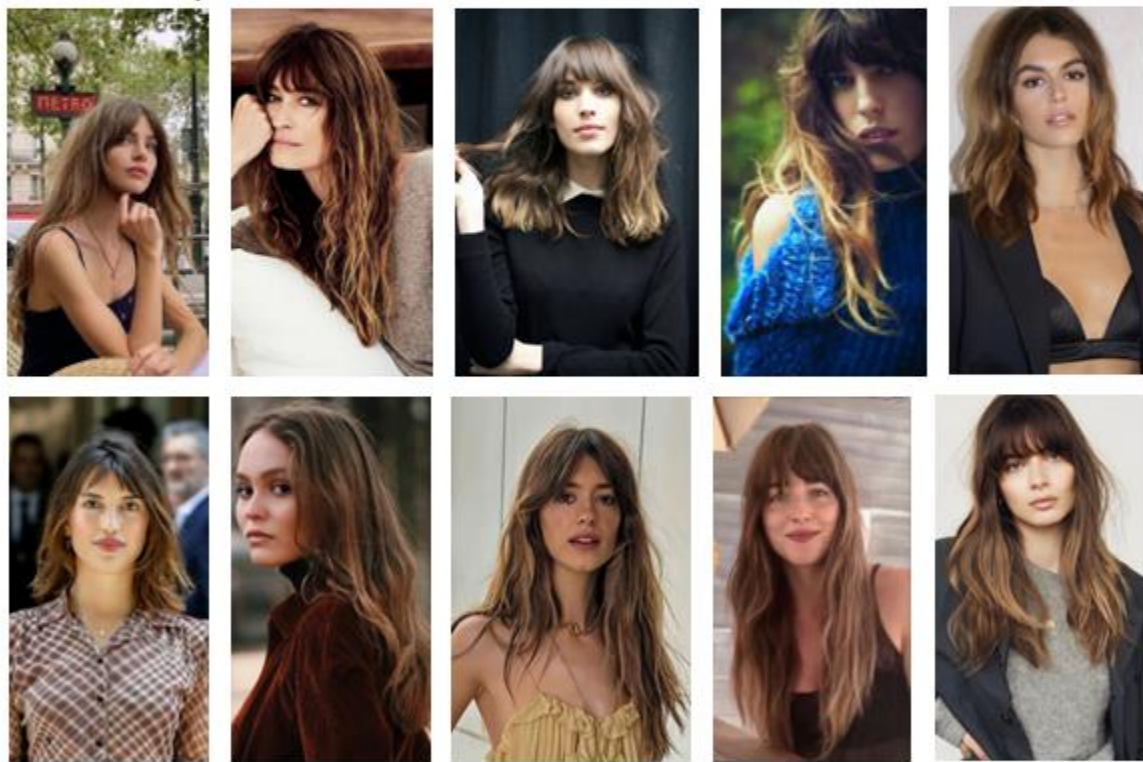
Effortless Parisian

More than just color: the illusion of natural beauty.

#painting

Fresh twist

The Birkin vibe has transcended borders, becoming a global embodiment of natural style and freedom rather than just a French vibe.



Modern-day
muses

Marala Fontana
Caroline de Maigret
Alexa Chung
Lou Doillon
Kaia Gerber
Jeanne Damas
Lily-Rose Depp
Daisy Edgar-Jones
Dakota Johnson
Alyssa Miller

Color that feels ever-changing - More luminous
More subtle placement - Greater sense of control

before-after

Effortless Parisian



Nathana

Natural base: 6
Regrowth: 1 cm

Mid-lengths:
coppery 7/74

Lengths and ends:
8/34

step by step

STEP 1: coloring

■ Regrowth

Apply **Mixture 1** to all new growth.

Mixture 1: Kydra Botanique

30 g 6/72

+ 30 g 7/71

+ 1 ampoule of Soothing Elixir*

+ 60 ml of 5 Vol. Activator

■ Mid-lengths

Apply **Mixture 2** to all mid-lengths.

Mixture 2: Kydra Botanique

30 g of 8/72

+ 10 g 7/71

+ 7.5 ml of Plumping Elixir*

+ 40 ml of 5 Vol. Activator

➔ 20 minutes processing time.

Rinse and shampoo using a Kydra post-lightening shampoo.

Kydra
le salon

Kydra
le salon



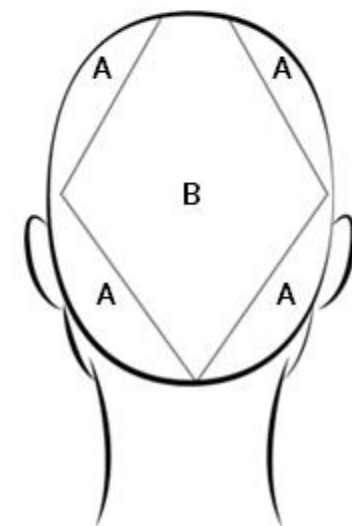
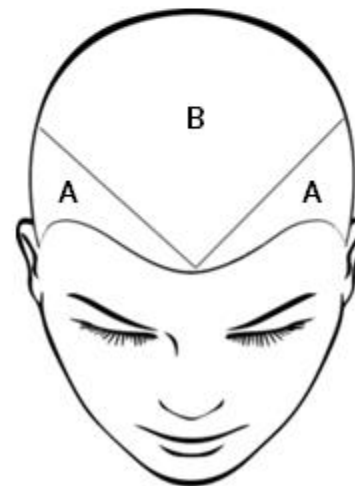
STEP 2: sectioning
ON DRY HAIR

ZONE B

Create a diamond-shaped section. Starting at the front hairline, extend the sectioning line to the midpoint of each ear, then connect it to the center of the nape of the neck.

ZONE A

All remaining hair outside Zone B.



STEP 3: lightening

ZONE A

- Divide each subsection into two sections.
- Backcomb roots to **30%**.
- Perform **hand balayage** on the mid-lengths and ends.
- Then apply **Mixture 3** using the protected method.

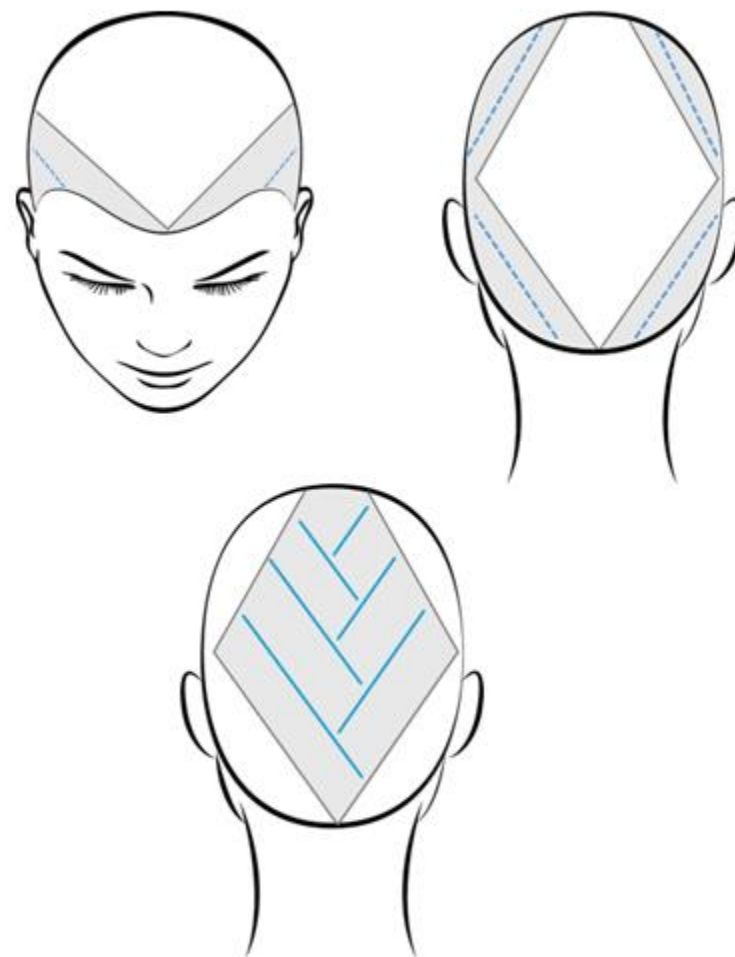
ZONE B

- Create alternating diagonal sections **3 to 5 cm** thick.
- Backcomb roots to **50%**.
- Perform **hand balayage** on the mid-lengths and ends.
- Then apply **Mixture 3** using the protected method.

Mixture 3: Kydra Blonde Beauty
40 g of 7-tone lightening paste
+ 1 ampoule of Reconstruction Elixir*
+ 60 ml of 20 Vol. Cream Developer



Lightening base
goal: ORANGEY-YELLOW



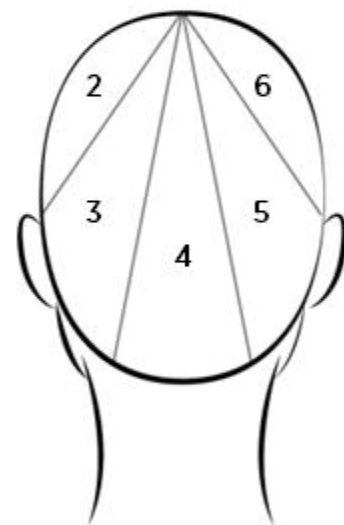
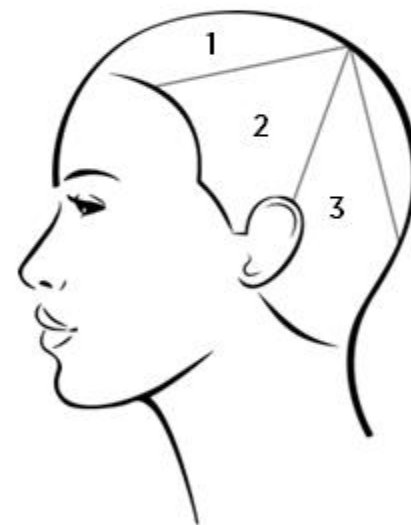
➡ Rinse out and wash using a Kydra Blonde Beauty post-lightening removal shampoo, followed by a suitable product from the Kydra le salon range.

*Select an Elixir to suit your customer's hair nutrition needs.

STEP 4: sectioning

ON DRY HAIR

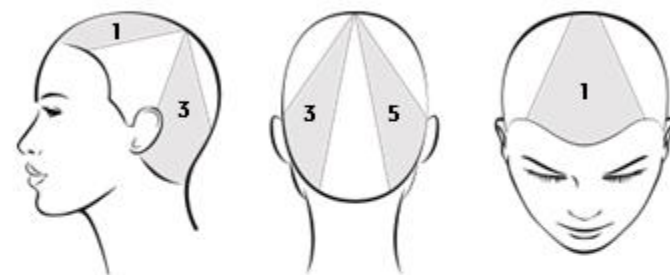
Create 6 to 8 triangular sections starting from the crown.



STEP 5: pastellization

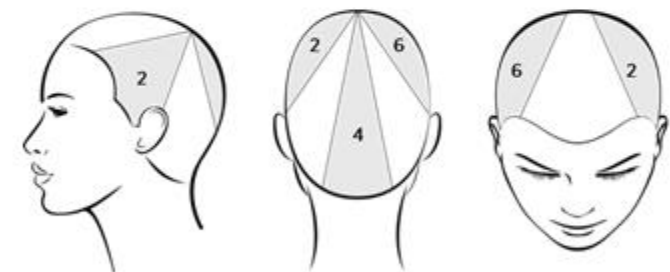
- Apply **Mixture 4** to triangles 1- 3-5.

Mixture 4: Kydra Botanique
20 g 9/7 + 20 g 10/36
+ 3/4 of Plumping Elixir*
+ 40 ml of 5 Vol. Activator



- Apply **Mixture 5** to triangles 2- 4-6.

Mixture 5: Kydra Botanique
30 g of 10/36 + 10 g 8/34
+ 1 dot of Primary Orange
+ 3/4 of Plumping Elixir*
+ 40 ml of 5 Vol. Activator



- ➡ 20 minutes processing time.

Rinse out and wash using a Kydra post-lightening shampoo, followed by the **strawberry blond toning mask** (leave on for **5 to 10 min.**).

*Select an Elixir to suit your customer's hair nutrition needs.



80's ICON



Inès de la Fressange

Quiet luxury at its best.
This isn't color that demands your attention. It's color that commands the room. Everything here is subtle, almost invisible... And yet it's a carefully constructed result.

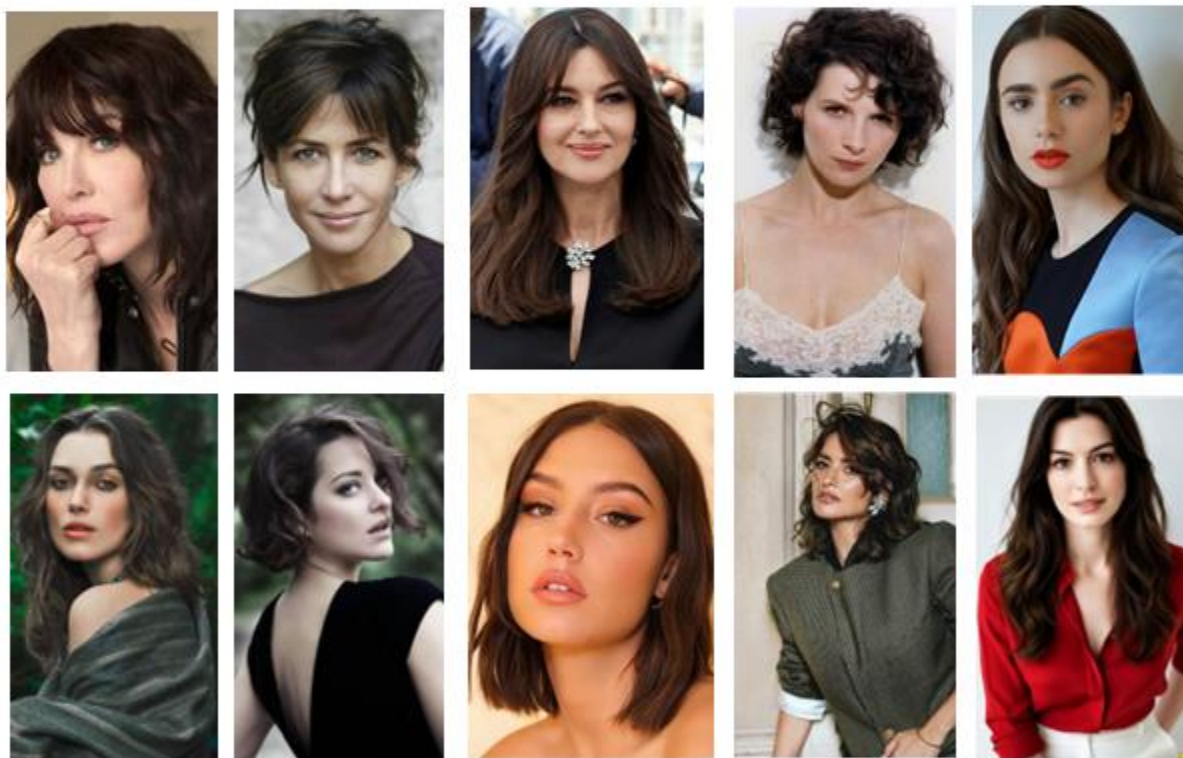
Natural Parisian chic

When depth creates a sense of light for naturally elegant style.

#glasshair

Fresh twist

The Inès look is all about quiet, understated luxury that straddles tightly-controlled depth and invisible light.



Modern-day muses

Isabelle Adjani
Sophie Marceau
Monica Bellucci
Juliette Binoche
Lilly Collins
Keira Knightley
Marion Cotillard
Adèle Exarchopoulos
Penélope Cruz
Anne Hathaway

Color you can't see... Color you can sense and feel through how it catches the light.

before-after

Natural Parisian chic



Louanne

Natural base: 6
Regrowth: 1 cm

Mid-lengths:
7/4

Lengths and ends:
old color 7/34
faded

step by step

STEP 1: pre-neutralization

Wash with the **purple shampoo** and leave on for 1 to 2 min. Next, apply the **purple mask** to mid-lengths and ends, and leave on for 10 min. Rinse and dry.

STEP 2: coloring regrowth/roots

Apply **Mixture 1** to the **first 3 to 5** centimeters of new growth across the head.

Mixture 1: Kydra Botanique

60 g 6/11 + 20 g 7/12

+ 1.5 of Élixir d'Alès

+ 80 ml of 5 Vol. Activator

Kydra
le salon

*Select an Elixir to suit your customer's hair nutrition needs.

Kydra
le salon

Step 3: sectioning

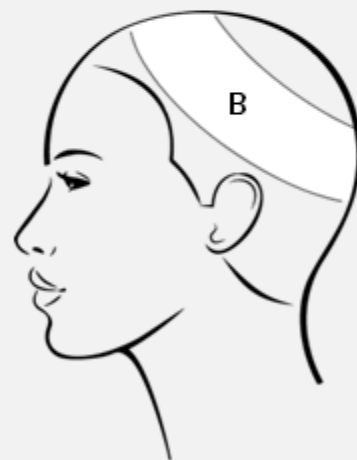
ZONE A

Make a circle (10 to 15 cm in diameter) on the crown of the head, including the upper and lower sections of the crown.



ZONE B

Carve out a curve approximately 5 to 7 cm below section A, starting from one balance point and sweeping over the occipital bone to end at the opposite balance point.



ZONE C

is the remaining area.



STEP 4: coloring mid-lengths and ends

- Apply **Mixture 1** to Zone C.



Mixture 1: Kydra Botanique
60 g 6/11 + 20 g 7/12
+ 1.5 of Élixir d'Alès
+ 80 ml of 5 Vol. Activator

- Apply **Mixture 2** to Zone B.



Mixture 2: Kydra Botanique
20 g 8/21 + 20 g 9/12
+ ¾ ampoule of Élixir Alès
+ 40 ml of 5 Vol. Activator



step by step

- Apply **Mixture 2** and **3** to Zone A.



MID-LENGTHS OVER 10 CM

Mixture 3: Kydra Botanique
20 g 7/12
+ ¼ of Élixir d'Alès
+ 20 ml of 5 Vol.

LENGTHS AND ENDS

Mixture 2: Kydra Botanique
20 g 8/21 + 20 g 9/12
+ ¾ ampoule of Élixir Alès
+ 40 ml of 5 Vol. Activator

➡ 20 minutes processing time.
Rinse out and wash using a Kydra post-lightening shampoo, followed by the **purple mask** (monitor progress).

*Select an Elixir to suit your customer's hair nutrition needs.

60's ICON



Brigitte Bardot

Shades of blond naturally sliced through with light for sun-kissed texture: modern balayage with a sense of contrast.

Sensual Parisian

Where color becomes texture. Something alive. Something desirable.

#sunkiss

Fresh twist

The Bardot spirit is an evergreen source of inspiration that has defined the rules of modern balayage around the world.



Modern-day muses

Camille Rowe
Matilda Djerf
Sienna Miller
Maggie Rawlins
Abbey Lee kershaw
Romee Strijd
Doutzen Kroes
Gisele Bundchen
Gigi Hadid
Cara Delivigne

Color that veers away from flat and even.
Color bursting with natural sensuality, contrast and light.



Kydra
le salon

Sensual Parisian

before-after



Kydra
le salon



Vivianne

Natural base: 8
Regrowth: 5 cm

Lengths and ends:
old balayage

Kydra
le salon

STEP 1: sectioning

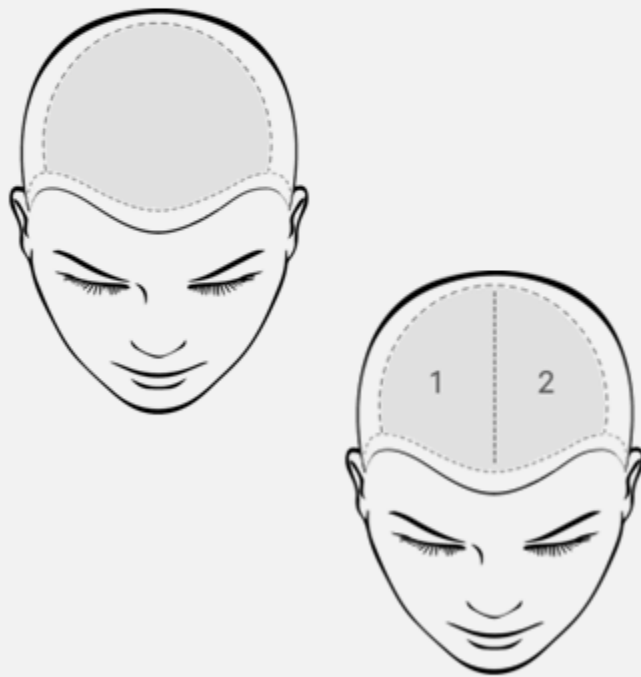
1

Section off the **first 2 to 3 cm of the front hairline.**



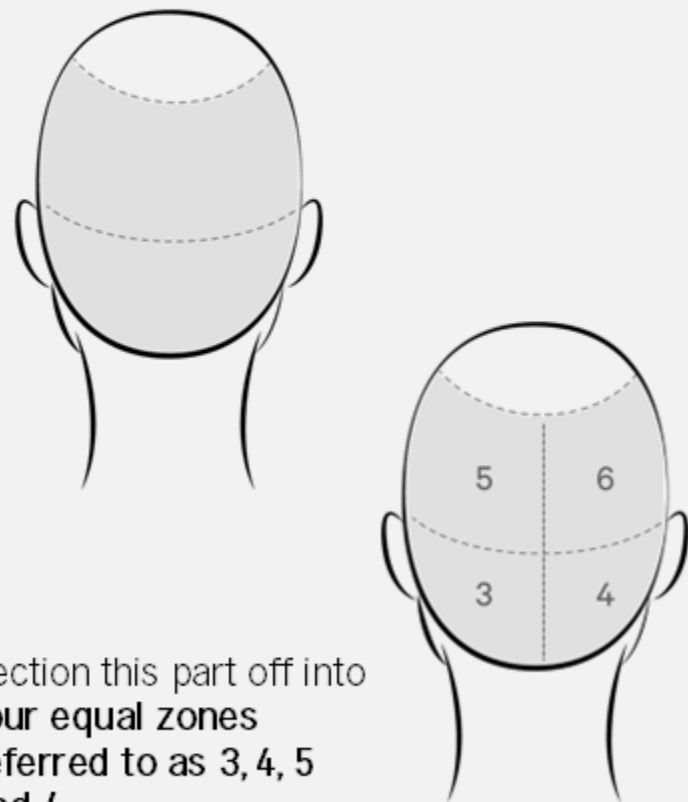
2

Trace out a curve connecting the two temples, sweeping under the crown, then divide this section into **two equal parts.**



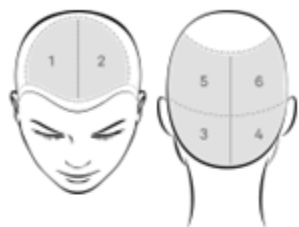
3

Trace out a second curved section from the top of one ear to the other, sweeping over the occipital bone.

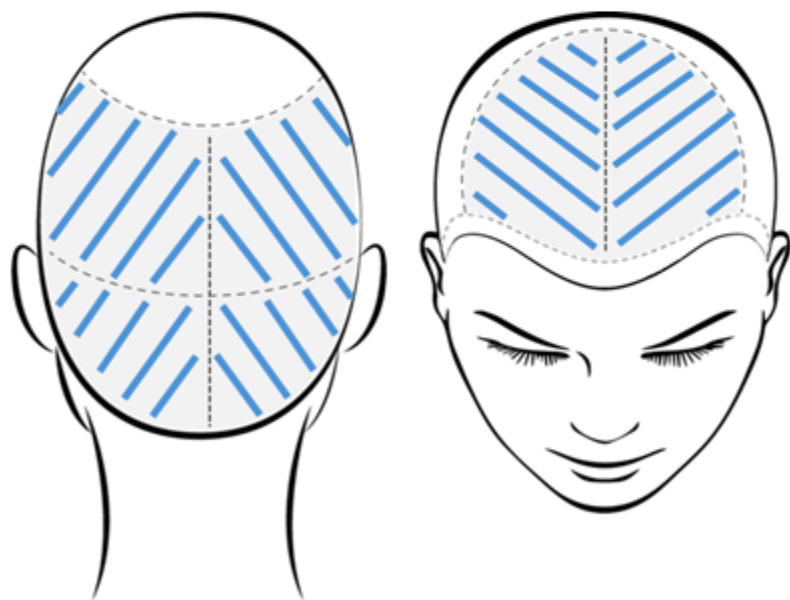


Section this part off into **four equal zones** referred to as **3, 4, 5 and 6.**

ZONES 1, 2, 3, 4, 5 and 6



- Create diagonal sections 2 cm thick.
- Lift out a slice of hair using the **Kydra balayage brush**.
- Apply **Mixture 1** using the **wrapped method**.



STEP 2: lightening

FOREHEAD SECTION

- Create diagonal sections 0.5 to 1 cm thick.
- Lift out a slice of hair using the **Kydra balayage brush**.
- Apply **Mixture 1** using the **wrapped method**.
- Do not leave any space between the sections.



Mixture 1: Kydra Blonde Beauty
40 g of 7-tone lightening paste
+ 1/2 ampoule of Reconstruction
Elixir*



*Select an Elixir to suit your customer's hair nutrition needs.



Kydra
le salon

step by step

STEP 3: coloring the mid-lengths

Apply **Mixture 2** to the **first 10 centimeters of mid-lengths** on the remaining slices, taking care to blend up towards the roots for a natural, lived-in finish.

Mixture 2: Kydra Botanique

15 g of 6/32

+ 15 g of 9/32

+ 15 g of 9/00

+ ¾ ampoule of Reconstruction Elixir*

+ 45 ml of 5 Vol. Activator



Lightening base goal: PALE YELLOW

➡ Rinse out and wash using a Kydra Blonde Beauty post-lightening shampoo, followed by a suitable product from the Kydra le salon range.

*Select an Elixir to suit your customer's hair nutrition needs.

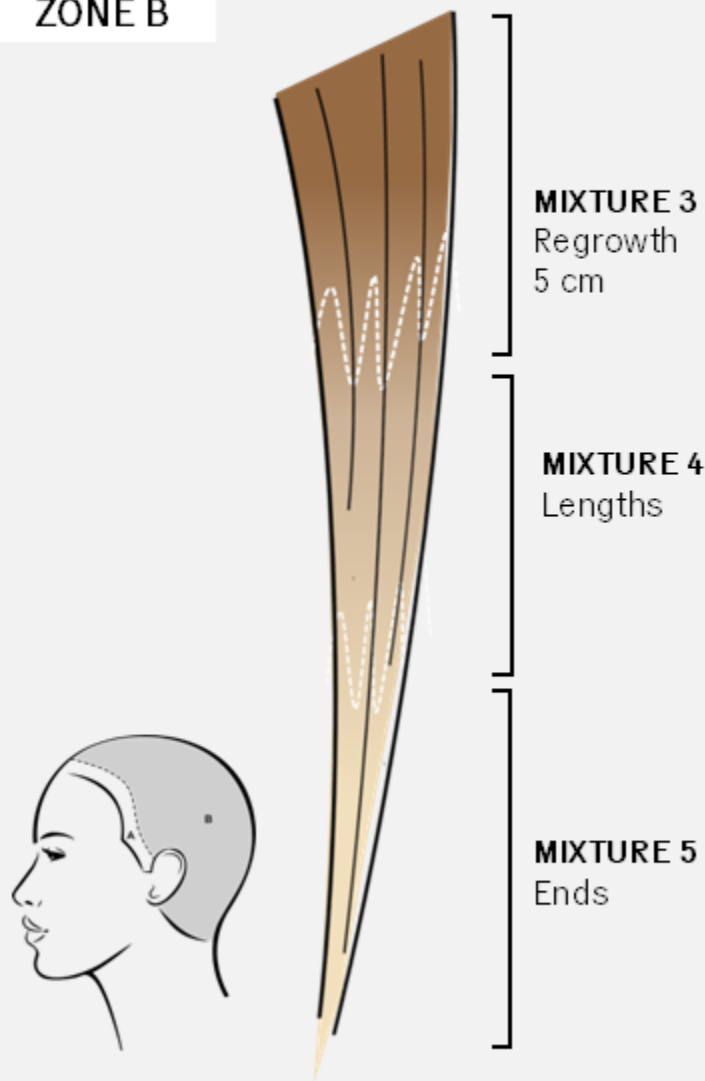
Kydra
le salon

STEP 4: toning

ON TOWEL-DRIED HAIR

step by step

ZONE B



■ REGROWTH

Mixture 3: Kydra Jelly Gloss
15 g of 8/7
+ 15 g of 8/73
+ 15 g of 9/7
+ $\frac{3}{4}$ of Soothing Elixir
+ 45 ml of 5 Vol. Activator

■ LENGTHS

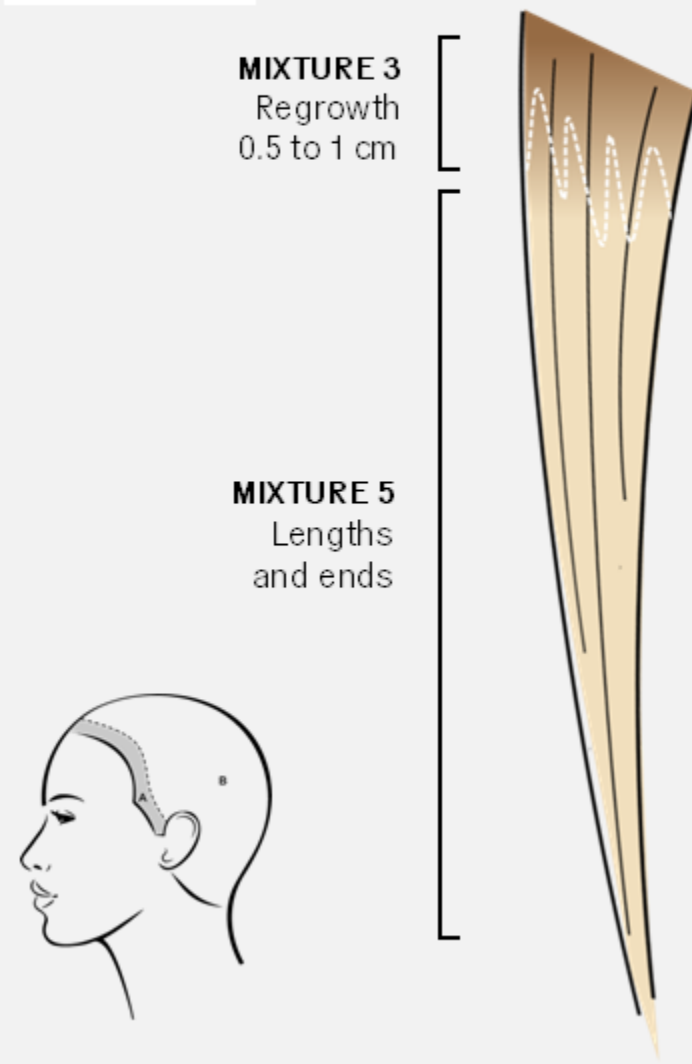
Mixture 4: Kydra Jelly Gloss
30 g of 10/3
+ 10 g of Clear
+ $\frac{3}{4}$ of Reconstruction Elixir*
+ 40 ml of 5 Vol. Activator

■ ENDS

Mixture 5
40 g of golden blond toning mask
+ 1 Reconstruction Elixir*

➡ Leave on and monitor for 20 minutes, rinse and wash lightly with a Kydra Shampoo, followed by the golden blond toning mask
(leave on for 5 min.)

ZONE A



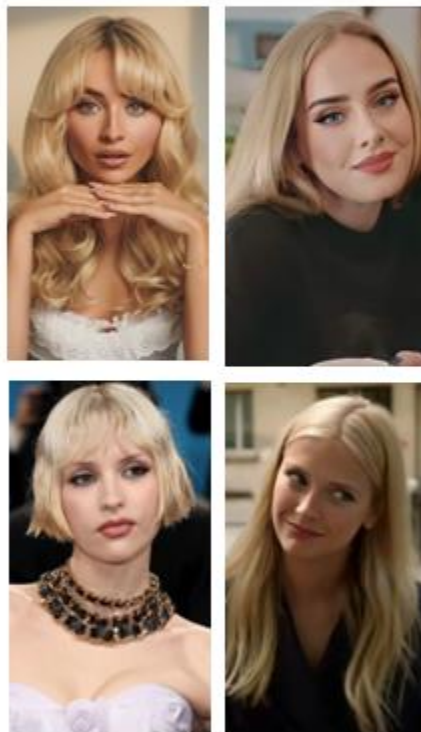
60's ICON



Catherine Deneuve

Ultra-precise, meticulous technique:
results that look seamless, in which
every detail is carefully controlled.

Fresh twist



Modern-day muses

Sabrina Carpenter
Adèle
Angèle
Camille Razat

Couture Parisian

Invisible precision: introducing a new approach to
#alltouch ^{LUXURY}

Fresh twist Kydra le soin campaign



Flawless control.
Seamless construction. That couture blond feel.

before-after

Couture Parisian



Inès

Natural base: 7
Regrowth: 7 cm

Lengths and ends:
Old balayage



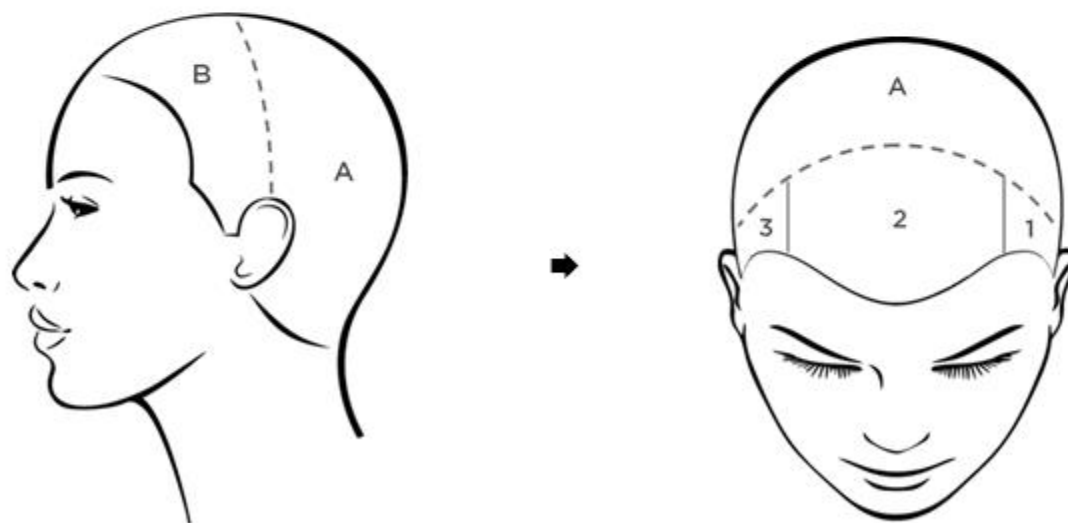
STEP 1: sectioning off Zones A & B

Trace a curve starting at the middle of one ear, extending over the crown of the head and the top of the vertex, and ending at the middle of the other ear.

ZONE A: rear section

ZONE B: front section

Next, trace two vertical curves in Zone B, each starting from the middle of the temporal region to the curve sectioning off Zone A and B.



STEP 2: lightening Zones A & B

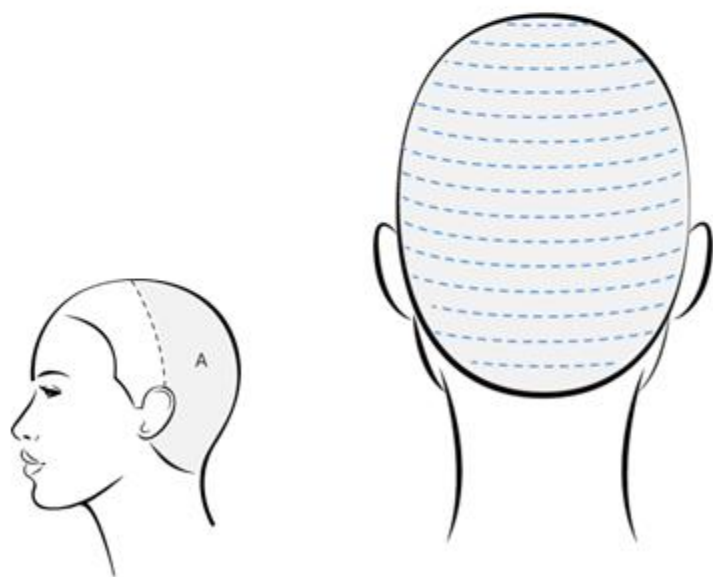
step by step

Mixture 1: Kydra Blonde Beauty

40 g of 7-tone lightening powder + 1/2 of Reconstruction Elixir* + 60 ml of 30 Vol. Developing Cream

ZONE A: create horizontal sections 1 cm thick. On each section, lift out a slice of hair using the **Kydra balayage brush**.

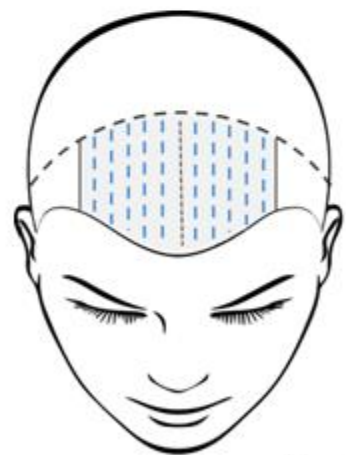
Apply **Mixture 1** using the wrapped method.



ZONE B: carve out diagonal slices of hair in sections 1 and 3, followed by horizontal separations on section 2 following the natural parting. Use the same lightening method as Zone A.



sections 1 and 3



section 2

STEP 3: lightening intermediate sections in Zones A & B



Mixture 1: Kydra Blonde Beauty
40 g of 7-tone lightening paste
+ 1/2 ampoule of Reconstruction Elixir*
+ 60 ml of 30 Vol. Cream Developer

ZONE A and B after every application in a zone, carry out free-hand balayage on the remaining strands with **Mixture 2** using the open-air technique.



➡ When a PALE YELLOW lightening base has been achieved, rinse out and wash using a Kydra Blonde Beauty post-lightening shampoo, followed by a suitable product from the Kydra le salon range.



step by step

STEP 4: toning

ON DAMP HAIR

Apply Mixture 3 to the first centimeter of **regrowth**

Mixture 3: Kydra Jelly Gloss

20 g of 7/12

+ 20 g of 9/7

+ 3/4 of Soothing Elixir*

+ 40 ml of 05 Vol. Activator

Apply Mixture 4 to **lengths and ends**

Mixture 4:

40 g of beige toning mask

+ 1 Reconstruction Elixir*

➡ Leave on and monitor for 20 minutes, rinse and wash lightly with a Kydra Shampoo, followed by the **beige blond toning mask** (leave on for 5 min.).



The Parisian woman
doesn't 'do' color...

Because color doesn't
make style.

It's all about how
you rock it!

Fabrice Parra

Lean into the campaign to boost visibility on socials.

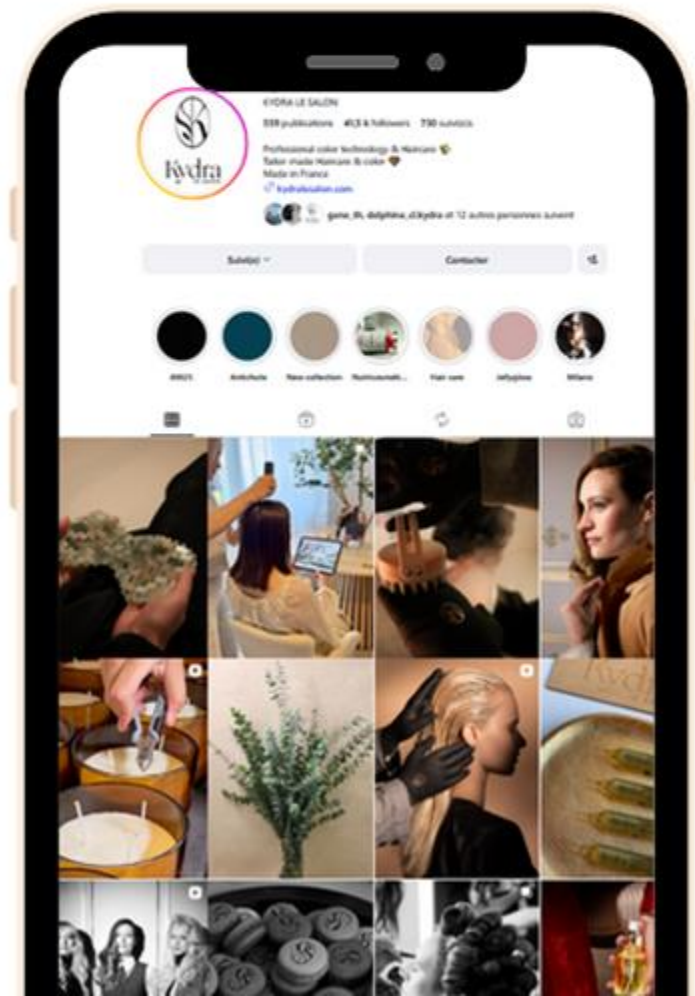
Socials

Use our campaign posts across your socials to ramp up impact!



- Repost our content
- Share your campaign-inspired concepts
- Spread the word and get your coloring noticed: pastellization

share





Kydra
le salon

