

Morethan a Dream

A new collection from Hairdreams and Lorenzo Marchelle

(February, 2024 – Los Angeles) The **More than a Dream** collection inspires an even more creative approach to extensions and unleashing stylist's

With its new trend collection, Hairdreams paves the way to making bold, creative hairstyles a reality and not just a dream.

Avant-garde stylist Lorenzo Marchelle and Hairdreams, the leader in high-end hair extensions, collaborated to dream up five visionary hair styles. The **More than a Dream** collection consists of 5 distinctive looks, reimagining extensions in provocative colors and styles: "**Peach Fuzz Breeze**", "**Color Blocked Bob**", "**Funky Mullet**", "**Bowl Cut Mullet**" and "**Blonde Butterfly**" (please see page 3 for full descriptions and additional photos).



Lorenzo Marchelle is one of the most creative and innovative stylists in Europe and is also the creative director of the Attilio Artistic Team. He was awarded the coveted Visionary Award in the "Avant-garde" category at the Alternative Hair Show in 2022 in addition to being voted Italy's "Hairdresser of the Year" twice.

His salon in Turin is considered one of *the* destinations for fashion-conscious Italians. When it comes to hair extensions, Lorenzo's favorite is, by far, Hairdreams. "I love working with Hairdreams extensions! They allow me to make my dream hairstyles (and those of my clients) a reality. Hairdreams hands down offers the best hair quality and the most beautiful colors in the extension world. One of my favorites is the new, gorgeous color "Copper Peach", which we used in our new collection!" says Lorenzo.

The 5 looks of the **More than a Dream** collection are each based on very different themes and hairstyle ideas. Our dream is to encourage stylists to work more creatively with extensions and serve as an inspiration for more innovative hairstyles.

About Hairdreams:

Hairdreams is the leading international luxury brand for professional hair extensions and hair thickening systems, headquartered in Graz, Austria. Hairdreams is known for its luxuriously refined, hand-selected 100% human hair, which can be gently and invisibly incorporated into your own hair as desired, providing more length and volume. Hairdreams is also known for its innovative, often patented technologies, such as the *Laserbeamer Nano*, a fully automated bonding hair extension system that applies 5 strands at the touch of a button, significantly reducing application time, *Quikkies* and *Secrets* Tape-ins, with which additional Hairdreams hair appears to grow directly from the scalp, and *MicroLines*, the proven hair thickening system for fine and thinning hair. Hairdreams is the first choice for many top stylists and celebrities worldwide.

For more information about Hairdreams, please visit www.hairdreams.com/en-us
www.instagram.com/hairdreamsusa/ www.facebook.com/hairdreams.usa.canada www.tiktok.com/@hairdreamsusa

####

Photo Credit: Hairdreams

The "Peach Fuzz Breeze"

Inspired by the fashions of the 20's and 30's, as well as the 2024 *Pantone Color of the Year* "Peach Fuzz", this look has been reinterpreted with Hairdreams Quikkies Tape-ins in the new Hairdreams color "Copper Peach (75)". The peach-colored curls bring out a warm look full of shine. The interplay of volume and color accents lends expression and strength. The defined curls can be gently styled to create beautiful wild waves.



The “Color Blocked Bob”

The bob is one of the most classic hairstyles and our new collection would not be complete without this popular look. Hairdreams Quikkies Tape-ins in "Black (00)" provide additional volume, while the look is refreshed with a chemical-free color accent in "Silver Blonde (59)". The asymmetry created in the lengths ensures a defined look.



The "Funky Mullet"

It doesn't get much trendier than the 80's inspired mullet combined with bold color accents to create an eye-catching, contemporary look. With Hairdreams Quikkies Tape-ins in "Turquoise", a colorful detail is created to extend the cut and color line. A great example of innovative, trend effects created with Hairdreams extensions.



The "Bowl Cut Mullet"

The precisely rounded fringe - also known as a bowl cut - is making a comeback. In this look, the front is in perfect contrast to the longer effects in the back. This elegant cut, with its natural play of colors lends sophistication and exudes style. An optical wet effect also demonstrates the versatility of the look. Lorenzo used Hairdreams Quikkies in "Ruby", "Platinum Grey (60)" and "Silver Blonde (59)" for this dramatic style.



The "Blonde Butterfly"

Volume pure - these naturally cascading waves create an irresistible look. This classic hair extension look is accentuated by a perfected butterfly cut and curtain bangs. Blonde Hairdreams Quikkies Tape-ins with Root Shadow effect (color "59 08A RS-S") create a radiant, shiny look. Enhancing this style with a playful braid gives the look a charming lightness.

