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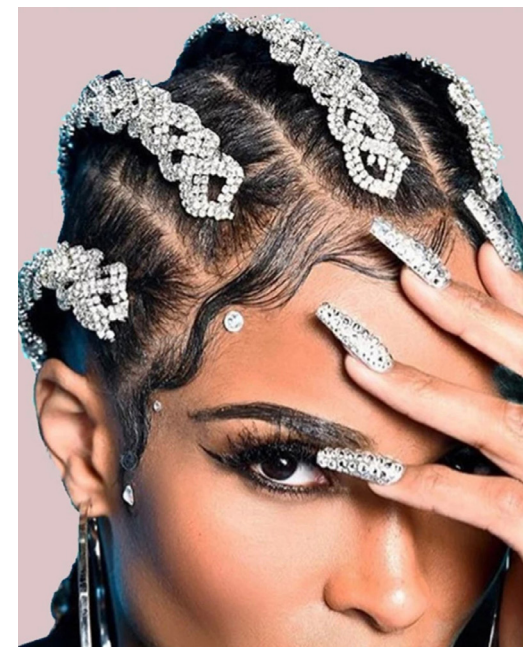


KIDCORE: GEMS

- Stones ranging older for O12 and Icing
- The rhinestones on a clay base are made by Zara and have a homemade feel to them
- Susan Alexandra uses multifaceted beads that act like gems, and above is a photo of her recent collab with Hello Kitty

STONES + RESIN

RAINBOW



EMBELLISHED

- Stones on top of resin are very important- Gucci is the best example for this holiday
- This is where Claire's can be a category killer even if it isn't all out there yet
- Stoned chains are in jewelry so think about this concept in hair as well



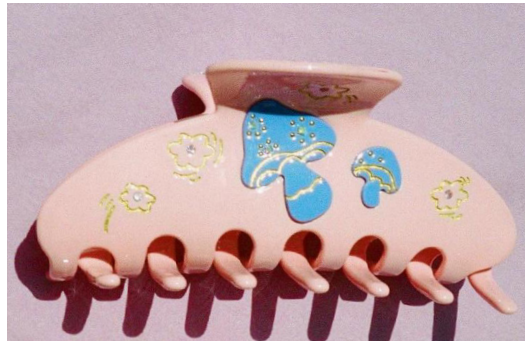
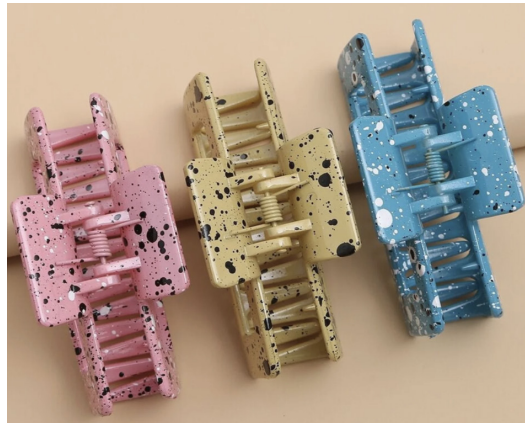
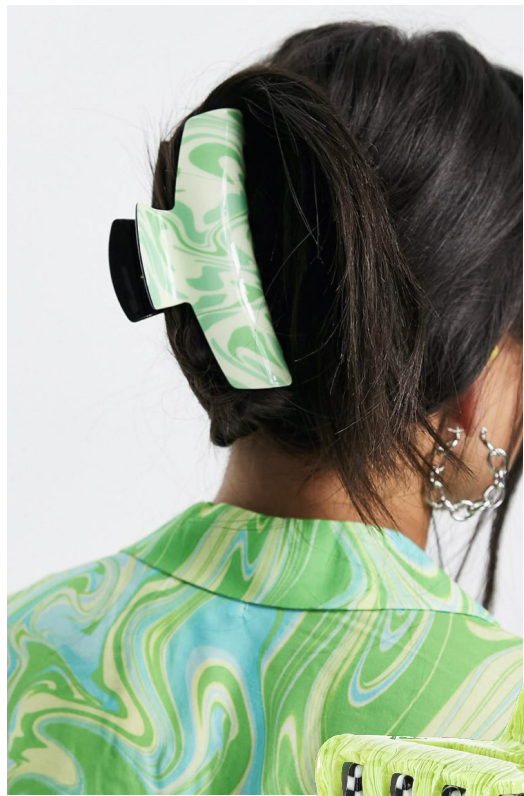
HIGH SHINE METALS

- As called out in Top Materials, chrome uptrending for this season
- Aligned with Y2K and punk looks
- Melting and wavy metal looks, mostly in silver but gold is still present
- Buzzy brand Yvmin does the drippy claws and Schiaparelli includes quirky icons such as eyes and ears



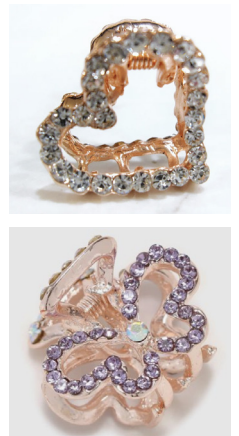
UPTOWN GIRL

- With Social Climber and Black is Back there is a revival in holiday debutante hair, while Fall is still studs and slightly more punky
- Classic status styles, very preppy with lots of Chanel and Valentino-esque details
- Black is back in silk, velvet, and leather
- Chain and pearl details



CLAWS: PRINTS

- Still opportunity here as claws continue to sell so well for us
- Tossed top icons and patterns, as well as pattern mixing important, consider blocked multipacks
- Checks, swirls, and splatter paint for a funkier look and classic plaids and florals for the more classic girl



- Y2K styling could be a category killer
- Rhinestones on resin are the most important message
- Not suggesting 12 SKUs of astrology, but writing is important
- Coming from brands like Free People as well as smaller brands such as Valet Studio, Neophyte, and Etsy Shops



CLAWS: NOVELTY

- Chains, metals, and novelty shapes in applications she already loves, such as the lips, flowers, and bows
- Different chain techniques include a full plastic molds, ombre links, and classic claw with metal attachments
- Love the concept of mixed resins



PONY CUFFS

- Hard cuff attached to elastic hair band made in resin, metal, or layered in stones
- Seen as half cuffs, and newest is a fully closed cuff
- Inspirational brand for this trend is Lelet NY



FUZZY WUZZY

- Y2K bobbles for all age groups, Claire's Club can have multiple poms on one band
- Heaven by Marc Jacobs released a color run of crazy fur and faux hair scrunchies which sold out the first day of launch
- Fur claw clips prove how strong this trend is!



CRITTER SCRUNCHIES

- We have used critter ears and faces in the past but entire heads and bodies are a new update
- Brand ScrunchMiez is carried at stores like Walmart and has many different critter options
- Heads like this can be used as bobbles as well!



ELASTIC BRACELET MULTIPACKS

- Ponytail holders disguised as jewelry so they look decorative on your wrist and in your hair
- Free People carries this brand with colorful plastic beads paired with an evil eye glass bead, which could be an opportunity for us in our own icons
- It is a common staple and we can do some basics that compete with pharmacies



LELE SADOUGHI X BARBIE

- The collaboration was released back in July honoring the 50 year anniversary of Malibu Barbie
- The trend perfectly resurfaces as we talk about nostalgia within so many categories
- Matching mother/daughter pieces covered in crystal embellishments and charms in icons like hearts and rainbows