



AVEDA

details

2024 Autumn/Winter Trends





Take the trend, make it yours.

New style and color  
trends to inspire your  
next transformation.







**The Autumn/Winter 2024 Details hair color collection is a celebration of the subtleties of its models and the technical intricacies each artist contributed to create the final masterpiece.** Crafted with a meticulous eye for detail and exacting hands, each hair cut, color and style stands on its own; but together, they form a masterful blend of visual artistry and technical precision that can only come from careful consideration of the other. Details represents the reciprocal relationship among hair cut, color and style, how each element requires equal intention that extends beyond formulation, placement or technique to reveal more dimension and more intricacy.



The Details collection is a showcase of stunning aesthetics, but it's also a call to action that urges stylists to infuse this level of attention into every aspect of the guest experience, from the initial consultation to the final flourish.

It reminds you that small gestures can have big impacts and that magic can be found in the smallest of details.

See the inspiration  
behind the collection.



# Contributors

We asked our Artists “What are your three favorite Aveda styling products?”



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Hair Color  
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Executive Director,  
Global Technical Education  
and  
Global Artistic Director, Makeup  
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Tiffany Quick  
North America Texture Team  
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Pro Tip: —  
Use as a leave-in treatment



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Made just for:

*Samantha*



Color trend:

# Lacquered Crimson

Alluring and sophisticated, lacquered crimson is a rich cherry hue that commands attention. Picture the deep, luxe tones of ripe cherries at the peak of harvest, their glossy skins glistening in the sunlight. When you look closely at the details, you see how the voluminous waves in the hair showcase the the energy and passion of lacquered crimson, leaving a lasting impression.

From a fashion perspective, there is no more popular color this season. From Balmain and Gucci to McQueen and Versace, the runways are flooded with this exciting hue, offering a range of options for lovers of bold style.

## From our Aveda artists

*(pictured from left to right):*

@lagrandeurschair,

@britt.at.fifth, @edwin9022







Makeup trend:

## Lacquered Crimson Lips

The following lacquered crimson lip shades pair well with any hair color application, including gilded blonde (*shown below*).

- **Feed My Lips™ Pure Nourish-Mint™ Lipstick** in **Goji, Jujube and Chili**
- **Feed My Lips™ Pure Nourish-Mint™ Liquid Color Balm** in **Maraschino**
- **Feed My Lips™ Pure Nourish-Mint™ Lip Liner** in **Pomegranate**

Style trend:

## Voluminous Waves

Rounded, voluminous waves look beautiful on every face shape and hair texture, and they're trending this season. Whether you braid and follow with a flat iron to set the wave or use a waving iron (as shown on the model), brushing through the waves after they're set is what creates a soft, voluminous, hazy wave that is not too defined.



To create these abundant waves, Bea Carmichael, Global Educator, Hair Styling, prepped damp hair with **botanical repair™ bond-building styling creme** to provide flexible hold and heat protection while she blow-dried and flat ironed the hair. Next, she sprayed subsections with **air control™ light hold hair spray** before clamping down the length of each subsection with a waving iron, clipping each wave in place to cool until all the hair was set. She removed the clips and gently combed through the top layers.



**Share:** #longlayers • #longlayershaircut • #lacqueredcrimsonhair • #crimsonhair • #cherryredhair • #wavyhair • #wavyhairstyle • #cherryredlips





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*Ella*



Color trend:

# Sandstone Pink

A move away from the more traditional Millennial pink, sandstone pink is a subtle, earthy shade with warm, beige tones and a whisper of pink. Grounding and balanced, sandstone pink is a decidedly more wearable, elevated neutral with universal appeal, as it elicits a feeling of calmness and stability that attracts all genders.

Look for designers to incorporate this tone into blouses, dresses and coats, offering a delicate and charming winter wardrobe option.

## From our Aveda artists

*(pictured from left to right):*

@blended.by.trish, @flope\_\_\_\_,  
@phillipprocopio







Cut trend:

## Bixie

The bixie (bowl + pixie) is not just a hair cut—it's a statement of self-possession. It's not exactly new; it was the cut of the '90s, and its versatility is experiencing a major resurgence this season. In this look, scissors were used to create a structured shape, and a razor helped detail and refine the cut. The bixie is a symbol of confidence and sass that never fails to stand out in a crowd.

Style trend:

## Versatile Style

These days, guests are looking for ways to reinvent their style, sometimes on the daily. The bixie is proof positive that you don't need long hair to style it different ways; it can be sleek and smooth, textured and flipped on the edges and even voluminous depending on the products and techniques used. Whichever look you choose, don't aim for perfection; the more natural it is, the more in-style the look becomes. Think fun, not fussy.



**1** For a sleek and smooth style, Bea Carmichael, Global Educator, Hair Styling, prepped Ella's hair with **smooth infusion™ style-prep smoother**™, performed a wrap-dry and finished with **control paste™**.

**2** For a textured style with flipped edges, Bea prepped Ella's hair with **pure abundance™ style-prep**™, rough-dried it and used a flat iron to create random bends and flips in the hair. She finished the style with **control paste™** to add hold and create more texture.

**Share:** #bixie • #bixiehaircut • #shorthaircut • #shorthairsyle • #pinkhair • #babypinkhair



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\*\*Ex-vivo testing on tresses.

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Made just for:

*Lashae*



Color trend:

# Luminous Indigo

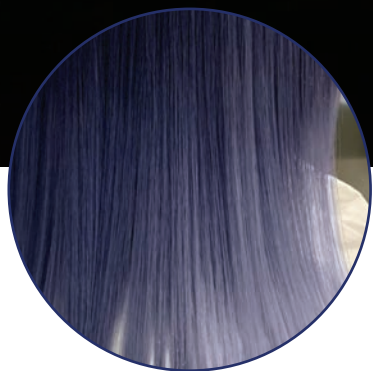
There is a time that occurs just before twilight, when there is no longer any sunlight in the sky. This is when you might witness luminous indigo. This blend of purple and blue is a moody and mysterious shade that can be worn in subtle, understated streaks or bold, all-over color. When you dive into the details, you'll notice it's the intentional placement of iris and cobalt that makes the curls pop. Luminous indigo embodies a sense of escapism that makes it a perfect choice for a dramatic change that beckons you toward another world.

This color is proving to be a versatile and elegant choice in fashion as well, with Prada and Carolina Herrera incorporating it into trousers, dresses and capes to add a touch of depth to their collections.

## From our Aveda artists

*(pictured from left to right):*

@9box\_eden,  
@angie.mae.hair.design,  
@robyndoeshair







Style trend:

## Natural, Airy Curls

Natural, airy curls are always on trend, but this season, women with strong curly and coily hair are embracing their natural twists and 'zags more than ever. The goal is to create definition while keeping the curls light and airy and allowing movement. This trend is most certainly something to shake your head "yes" at.



Tiffany Quick, North America Texture Team, created this cascade of curls by prepping damp hair with **be curly advanced™ curl perfecting primer** and **be curly advanced™ curl enhancer cream**—the ultimate combo for natural curl definition and frizz protection. She then set the hair in finger coils and blow-dried with a diffuser. She finished the style with a few pumps of **nutriplenish™ multi-use hair oil** to provide additional moisture followed by **brilliant™ medium hold hair spray**.



Share: [#luminousindigohair](#) • [#bluepurplehair](#) • [#periwinklehair](#) • [#curlyhair](#) • [#curlyhairstyle](#) • [#becurlyadvanced](#)





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Made just for:

*Kinzi*



Color trend:

# Gilded Blonde

Behold the gilded blonde, a combination of beige and flattened honey hues that include shades like vanilla and taupe. It's a soft, muted tone that's not as yellow as traditional golds, making it one of the most universal and desirable blondes. And the showstopping detail here—that money piece—leaves us a little breathless.

This color is also especially powerful as a base color for gender-neutral fashions.

## From our Aveda artists

*(pictured from left to right):*

@cleliaruggieri, @gwyneth\_morales,  
@bogolubovaaaa





Cut trend:

## Butterfly Cut

The butterfly cut typically features shorter, face-framing layers with longer under-layers. This look is an evolution of the butterfly cut—it has the layers for which the cut is known but with more detail, like the softness and wispieness carefully cut into the ends. However the butterfly is personalized, there's a reason it's on trend—it's incredibly flattering and easy to style either done or undone.



Style trend:

## '90s Supermodel Hair

You may not be 5'10" like Cindy Crawford, but you can totally have her hair. This season, some '90s-loving girls are embracing the trend of beautifully blown-out hair with tons of volume and bounce. This trend is perfect for women who want to look and feel as glam as a supermodel on the cover of *Mademoiselle*.



To create these glam waves, Bea Carmichael, Global Educator, Hair Styling, prepped damp hair with **pure abundance™ style-prep™** and **invati ultra advanced™ thickening foam** and blow-dried the hair with a round brush. Next, she sprayed subsections with **air control™ light hold hair spray** before curling each subsection with a large curling iron. She set each curl in a Velcro roller to cool until all the hair was set. She removed the rollers and brushed through the hair.

**Share:** #butterflycut • #layeredhaircut • #blondehair • #honeyhair • #blowoutstyles • #90sblowout





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Made just for:

Keya



Color trend:

# Cosmic Cyan

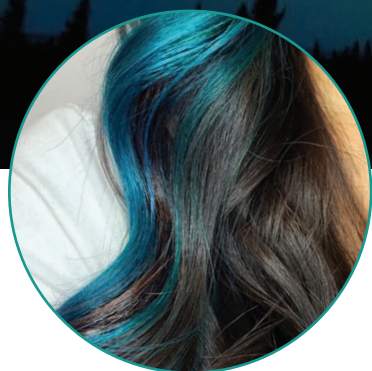
Edgy and electric, cosmic cyan is a mutated bright through a dark base that is not for faint of hair or heart. This look shows one version of the contrast-forward trend, which could feature flashes of coral, emerald or indigo peeking through a dark veil of black or brown. The color comes to life in the finest details of how the hair is styled. Incredibly versatile, the applications of this trend are limitless. Think festival or rave hair, with a sophisticated, forward-thinking twist.

In fashion, this color works well for all ages and genders with color-blocking, prints and patterns.

## From our Aveda artists

*(pictured from left to right):*

@styledbysarabeth, @jenoneillhair,  
@tristanfoxhair







Cut trend:

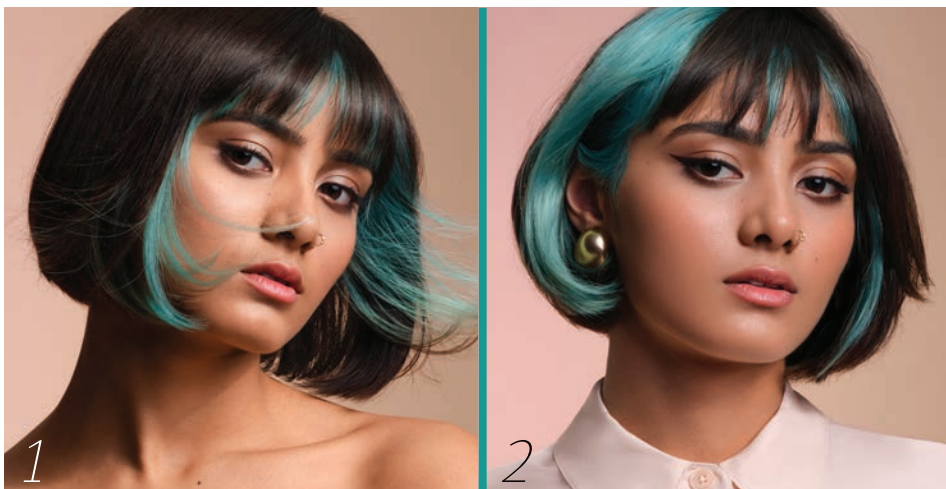
## Razor Bob

The modern bob is not just a hair cut—it's a global style statement and a symbol of confidence. From bustling city streets to the more subtle suburbs, this endlessly reinvented trend transcends cultures with its chic allure. One detail about using a razor—it allows you to personalize the cut with texture and softness.

Style trend:

## Bobs with Volume

Bobs may have a reputation for being edgy and sleek, but this season, bobs are showing up with body and bounce—and they are proving that volume doesn't need to be just at the roots. Styled with the volume focused on the ends of the hair, either tucked behind the ears or left as is, this bouncy bob draws attention to the jawline.



**1** For a bob with bounce, Bea Carmichael, Global Educator, Hair Styling, prepped damp hair with **pure abundance™ style-prep™** for weightless volume and performed a wrap-dry with a Denman brush until the roots were completely dry. She then switched to a round brush on the mid-lengths to ends.

**2** For a wavy style, Bea prepped damp hair with **be curly advanced™ curl enhancer cream** to prevent frizz and add shine and set the top of the head in loose pin curls. She then wet her hands and scrunched the water into the rest of the hair to create texture and wave, blow-dried with a diffuser and released the pin curls.

**Share:** #bobhaircut • #razorbob • #boybob • #chinlengthbob • #bobswithvolume • #aquaticchair • #brighthair • #neonhair • #electricchair





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Color trend:

# Misty Mocha

Different than most shades of brown, which either take on a warm or cool tone, misty mocha is a neutral color that blends several subtle shades of brown. The neutrality of misty mocha makes it a versatile color with a lot of room for dimension, including creamy, grey/beige highlights or muted, multidimensional, neutral tones.

Watch for this calm, muted neutral on the runways of this season's Fashion Weeks, as it's been described as "the autumnal update" due to the quiet luxury and earthy comfort it exudes.

## From our Aveda artists

*(pictured from left to right):*

@kellycss.official, @idream.in.color,  
@sarabarefoot.hair





Cut trend:

## Easy Hair

Some trend watchers have declared 2024 as the year of “easy hair,” and this hair cut is a prime example. Featuring long layers and a soft fringe, this cut helps boost the appearance of fullness and allows for many styling options. Bonus: its embracing of natural texture minimizes maintenance and promotes hair health.



Style trend:

## Versatile Style

An easy hair cut that allows for versatile styling is perhaps this season’s perfect trend combination. Variety is the spice of life—and styling—after all. By switching up tools and techniques, this low-maintenance cut can be styled straight or wavy, sleek or full, up or half-up. So many possibilities, so little time!



To showcase the ease and versatility of the hair cut, Jae Young, Hair Director, La:B Salon, prepped damp hair with **smooth infusion™ style-prep smoother™** and **smooth infusion™ perfect blow dry** and blow-dried the hair until it was almost dry. He then rolled the fringe toward the face in a large Velcro roller and completed the blow dry with a round brush. After removing the roller, Jae finished the style with **air control™ light hold hair spray**.

**Share:** #longlayers • #longlayershaircut • #neutralbrownhair • #mochabrownhair • #easyhair • #easyhairstyles • #lowmaintenancehair





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Color trend:

# Coral Blush

Sweet, warm and welcoming, coral blush sits between rosy pink and light orange and is a perfect update to the traditional blonde. It truly is a delicate and charming color that evokes a gentle, positive power.

When it comes to fashion, the shade's soft glow offers versatility and gender inclusivity, pairing well with neutrals in a variety of pieces.

## From our Aveda artists

*(pictured from left to right):*  
@lena.23\_01, @heathdoeshair,  
@creationsbyclarissa



**Share:** #peachhair • #coralhair





# Wellness Trends

Once viewed as a luxury most people couldn't afford, self-care has become a necessary good. For Aveda, a company whose name literally translates to "knowledge of the whole" and who has advocated for caring the whole person since its founding in 1978, the words "wellness trend" seem counterintuitive. But however people come to embracing caring for their entire selves, Aveda is all for it. Read on for some of this season's trending wellness practices.



## Vagus Nerve Stimulation

**#vagusnervestimulation** has been viewed more than 55 million times on TikTok. But what is the vagus nerve, and what does it do? The vagus nerve, or vagal nerves, are the primary nerves of the parasympathetic nervous system, which is responsible for several bodily functions, including heart rate, blood pressure, respiration, immune system and mood. The parasympathetic nervous system controls the body's "rest and digest" functions, whereas the sympathetic nervous system controls the body's "fight or flight" response. Stimulating the vagus nerve can help calm the body after one of those fight-or-flight responses. Deep breathing, humming or laughing can stimulate the vagus nerve.



## Dolce Far Niente

Translated from Italian, *dolce far niente* means "the sweetness of doing nothing." Globally, people are over-scheduled, over-worked and over-stressed. The good news is we've begun to take notice and take proactive steps to achieve greater work-life balance. The Italians are famous for this, engaging in the practice of doing nothing. So, clear your schedules and your minds, and say *ciao* to stress.





## Aromatic 4-7-8 Breath

Also known as the “relaxing breath,” the 4-7-8 focuses on deep breathing, which can reduce stress and anxiety, improve oxygen exchange, lower blood pressure and heart rate, reduce lactic-acid build-up and stimulate the lymphatic system to detoxify the body. When paired with essential oils, the positive effects can be even greater.

- 1 Apply a few drops or sprays of your favorite Aveda aroma to your inner wrists, and rub them together.
- 2 Place your inner wrists in front of your nose.
- 3 Inhale through your nose for a count of four.
- 4 Hold your breath for a count of seven.
- 5 Exhale through your mouth for a count of eight.
- 6 Repeat three more times for a total of four breath cycles.



## Hara Hachi Bu

Many people in Okinawa, Japan, practice *hara hachi bu*, a concept that reminds them to stop eating when their stomachs are 80% full. This mindful way of eating highlights the difference between the phrases “I’m full” and “I’m no longer hungry.” To put *hara hachi bu* into practice, try the following simple habits:

- **Eat more slowly.** Eating faster often means eating more. Slow down to allow your body to tell you it has had enough to eat.
- **Focus on the meal only.** Avoid eating in front of a screen or multi-tasking while eating. This will help you eat more mindfully and more slowly.
- **Use small plates.** Serving food on smaller plates makes it appear like you’re enjoying a larger meal, which means you’ll eat less.



## Limpia and Spiritual Hygiene

Spiritual wellness has been trending over the past year; however, energy work has deep roots in Latin American countries, Mexico in particular. *Limpia* derives from the Spanish word *limpiar*, meaning “to clean.” The ancient Aztecs and Mayans believed that spiritual cleansing could affect physical, emotional and energetic well-being. During *limpia* sessions, a *curandera*, or healer, makes energetic adjustments to the body to cleanse it of unwanted energies and move it and the chakras back into balance.





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