

Color takes the Spotlight: A Fashion Story by TONI&GUY Sri Lanka

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Posted on



Shade, contrast, and balance create a striking display of color and movement.

Fashion begins with an idea—a color, a silhouette, a feeling, or a different way of seeing yourself. Sometimes, a single detail can set the direction for an entire look. For TONI&GUY Sri Lanka, that detail is hair color: expressive, personal, and full of creative possibilities.

Inspired by the creative spirit of London Fashion Week, TONI&GUY Sri Lanka is preparing a dedicated editorial shoot that places hair color at the center of the fashion story. The project will explore the relationship between hair, identity, and contemporary style, giving color space to lead the visual direction.



The artistry of hair coloring by TONI&GUY Sri Lanka.

At the heart of this concept is a question: how can color change the way a look is seen and experienced? A carefully placed highlight can draw attention to the face. A deeper shade can add strength to a silhouette. An unexpected tone can introduce a sense of playfulness, while a softer color transition can create an understated impression. Each choice brings its own character, influencing how the hair works with the model, the clothing, and the camera.

Featuring a selection of models, the shoot will explore these possibilities through a series of individually developed looks. Each model will bring a different presence to the project, allowing the team to approach color through a variety of features, personalities, and expressions. The intention is to create a collection with a shared creative direction while giving every individual a distinctive place within it.

The process will begin with the person wearing the color. Facial features, skin tone, hair texture, and natural movement will all help inform the direction of each look. Just as valuable will be the model's personality: the confidence they bring, the way they carry themselves, and the mood they communicate in front of the lens. These details will help the team create color that feels connected to the individual.

This approach reflects the personal nature of hairdressing. The same shade can create a different impression on two people, and even a subtle adjustment in placement can influence the balance of a finished look. Understanding these relationships allows the colorist to make thoughtful, creative decisions, bringing individuality to a visual concept designed for the camera.

Within the editorial, color and styling will be developed in tandem. The shape of the hair will influence where color is revealed, while the placement of color will help emphasize texture, depth, and movement. A smooth finish may bring attention to the clarity of a tone; a more textured style may reveal the contrast between shades. As the hair moves, new details can emerge, looking different qualities from one angle to the next.



Vibrant blue and red shades celebrate individuality and creativity.

Photography will offer another dimension to this creative process. Light can reveal a subtle tonal shift, deepen a shadow, or bring a highlight into focus. The camera angle can change how a shape is perceived, and a slight movement can transform the energy of an image. Planning these interactions will be essential to translating the team's ideas into a finished fashion story.

The shoot will also consider how hair color relates to the wider image. Wardrobe, makeup, pose, and composition will contribute to the overall mood, giving each hairstyle a setting in which its character can be fully expressed. The aim is to create photographs in which every element feels considered, with hair color as a clear focal point.

London Fashion Week serves as a creative reference for this exploration. Its spirit of experimentation encourages a willingness to consider unfamiliar combinations, rethink familiar shapes, and approach personal style with curiosity. For the team in Sri Lanka, that inspiration provides a starting point for developing their own ideas and interpreting them through their own experience.

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Conceived and created at our Sri Lankan branch, the project will bring that international influence into a local creative setting. Our team's perspective, shaped by the people they work with and the individuality they encounter in the salon, will guide the collection's development. This connection gives the shoot its own identity and grounds the editorial vision in TONI&GUY Sri Lanka's creativity.

Inspired by the creative spirit of London Fashion Week, TONI&GUY Sri Lanka is preparing a dedicated editorial shoot that places hair color at the center of the fashion story.

Behind each finished look will be a series of deliberate decisions. Shade selection, placement, contrast, and balance all contribute to the final result. The creative work lies in understanding how these choices interact and how they can support the intended expression. Through this project, the team will have an opportunity to bring that thinking into view and showcase the artistry involved in professional hair coloring.

Collaboration will be central to the process. Ideas will develop through discussion, observation, and refinement as the team works towards a cohesive collection. A color concept may suggest a particular styling direction; a movement or expression from a model may offer a fresh way to photograph it. Allowing room for these exchanges will help the editorial retain a sense of discovery.

The project will also explore the emotional quality of color. Hair can play a meaningful role in how people express themselves, and a change in shade can accompany a desire for something fresh, confident, or unexpected. Within a fashion image, those feelings can become part of the visual language. Color can suggest softness, intensity, individuality, or freedom, helping the viewer connect with the character of a look. That expressive potential makes hair an essential part of the story. It frames the face, shapes the silhouette, and contributes to the first impression an image creates. By giving hair color a leading role, the shoot will invite viewers to look more closely at the details: the way a tone catches the light, the relationship between shades, and the connection between the hair and the person wearing it.

For TONI&GUY Sri Lanka, this editorial is an opportunity to explore ideas with purpose and imagination. It will create space for the team to develop their creative

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perspective, celebrate individual expression, and demonstrate how professional color work can contribute to a complete fashion vision.



Vibrant turquoise highlights add depth and dimension to flowing waves.

As preparations take shape, the focus remains on creating a collection that feels considered, expressive, and individual. Each look will offer a different interpretation of color, connected by a shared belief in the importance of personal style and the creative possibilities of hairdressing.

Through the lens, those ideas will become a visual story—one told through shade, shape, movement, and personality. Color will set the mood, define the character, and give each look its own voice.

TONI&GUY Sri Lanka — A new expression of color. An individual point of view.

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65B, R.G. Senanayake Mawatha,

Colombo 7.

Opening Hours: Tuesday to Sunday

9am-6pm

Reservations: +94 11 210 2015,

+94 76 668 6715