Beat: Lifestyle

KERASTASE INTRODUCES ANJA RUBIK AS THE FACE OF -VISIONS OF STYLE II- CAMPAIGN

COLLECTION OF 10 IMAGES NEW HAIRSTYLES

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USPA NEWS - Kérastase announces on December 18, that Anja Rubik, one of the world's most in-demand supermodels, as well as a creative powerhouse and magazine editor-in-chief, is the face of the Kérastase 'Visions of Style II' campaign....

Kérastase announces on December 18, that Anja Rubik, one of the world's most in-demand supermodels, as well as a creative powerhouse and magazine editor-in-chief, is the face of the Kérastase 'Visions of Style II' campaign. This transformational photo series, a collection of 10 images depicting dynamic new hairstyles, brings to life the new product L'Incroyable Blowdry.

Anja Rubk is renowned for her versatile work in fashion, beauty and beyond. Born in Poland and raised across three continents, today she is a veritable icon who is sought after by the most esteemed designers and prestigious brands. Her work ranges from the fashion runway to international magazine covers, editorial shoots, luxury advertisements and fashion-oriented television programs around the world.

Now, with the innovation of L'Incroyable Blowdry and the talent of visionary hairdresser Luigi Murenu for Kérastase, Anja Rubik transforms herself yet again to embody the styles made possible by this versatile product.

'Visions of Style II' is the collection featuring these ten exquisite looks, La Rebelle, L'Ambitieuse, L'Enigmatique, La Romantique, La Bohème, L'Intemporelle, La Flamboyante, La Sensuelle, L'Audacieuse, L'Impulsive, each one with its own distinct personality, allowing women to be whoever they want to be, any day of the week.

L'Incroyable Blowdry by Kérastase is a new reshapeable heat lotion that makes blowdrys last longer by providing optimal shapeability and infinite options to style and restyle, all with no stiffness and perfect results.

Since 1964, Kérastase represents the finest in luxury care for hair, setting new standards in professional haircare and styling products distributed through selected salons.

Source : Kérastase

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