

LAETITIA GUENAOU  
PARIS

# CLOSE UP COLLECTION

Hair Color Fall/Winter 2013-2014

*Press kit*

# EDITORIAL

*As far as Laetitia is concerned, she becomes more curious.*

*She starts from nothing and she is eager to learn more, empowered by all sources of inspiration.*

Laetitia receives... feels... observes ... consumes... bouquets of colors, shadows, and shapes.

All forms and messages are a matter of interest to her.

She tries to control, visualize, and make it hers.

When time to select and organize has come, she scribbles, doodles, fills, draws and notes.

And, finally, the idea occurs, springing from her soul: her fresh new collection is standing here, looking at her, filled with unaccomplished intentions, possibilities, and smiles.

«Close-up» is an emotional, intimate story, an acoustic vibration and troubling passion, tamed by lines of silver, gold and rose.

Underlining shadows or hiding eyes, adding volumes and ornaments to the look,  
the new colors bring to life the missing dimension.

The hairstyle is wavy, curly, back brushed, mixing materials with challenging effects.

The movement is smooth or sharp but evolving with a never-ending passion.

The feeling lives in harmony with the spirit and mind.

The haircut can be symmetrical or asymmetrical.

Laetitia's creations are a continuous extension of the body, part of a lifestyle, giving a surreal vision of shapes and colors associated with time and space where the past sprinkled into the present, meets the future.

# ÉDITORIAL

*Plus Laetitia est concernée, plus elle est curieuse.*

*Elle part de rien et a soif d'apprendre, en renforçant toutes les sources d'inspiration qu'elle trouve.*

Laetitia reçoit... ressent... observe... assimile... consomme... des bouquets de couleurs, d'ombres, de silhouettes.

Quand le temps est venu de trier et d'organiser, elle gribouille, remplit, dessine et note.

Et, finalement, l'idée née, jaillissant de son âme : sa nouvelle collection est là, elle la regarde, remplie d'intentions non abouties, de possibilités et de sourires.

« Close-up » c'est une histoire émotionnelle et intime, une vibration acoustique et une passion trouble, teintée de reflets aciers, dorés, rosés.

Soulignant les ombres ou cachant le regard, ajoutant volumes et parures au style, les nouvelles couleurs donnent vie à l'allure.

La chevelure est lissée, bouclée, soufflée, coiffée, mélangée de matières aux effets stimulants.

Le mouvement est doux ou fort mais évolue avec une passion sans fin.

Le sentiment vit en harmonie avec l'esprit.

La coupe peut être asymétrique ou symétrique.

Les créations de Laetitia sont le prolongement continual du corps, une part du style de vie, donnant une vision irréelle de formes et de teintes associées à l'espace temps quand le passé saupoudré dans le présent révèle le futur.

# The «CLOSE UP» Collection

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# THE CLOSE UP COLLECTION

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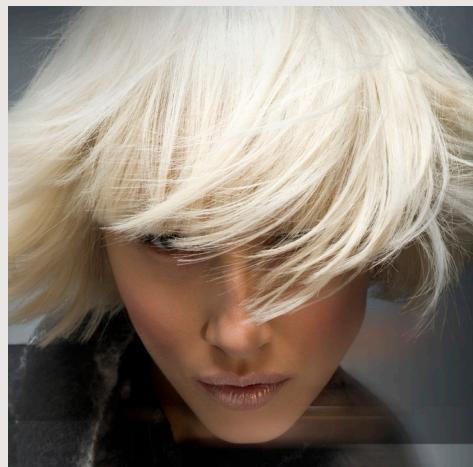
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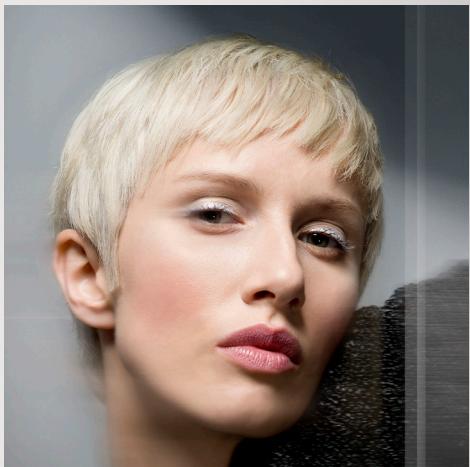
Graphic bob cut, structured on top of a heavy bang, underlining and affirming the metallic look.



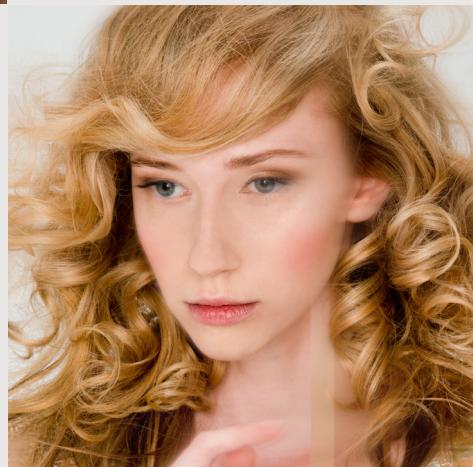
Airy and tussled, weight and lightness give this bob all its force.



A chic bohemian allure with wadded knotted effects or with rose, gentle nuances.



Small tight cut, hatched and rough bang, square bob additions on a full neck.



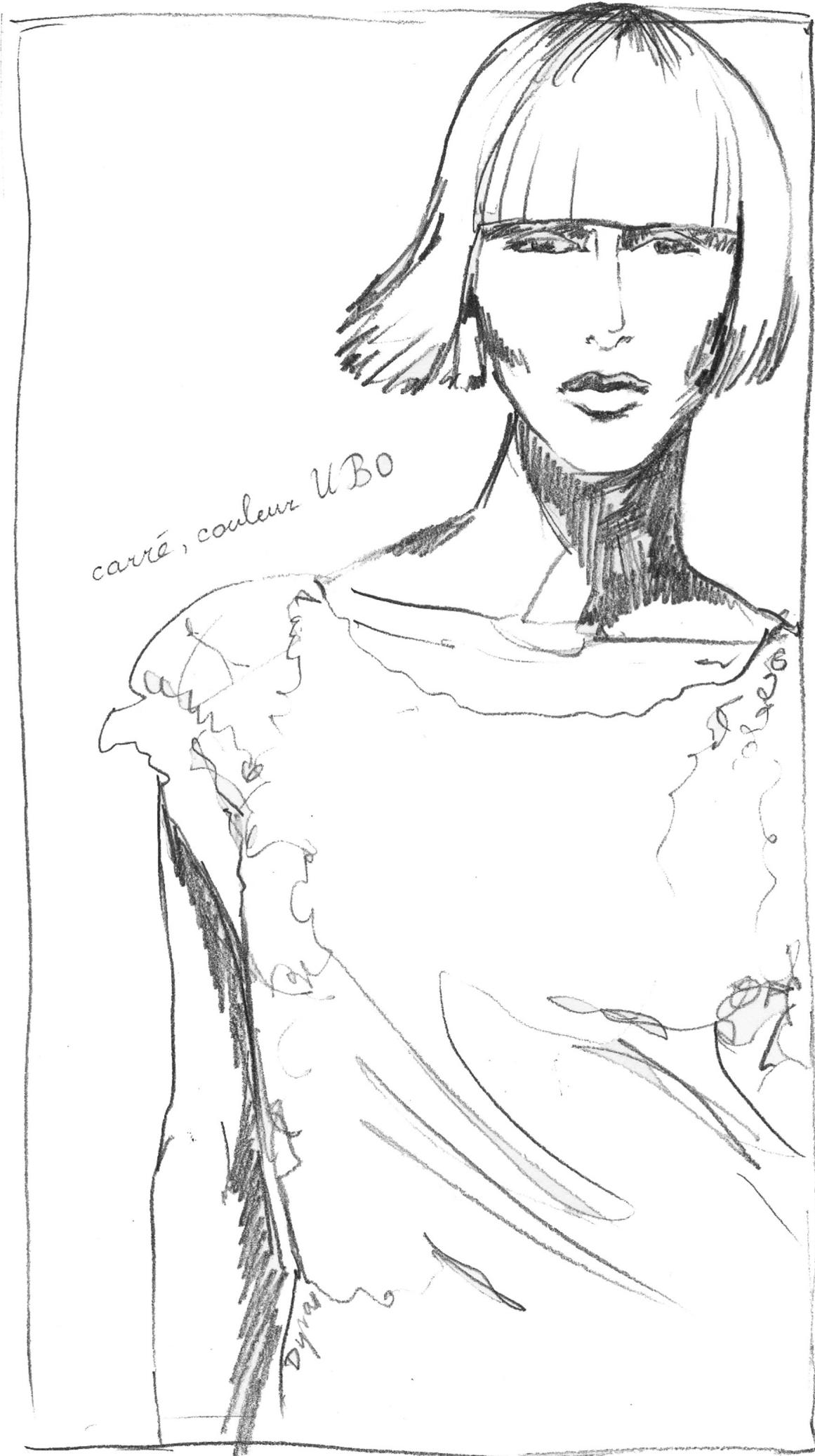
Attached on the side, undone curls with a mixture of sophisticated and natural styles.



Mixture of sleek texture and curls on tones or rose tinted, for a glamorous and elegant allure.



# THE CREATION PROCESS



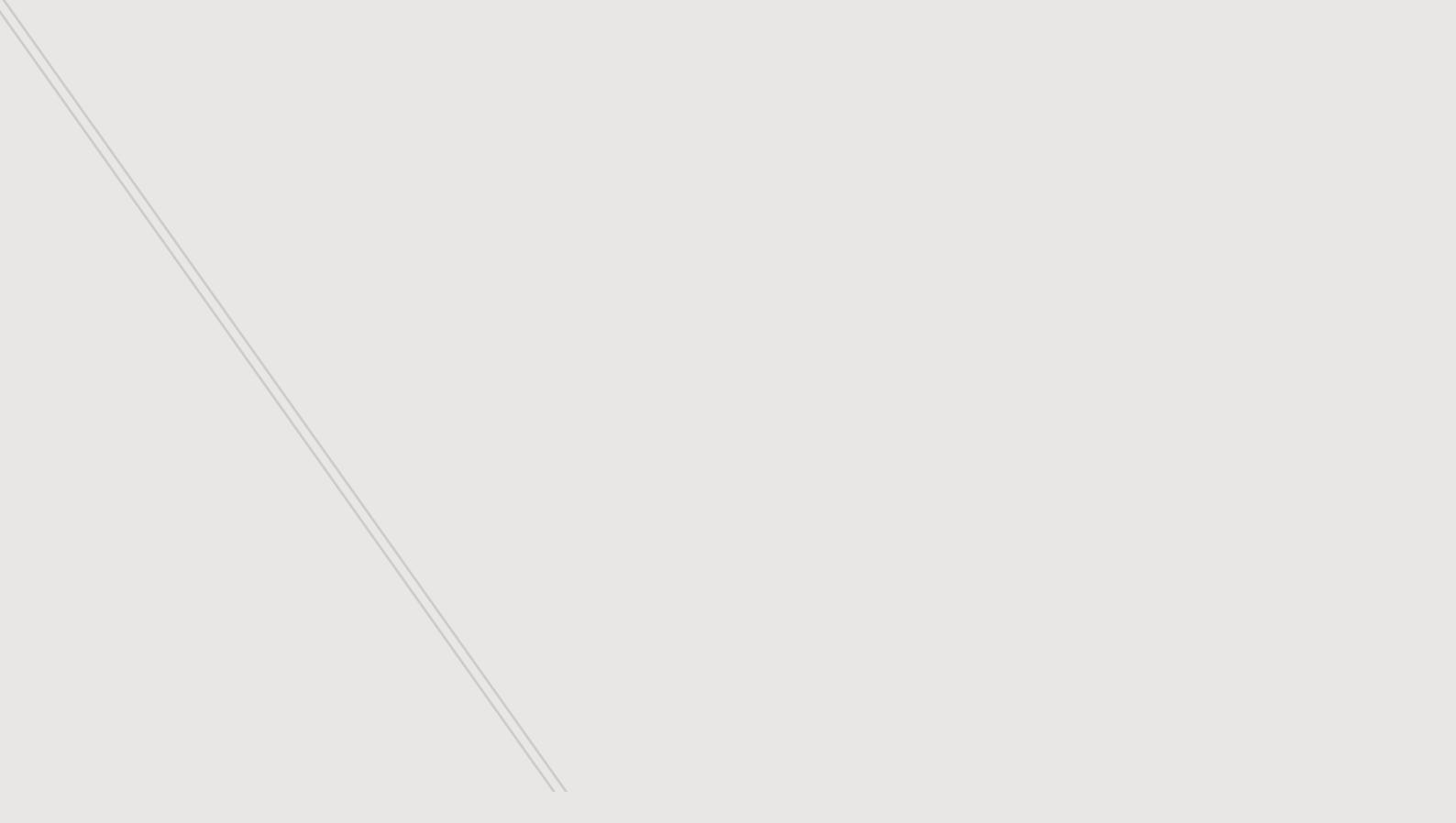






boucle aérienne

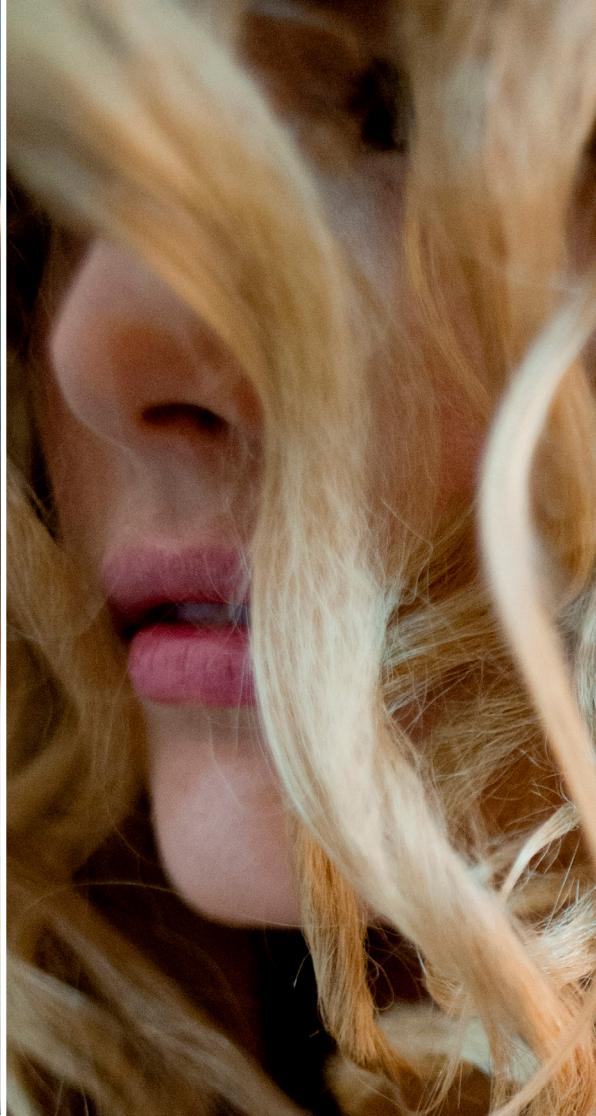
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# THE BACKSTAGE









# SECRET TOOLS





**THE  
END**



# LAETITIA GUENAOU

Coiffeur ambassadeur  
L'Oréal Professionnel  
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Coiffure Française



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## E learning

[www.hairinstitutLG.com](http://www.hairinstitutLG.com)

## Hair Institut Laetitia Guenaou

[www.HairInstitutLG.com](http://www.HairInstitutLG.com)

## SPECIAL THANKS

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## PRODUCTS

**L'Oréal Professionnel**

**Tecniart**

**Inoa**

**Infinitum**



HANDMADE IN JAPAN

Mizutani Scissors  
France

SINCE 1921



