

# THE PRESENT TIME

## SALON MAGAZINE

LIVE IN A GOOD PLACE, KEEP YOUR MIND DEEP.  
TREAT OTHERS WELL. STAND BY YOUR WORD.  
MAKE FAIR RULES. DO THE RIGHT THING.  
WORK WHEN IT'S TIME.

TIME



SENT TIME



“DESIGN IS A PLAN FOR ARRANGING ELEMENTS  
IN SUCH A WAY AS BEST TO ACCOMPLISH  
A PARTICULAR PURPOSE.”



**We could never be everything to everyone, but we can be something very special to some.**

That's our ethos at Davines and the idea we strive to instill in our clients. In an era when the world seems fiercely competitive for likes and engagement, we dare you to take a moment for The Present Time. Break away from the algorithm and discover a look that is uniquely you.



DISCOVER  
MORE HERE



# THE PRESENT TIME

COLOUR GRADUATION TARNISHED OLIVE







### INTRO OF THE LOOK

Named Tarnished Olive for its ever-delicate green undertone, the colour starts light and cool at the hairline and darkens to deep, cold wood brunette as it travels back past the ears and arrives at the nape.

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## COLOUR GRADUATION TARNISHED OLIVE



The cut is classic and clean, its form functional with just the right amount of softness to feel attainable.  
Keen eyes will see the remnants of a previous blunt line.



STYLING

LOVE/ Hair Smoother  
Definition & Control

MORE INSIDE Shimmering Mist  
Reflect & Shine



AT HOME BEAUTY ROUTINE  
MINU/ range





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## A HOLIDAY IN REVERSE





## INTRO OF THE LOOK

Inspired by the lightness of the tips of your hair after going on holiday, A Holiday In Reverse switches the gradient. The colour starts with bright cool blonde roots — not bright enough to shock but to deserve a second look — and deepens to darker Champagne ends.

# THE PRESE



# THE PRESENT TIME

## A HOLIDAY IN REVERSE



The angles of the cut work together to elongate the neck and pronounce the cheekbones, what all good shapes should do.



## STYLING

MORE INSIDE Primer  
Body & movement

MORE INSIDE Dry Wax Finishing Spray  
Texture & Hold

MORE INSIDE Invisible Serum  
Seperation & Shine

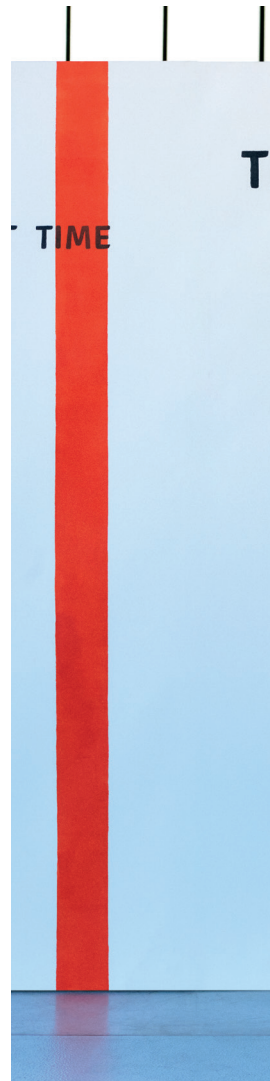


## AT HOME BEAUTY ROUTINE HEART OF GLASS range



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## OFFSET BLONDE





## THE PRESENT TIME



### INTRO OF THE LOOK

Balance suggests an even use of something throughout an object, while symmetry suggests mirrored proportions.

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## OFFSET BLONDE



"Offset" comes from the asymmetrical face framing of this cut, featuring intentionally uneven texture, contrasting warm blonde and rich brunette colour, and a part that starts in the center then strays to one side. Even without symmetry, there is balance.



STYLING

MOMO/ Hair Potion  
Weightless Movement

MORE INSIDE Primer  
Hold & Body

MORE INSIDE Dry Texturizer  
Organic Matt Texture



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AT HOME BEAUTY ROUTINE  
MINU/ range



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## COLOUR GRADUATION RED





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### INTRO OF THE LOOK

Deep, rich reds gradually intensify as they travel from the nape of the neck and arrive lighter and vibrant in the front.

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## COLOUR GRADUATION RED



We create a graphic shape with clean, sharp lines, then tousle the hair's natural texture to soften the look.



## STYLING

OI Oil  
Shine & Moisture

MORE INSIDE Curl Building Serum  
Long lasting shape

MORE INSIDE Shimmering Mist  
Shine & Reflect



## AT HOME BEAUTY ROUTINE

OI Shampoo  
OI Hair Butter





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## CELTIC COPPER







## INTRO OF THE LOOK

Hair is coloured in sections, with alternating light-to-dark and dark-to-light gradients that flow vertically in contrasting directions yet melt into one multidimensional colour.

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## CELTIC COPPER



TRUE COLOUR



x3 SHAMPOOS

The power of a great colour is that it will evolve, not fade, over time. As you wash your hair, the individual nuances will be revealed. After 12 shampoos, the tone remains as pure and rich as hair that has been coloured the same day, but the colour evolves to a beautiful dark peachy blonde.



## STYLING

MORE INSIDE Primer  
Long lasting waves

MORE INSIDE Invisible Serum  
Seperation, defintion



x6 SHAMPOOS



x9 SHAMPOOS



x12 SHAMPOOS

## AT HOME BEAUTY ROUTINE

MINU/ Shampoo  
MINU/ Conditioner



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## LIVING PALETTE







## INTRO OF THE LOOK

The living representation of a hair shade chart, Living Palette showcases the series of specialities within The Present Time.

Reminiscent of the abstract paintings of Piet Mondrian, the hair is a patchwork of red, blue, yellow, violet, and green. It's styled wet for reflective shine.



# THE PRESENT TIME

## LIVING PALETTE





**STYLING**

MORE INSIDE Oil Non Oil  
Editorial shine  
MORE INSIDE Shimmering Mist  
Glass Like Finish



**AT HOME BEAUTY ROUTINE**  
MINU/ Shampoo  
MINU/ Conditioner



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## SALON MAGAZINE







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Cod. A6045

