

EVY PROFESSIONAL PRESENTS Evy Moods

Australia's Evy Professional is a complete hair tool and product range brand that understands that hair plays a pivotal role. Created by stylists for stylists, it is all about starting with the basics and making sure that hair remains strong, healthy and vibrant. It puts the ultimate hair tools in your hands to empower you with hair that is healthy, shiny and über-stylish.

About the collection

The 2017 campaign called Evy Moods showcase styling versatility and a definite mood or feel in each look. The looks are Glamorous, Timeless, Elegant, Confident, Sensual and Modern. Says Tracey Bazzano Lauretta, Evy Creator and CEO, "Our Evy Professional tools ultimately help women, and men, enhance their best self, and we have always been there to help you capture the essence of your mood. We wanted the shoot to reflect the Evy woman, who is classy, down-to-earth, super chic and always has beautiful, healthy hair."

About the team

The campaign shoot brought together the creative talents of Evy Professional's Sam James, Creative Director and David Mannah, the globally renowned photographer, to capture the different moods of Evy! Says James, "Our brief from Tracey was to encapsulate the essence of the Evy woman (and man!), who is timeless, individual, classy, elegant and sensual with beautiful healthy, shiny hair – all enhanced by our Evy Professional styling tools and brushes." Evy Professional is the new generation in advanced ion-powered hair tools that deliver hair-loving minerals to the hair shaft to rehydrate, recondition and restore moisture as you style.

Technology used

The complete hair tool and product range harnesses Hair Hydrating Technology. It all started from post volcanic minerals from a remote region in Japan, where for centuries locals have enjoyed the benefits of strong, healthy hair and youthful skin. Evy has taken these highly beneficial ionic generating minerals and infused them into their hair tools. They are the first to feature an impressive over 32 hair hydrating and strengthening minerals along with added features. Other hair tools may feature one or two minerals at the most!

Post-volcanic ingredients impart negative ion and infrared energy, which work to micronize or break down water molecules so they are better able to penetrate the hair follicles. The result is pure inner hair hydration. It is hair that is shiny and healthy, even if you use Evy tools frequently. No more dry, brittle hair from overuse of dryers or irons, as hair heaven has arrived! 🌟



Credits Confident
Creative Director: Sam James (Evy Creative Director)
Hair and Make-up: Sarah Laidlaw
Stylist: Lydia Jane Saunders
Photographer: David Mannah
Company: Evy Professional

MODERN

INTERNATIONAL STYLIST

CONFIDENT

GLAMOROUS

