



MY
LIFE
STYLE
WAY.

MY LIFE, MY STYLE, MY WAY.

STRUCTURE

STRUCTURE

what's new?

STRUCTURE has reinvented itself with a brand new look and feel. We headed to hipster-cool Shoreditch, East London for the inspired new campaign shoot. This really is style with attitude - anarchic texture, powerful shapes and full-on volume.



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what's next?

STRUCTURE never stays still. We're always on the look out for the next big thing. Keep track with our online community: Facebook for team gossip and the website for behind-the-scenes chat, how-to movies and our latest blogs. www.structurehair.co.uk



HOW? WHY? WHO?

Gianni Scumaci,
Vision Director
and Joseph
Suarez, Creative
Director, explain
the concept
behind the new
campaign

What's it all about?

GS: This campaign is to celebrate the individual, with real characters from different walks of life who are often outside of the box with both their thinking and creativity.

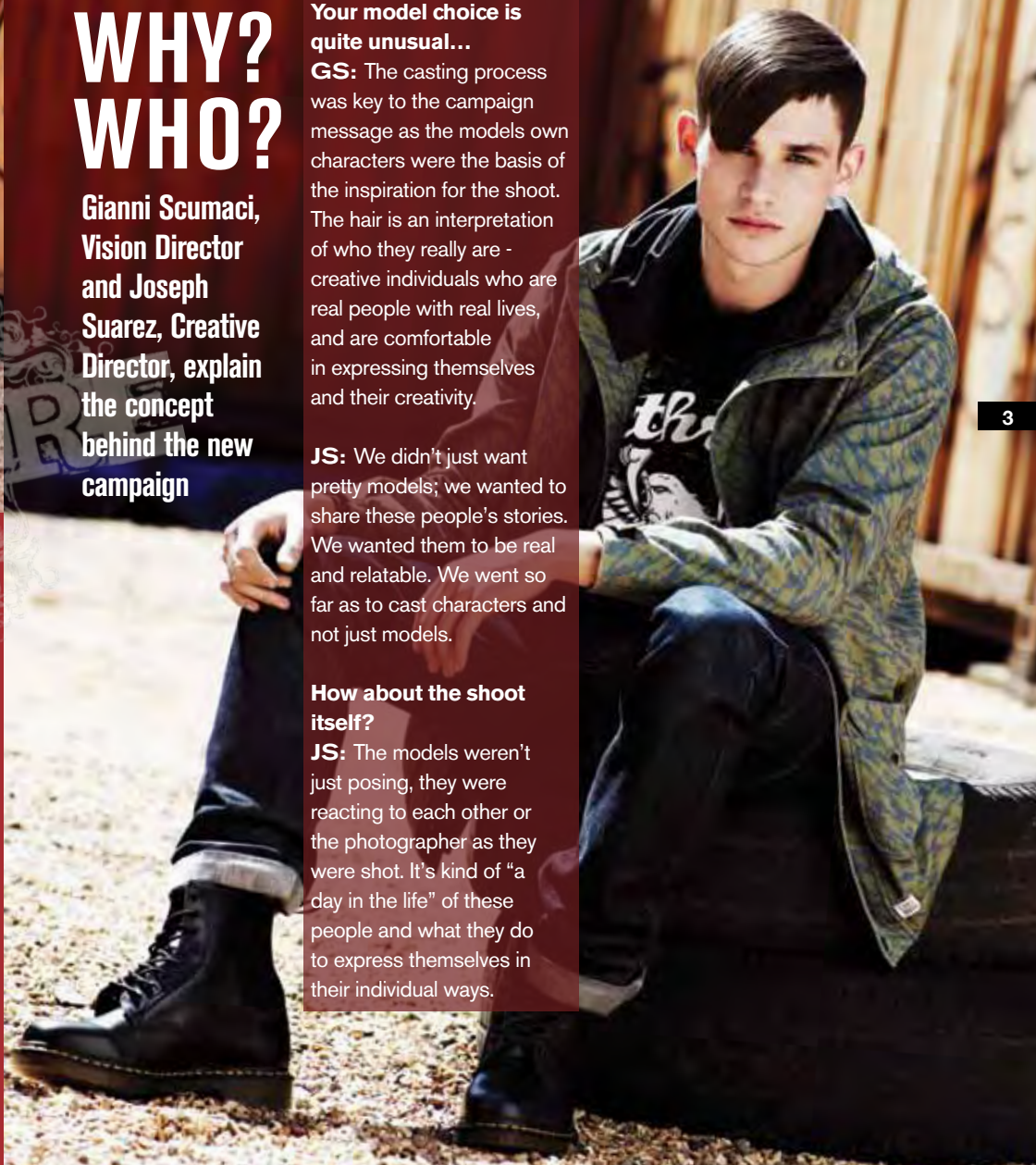
Your model choice is quite unusual...

GS: The casting process was key to the campaign message as the models own characters were the basis of the inspiration for the shoot. The hair is an interpretation of who they really are - creative individuals who are real people with real lives, and are comfortable in expressing themselves and their creativity.

JS: We didn't just want pretty models; we wanted to share these people's stories. We wanted them to be real and relatable. We went so far as to cast characters and not just models.

How about the shoot itself?

JS: The models weren't just posing, they were reacting to each other or the photographer as they were shot. It's kind of "a day in the life" of these people and what they do to express themselves in their individual ways.



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Edgy models, authentic fashion and hair that takes on a whole new dimension... Welcome to the new **STRUCTURE** campaign

Elina
Model, Student & Volunteer

Combine **DUST**, **ANIMATE** and **FORCE** for high-rise, high-impact looks.
HOT TIP: "New **ANIMATE** Bodifying Styling Crème delivers knock-out body without making hair feel greasy, sticky or stiff."



MICHAEL
MUSICIAN

TRANSFORM Spray Clay gives hold that's out of the ordinary.
HOT TIP: "Build it up. The hold factor intensifies with every spray, giving you maximum control."



We used **FOUNDATION**, **DEFINE** and **FINISH** for supple hold and megawatt shine.
HOT TIP: "Mix and match with **DEFINE** Shine Wax. It loosens the consistency of other products for a custom finish."



WHAT'S THE STORY? FIND OUT ABOUT OUR MODELS AT WWW.STRUCTUREHAIR.CO.UK



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This gritty, urban texture is constructed with BEACH and PASTE. HOT TIP: "PASTE Flexible Adhesive creates modern definition on short lengths. Great for street styles."



ADAPT Texture Paste delivers pliable hold for limitless creativity. HOT TIP: "Why commit to one style? ADAPT's flexible hold lets you rework your look whenever you choose."



GIMME THAT LOOK... HOW-TO VIDEOS AT WWW.STRUCTUREHAIR.CO.UK

BEACH Texturising Spray creates a carefree, lived-in look. HOT TIP: "Go windswept. Let the hair dry naturally or use a diffuser to nurture any movement in the hair."



GIMME
artist

CONFORM Hard Clay gives a matte, 'grunge' finish with versatile texture. HOT TIP: "Choose your texture. Start out with choppy definition and build up for sculpted shapes."



india
model

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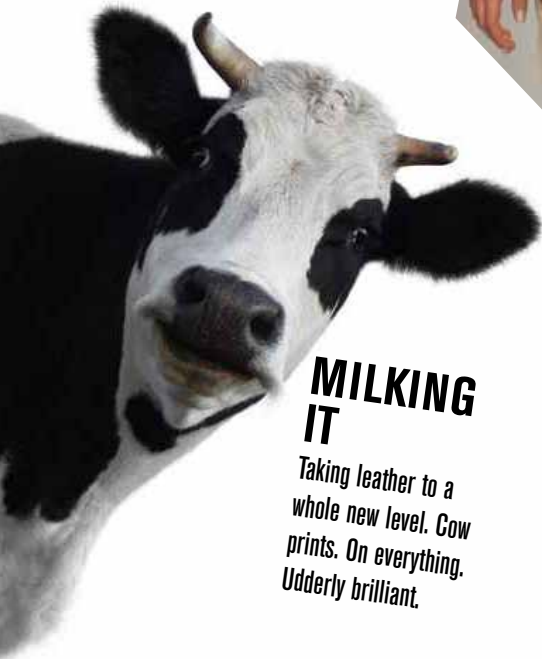
LUNCH BITES BACK

Soft shell crab in a bun. Grab one from Psychic Burger, East London.

THE STRUCTURE EDIT

Things we're obsessing over...

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MILKING IT

Taking leather to a whole new level. Cow prints. On everything. Udderly brilliant.



MARQUES ALMEIDA SS14



NEW!

HANGOVER HAIR

Think glossy with a messy edge - just make sure it has that 'morning after' feel. New STRUCTURE Animate gives you that all-important body and definition with a pop of shine.



PLASTIC FANTASTIC

Vinyl has made it out of the sex shops and on to the high streets. Wipe-clean & wonderful.



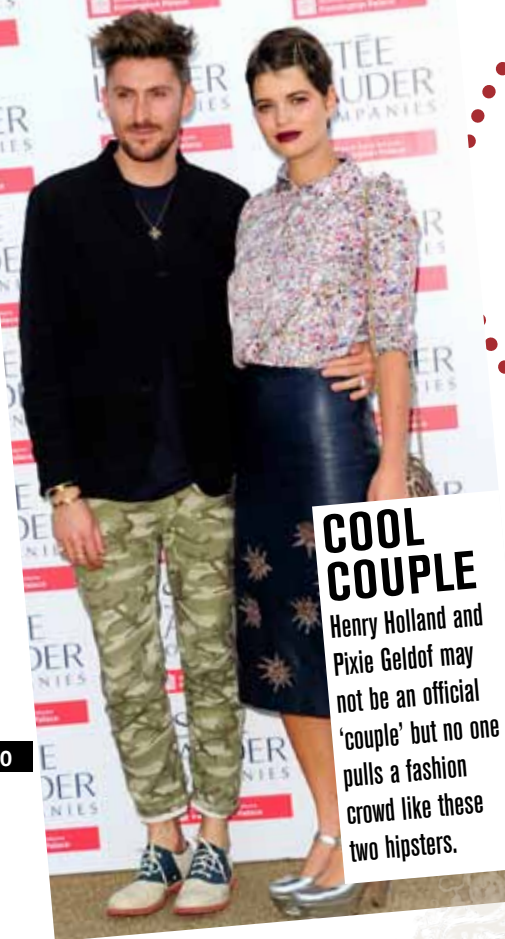
PLEASURE ISLAND

Puerto Rico! The island that has it all: festivals, criollo food and the best rum in the world.



GOODSPEED & VALENTINE, FOTOLIA, PR SHOTS, FAMOUS

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COOL COUPLE

Henry Holland and Pixie Geldof may not be an official 'couple' but no one pulls a fashion crowd like these two hipsters.

KILLER COCKTAIL

'Whatever Doesn't Kill You'. A lethal vodka cocktail topped off with an absinthe-coated scorpion. Try it at Hoxley & Porter, North London.



GOODSPEED & VALENTINE, FAMOUS, PR SHOTS

TOUCH OF CRAZY

Forget safe, forget subtle. We loved Ashish's street-style sequins, complete with zebra striped hair. High camp at its best.



LIMITED EDITION

STATEMENT COLOUR

A new concept for hair: STRUCTURE pigment pencils. Your hair is the canvas... get colouring! Limited edition, so grab them while you can.

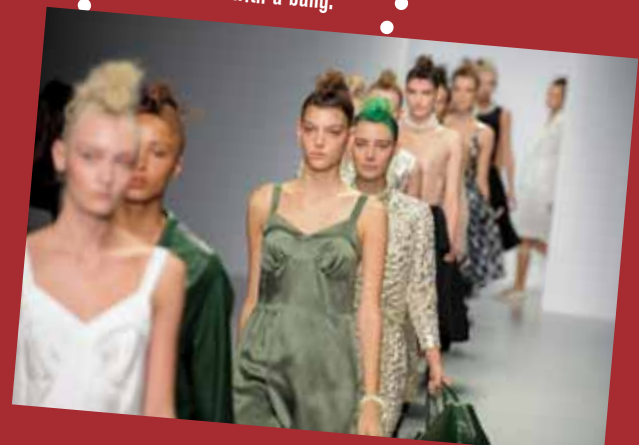


NEW!



CATWALK SOUNDTRACK

Atmosphere by Joy Division at Simone Rocha SS14. It brought the 80s back with a bang.



FINGER BLING

Loving finger cuffs. Part punk, part cyborg. Just don't lose your temper...





STRUCTURE

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www.structurehair.co.uk

