

BALMAIN

PARIS

HAIR COUTURE

Monthly Press & Digital Coverage
February 2025

Presented by PURPLE

PURPLE
LONDON / NEW YORK / LOS ANGELES / MIAMI / HONG KONG

FEBRUARY RESULTS

RESULTS:

PURPLE secured **21 editorial placements**, garnering over **846,034,358 impressions**

PURPLE secured **110 social placements**, garnering over **14,270,636 impressions**

TOP PRESS HIGHLIGHTS

Allure
Cosmetic Executive Women
ET Online
Estetica Magazine
Forbes
Glamour
JWC Media
Modern Luxury - Print

NewBeauty
NewBeauty En Espanol
People Magazine
The Glass Magazine
The Tease
Vogue Mexico
Who What Wear
Wired

TOP DIGITAL HIGHLIGHTS

@carmellarose, 2.4M
@zacklugo, 818K
@anastasiagerrans, 769K
@aneka_aitimova, 592K
@lorenasad, 380K
@allieesselli, 173K
@joshuajohnston, 171K
@meeyadugied, 98.4K
@olgayanul, 78.9K

FEBRUARY OVERVIEW

ACTIVATIONS

- Salon Events (General)
 - PURPLE provided council for event formatting and timing
 - PURPLE shared updated timing and formatting with each salon for approval
 - PURPLE reached out to catering for each location
 - PURPLE worked with each vendor on assorted drinks and food options for BH approval
 - PURPLE coordinated decals, signage, products, etc. with BH
 - PURPLE coordinated printing for all decor and assets (foam boards, menus, flyers, decals, etc.)
 - PURPLE coordinated sizing for each stylist, for each market
 - PURPLE secured BH-preferred photographers for upcoming events
 - PURPLE kicked off live RSVP list with BH and respective salons
 - PURPLE coordinated measurements of all applicable spaces for branding
- Kim Vo Salon Event (LA)
 - PURPLE coordinated site visit and conference call with Adeel Khan for upcoming event
 - PURPLE coordinated logos to be included on decals and invite
 - PURPLE coordinated measurements of all applicable spaces for branding
 - PURPLE reached out to stylists to participate in upcoming event
- James Fojt Salons (Houston)
 - PURPLE coordinated call with Francine to discuss logistics and catering
- Abby Haliti Color Studio (NY)
 - PURPLE secured partnership with Abby Haliti to host top press and influencers appointments
 - PURPLE coordinated logos to be included on decals and invite
 - PURPLE reached out to stylists to participate in upcoming event
- Paris Fashion Week Showroom
 - PURPLE conducted outreach for Paris Fashion Week showroom appointments
 - PURPLE secured top tier talent attendance including Aleksandra Sasha Nesterchuk, Anastasia Gerrans, and Abi Hoffman
- Nina Ricci
 - PURPLE reached out to top press for backstage and FOH seating

PRESS

- PURPLE began pitching Muse Du Printemp Chapter Campaign & C2 Accessories/Styling & Care Sets for coverage opportunities
- PURPLE continued to pitch Muse D'Amour Chapter Campaign & Pince A Cheveux Burgundy Hair Clips/Muse D'Amour Set for coverage opportunities
 - Recent coverage: *Forbes*, *ET Online*
- PURPLE continued to pitch Couleurs Couture Illuminating Mask Collection to long lead and short lead for coverage opportunities
 - PURPLE pitched updated launch date with short lead and long lead press
 - Recent coverage: *Forbes*, *Cosmetic Executive Women (CEW)*
- PURPLE continued to pitch in-house Balmain Hair experts for interview opportunities
 - Recent coverage: *People (Gonn)*, *Forbes (Glennnda)*
- PURPLE continued to pitch the full Balmain Hair portfolio for evergreen coverage opportunities
- PURPLE continued to vet applicable beauty awards for Balmain Hair
 - Recent Submissions: ELLE Future of Beauty Awards 2025

FEBRUARY OVERVIEW

INFLUENCER, VIP & SESSION STYLISTS

- Couleurs Couture Illuminating Color Mask Collection
 - PURPLE continued to follow up outreach to approved targets
 - PURPLE shared additional targets for review
 - PURPLE secured 27 opt-ins and facilitate all requests to-date
- Cycle 1
 - PURPLE continued to follow up outreach to approved targets for Pince A Cheveux Burgundy Hair Clips + Muse D'Amour Styling Set
 - PURPLE secured 32 opt-ins and facilitate all requests to-date
- Ambassadors
 - PURPLE continued to support conversations with Eduardo & Gonn for upcoming ambassadorships
- General
 - PURPLE continued seeding to top influencers and VIPs for February/March gifting
 - PURPLE continued to pitch Balmain Hair for press appearances, notable events, and celebrity styling opportunities
 - PURPLE continuing to implement influencer grading system to those who receive PR packages
 - PURPLE continued to reach out to influencers and VIPs and monitor social for organic social coverage
 - Requests include: *Vinnie Hacker, Harry Goodwins, Callum Mullin, Polina Egorov, Tate McRae, Dana Nozime, Jessica Paster, Yasmin Finney, Liza Koshy, & more!*
 - PURPLE continued to facilitate and monitor top tier celebrity session stylist and colorist gifting
 - Requests include: *Lauren Palmer Smith, Nathaniel Dezan, Alyx Liu, Maranda Widlund, Justine Marjan, Sienree, Courtney Housner, Grace Philips, Hailey Adickes, Aubrey Heller, Caitlin Duggan, Sylvia Wheeler, Ruslaan Nureev, Natalia Bruschi, Mel Dominiquez, Marcia Hamilton, Cameron Rains, Lona Vigí, Larry Sims, Sylvia Wheeler, Kylee Heath, Karolina Bernat, Sky Kim*
 - PURPLE continued to support with red-carpet stylist package shipping

MARCH OUTLOOK

ACTIVATIONS

- Salon Events
 - PURPLE to continue reaching out to top media and influencers for each market
 - PURPLE to sent shot-list to each photographer
 - PURPLE to finalize shipments across all markets
 - PURPLE to coordinate tools for each stylist who is working the salon events
 - PURPLE to coordinate payment for all stylists following the events
 - PURPLE to finalize all decor for each market
 - PURPLE coordinated training materials to all stylists
 - PURPLE to connect with BeautyBoxx to secure tracking for all markets
 - PURPLE to request additional shirt sizes for all stylists
 - PURPLE to secure 7 stylists for LA and 5 for New York
 - PURPLE to finalize catering for each market
 - PURPLE to finalize walkthroughs for each market
 - PURPLE to develop ROS and face sheets for each market
- September Event
 - PURPLE to put together list of showroom recommendations for September gifting suite

PRESS

- PURPLE to continue pitching Cycle 2 2025 offerings to long lead for coverage opportunities
- PURPLE to continue pitching Cycle 1 2025 offerings to long lead and short lead for coverage opportunities
- PURPLE to continue pitching Couleurs Couture Illuminating Mask Collection to long lead and short lead for coverage opportunities
- PURPLE to pitch Kasper Heemskerk for now for any larger editorials and profile opportunities
- PURPLE to begin pitching Eduardo and Gonn once contracts are finalized
- PURPLE to continue pitching full Balmain Hair portfolio for evergreen coverage opportunities
- PURPLE to continue pitching in-house Balmain Hair experts for interview opportunities
- PURPLE to continue to vet applicable beauty awards for Balmain Hair

INFLUENCER/SESSION STYLISTS/VIP

- PURPLE to continue to facilitate & monitor influencer, session stylist & VIP gifting
- PURPLE to continue to pitch Balmain Hair accessories for celebrity styling opportunities
- PURPLE to share march/april seeding list for influencer and VIP
- PURPLE to continue to secure opt-ins & facilitate for Couleurs Couture Illuminating Mask Collection mailer
- PURPLE to continue to secure opt-ins & facilitate targets for Cycle 1 2025 offerings
- PURPLE to develop target list for C2 2025 offerings
- PURPLE continued to support conversations with Eduardo & Gonn for upcoming ambassadorships

BALMAIN

PARIS

HAIR COUTURE

PRINT COVERAGE



BEAUTY MODERN LUXURY 131

 <p>Balmain Hair Couleurs Couture Illuminating Mask. balmainhair.us</p>	 <p>Parfums de Marly Néro Éclat. us.parfums-de-marly.com</p>	 <p>Charlotte Tilbury Hollywood Contour Wand. charlottetilbury.com</p>
 <p>See Beauty The Much More mascara. getbeauty.com</p>	 <p>Orbiskin Black + White Lip Combustion Oil with Sheen. orbiskin.com</p>	 <p>Sol de Janeiro DELICIA DRENCH SHOWER OIL</p>
 <p>Tweezer 28 Mini Women Lash Curler. tweezerbeauty.com</p>	<p>Love on the Brain</p> <p>With Valentine's Day quickly approaching, we want to look and feel our best. Conquer your next date night with these beauty, body and haircare products.</p> <p>by CHARLOTTE TRATNER</p>	



Modern Luxury/Ocean Drive | February Issue

Love on the Brain

Balmain Hair Couleurs Couture Illuminating Mask

Circulation: 13,000,000

BALMAIN

PARIS

HAIR COUTURE

PRESS COVERAGE

The Best Hair Masks

I PUT MY hair through the wringer on a regular basis. Naturally, it's honey-colored, but every few months I bleach it to death and coat it in neon-pink hair dye. I wear it up too often. I pelt it with styling products. I rinse it in hard water and subject it to all sorts of environmental torment. I'm no stranger to hair treatments, and I've spent the last few months testing them out to find the very best options on the internet.



Best for Shine

Balmain Revitalizing Hair Masque

Balmain is probably best known for its hair accessories (like claw clips) and hair perfume. But this 6.7-ounce mask deserves more attention. It smells like a luxurious salon experience, with notes of woods, florals, fruits, and spices, and the formula contains argan oil, a wide array of vitamins, and cashmere protein. It smells a little soft and cozy, and a little wild and floral. The scent is very elegant. The formula is free of parabens and sulfates. I didn't notice anything particularly amazing about the moisture levels it left behind—my hair was definitely softer and silkier, but not drastically more than from the other great masks I've tried.

What really stood out was the shine. I find it very difficult to get my coarse curls shiny, and this formula left my hair more lustrous than any others. It had an almost pearlescent quality to it that lasted for a few days. If your primary hair concern is dullness, this mask might be exactly what you're looking for.

Scent Notes Woods, florals, fruits, spices.

Active Ingredients Argan oil (for moisture and damage repair). Vitamins E, F, and P (for damage repair and prevention). Cashmere protein (for strength). Melanin and wasabi (combined to a formula called [AC Colorplex](#)) for UV protection and color retention.

Purported Claims Replenishes, moisturizes, and reinforces the hair. Restores elasticity and sheen. I didn't notice a ton of moisture, but I definitely noticed improved shine and manageability.

Leave-in Time 5 minutes minimum

Color-Safe? Yes

Wired | February 2, 2025

The Best Hair Masks

Balmain Hair Revitalizing Mask

UVM: 16,000,000

<https://www.wired.com/gallery/best-hair-masks/>

Beauty Horoscope: Find out which products will make you shine according to your zodiac sign

Leo

Those born under this charismatic sign are characterized by their boldness and self-confidence. “They are individualistic and risk-takers when it comes to making decisions or radical changes. They don’t like monotony,” says Salgueiro. According to her, when Leo’s energy is balanced, it is the ideal time to try new things, as long as they are personalized. “They are not the kind who will do group things. It has to be a treatment focused on them, because Leo’s energy is like that of a lion: they are not afraid to draw attention.” This fire sign, which is attracted to golden and reddish tones, tends to lean towards innovative procedures and aesthetic medicine. Luxurious hair treatments are ideal, as they connect with their sophisticated and dazzling nature.

2/3

Balmain Argan Moisturizing Elixir (\$68)

Leo’s mane is his most prized physical feature. Nothing beats this elixir enriched with pure argan oil and an exclusive blend of silk protein that fights frizz and provides spectacular shine. Plus, it smells delicious!

BUY NOW - \$68



NewBeauty En Espanol | February 3, 2025

Beauty Horoscope: Find out which products will make your zodiac sign shine
Balmain Hair Argan Moisturizing Elixir *PURPLE reached out for brand name update

UVM: 477,152

<https://es.newbeauty.com/productos-belleza-segun-tu-signo-zodiacal/>

WHO WHAT WEAR

I Wanted Expensive-Looking Hair—a Colorist Surprised Me With This "Underrated" Suggestion

Expensive-looking hair is a journey, not a destination. A luxurious mane does not hinge upon a specific color or cut but a commitment to at-home and in-salon techniques that help strands appear shiny, vibrant, and full of eye-catching depth. Think glosses, deep-conditioning masks, scalp treatments, and a healthy balance of lowlights and highlights.

If that last one gave you pause, you're certainly not alone. I recently booked a color refresh with **master stylist Julie Dickson** at her New York City salon, where she suggested not only golden, honey highlights but also some darker chestnut pieces (aka, lowlights) scattered throughout. I was a bit hesitant, but she assured me that it ties the entire look together, and lo and behold—she was absolutely right. My natural-looking hue appeared significantly more put together, sophisticated, and just plain *rich*. Ready to secure a luxe-looking mane of your own? Keep scrolling for everything you need to know, straight from celebrity colorists.

Who What Wear | February 3, 2025

I Wanted Expensive-Looking Hair—a Colorist Surprised Me With This "Underrated" Suggestion

Eduardo Ponce Ambassador Quotes, Balmain Hair Couleurs Couture Care Set

UVM: 4,686,493

<https://www.whowhatwear.com/beauty/hair/lowlights-vs-highlights-hair>

WHAT ARE HIGHLIGHTS?

First thing's first: Let's go over some hair color basics. "**Highlights are lighter strands added throughout your hair to create brightness and contrast,**" explains **celebrity hairstylist and colorist Eduardo Ponce**. "They mimic the effect of sunlight hitting your hair and give a fresh, vibrant, sun-kissed appearance."

Essentially, if you're hoping to lighten your natural hair color, highlights are a great route to take. There are a smattering of different types to choose from depending on your hair goals, such as babylights, money pieces, balayage, chunky highlights, and so on.

WHAT'S THE DIFFERENCE?

In short: Highlights brighten, while lowlights darken and add depth. "Think of lowlights as shadows that add richness and highlights as beams of light that enhance contrast," notes Ponce.

While we're pitting them against each other for the purposes of this article, just know that one isn't necessarily "better" than the other; in fact, according to Dickson, everyone can take advantage of both techniques. "Lowlights are great for hair that's been overly highlighted or sun-bleached, as they restore depth and dimension while making your highlights stand out and appear brighter," she shares. "Highlights, on the other hand, can be subtle and spaced out for a soft, natural 'kid hair' look, or applied more densely to create an overall lighter, brighter effect."

DO LOWLIGHTS COVER GRAYS?

Yep, they sure can. "Lowlights are a great way to blend grays naturally without completely covering them, especially if your grays are subtler versus all over," confirms Ponce. You might want to add some strategic highlights to disguise the grays entirely, but lowlights are certainly a great way to make them less noticeable.

CAN YOU MIX THEM TOGETHER?

Yes—and you should! "I always add both highlights and lowlights," says **celebrity hairstylist and colorist Dimitris Giannetos**. "If you just keep adding highlights to the hair, your hair color is going to lose depth." Think of it like contouring and highlighting your face with makeup; without a healthy balance of light and shadow, the look can wind up falling flat. "Depth from the lowlights and brightness from the highlights create a balanced, multidimensional look that creates a natural and sophisticated vibe," adds Ponce.

That said, combining them is a delicate dance, and the amount of each will depend on your specific head of hair, bone structure, and the overall look you're gunning for. For instance, Dickson might commit to highlights for face-framing pieces in order to accentuate the eyes, or she could add more lowlights to an area to help old highlights pop.



BALMAIN HAIR
Couleurs Couture Hair Care Set

\$193

SHOP NOW

Ponce is partial to Balmain Hair's shampoo and conditioner, both of which you can snag in this luxe gift set. (You'll also score a rich, deep-conditioning treatment and high-quality scalp brush!) "It has UV shields to enhance color longevity and a blend of argan elixir, silk and cashmere protein to deeply nourish and strengthen the hair," he says of the duo.

Who What Wear | February 3, 2025 Continued

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Yahoo! Lifestyle | February 3, 2025

I Wanted Expensive-Looking Hair—a Colorist Surprised Me With This "Underrated" Suggestion

Eduardo Ponce Ambassador, Balmain Hair Couleurs Couture Care Set

UVM: 413,750,923

<https://www.yahoo.com/lifestyle/wanted-expensive-looking-hair-colorist-080000559.html>

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Yahoo! Lifestyle | February 3, 2025 *Continued*

I Wanted Expensive-Looking Hair—a Colorist Surprised Me With This "Underrated" Suggestion
Eduardo Ponce Ambassador, Balmain Hair Couleurs Couture Care Set

UVM: 413,750,923

<https://www.yahoo.com/lifestyle/wanted-expensive-looking-hair-colorist-080000559.html>

JWC

MEDIA GROUP

THE BUZZ:

FEBRUARY 2025



HAIR RAISING

Balmain Hair marked its 50th anniversary with a collection of three luxurious hair perfumes, crafted by award-winning perfumer Cécile Zarokian. These unisex fragrances are designed to elevate your hair's natural allure while leaving a lasting impression. Cardamom 1974 offers a sophisticated yet accessible blend of cardamom, rose, patchouli, and vanilla, balanced by bright citrus and fruity notes, evoking the confidence of wearing a Balmain blazer. Vetiver 1974 reflects Balmain's core values of empowerment through robust woody notes of vetiver, cedarwood, and balsams, complemented by florals and zesty rhubarb for an exciting, grounded scent. Ginger 1974 embodies the iconic Balmain silhouette with a bold, sensual fragrance of ginger, fir balsam, suede, and white musk, ensuring you stand out. Each fragrance is carefully formulated with premium ingredients to provide an elegant and captivating olfactive experience for your hair. *For more information, visit [balmainhair.us](https://www.balmainhair.us).*

JWC Media Group | February 7, 2025

THE BUZZ: FEBRUARY 2025

Balmain Hair Heritage 1974 Hair Perfumes

UVM: 4,490

<https://jwcmedia.com/the-buzz-february-2025/>

JWC

MEDIA GROUP

BE MINE: THE ULTIMATE VALENTINE'S DAY BEAUTY GUIDE



JWC Media Group | February 7, 2025

BE MINE: THE ULTIMATE VALENTINE'S DAY BEAUTY GUIDE

Balmain Hair Leave In Conditioning Spray

UVM: 4,490

<https://jwcmedia.com/be-mine-the-ultimate-valentines-day-beauty-guide/>

The International Hairdressing Awards announce the Jury for IHA 2025

ILHAM MESTOUR (NETHERLANDS)

Ilham Mestour is a Moroccan-born, Netherlands-based hairstylist. With her technical skills and creative input, she transforms styling hair into an art form. After spending over a decade as the Artistic Director for Keune Hair Cosmetics, Mestour is now the Artistic Director of Balmain Hair Couture. Mestour's work has appeared in top fashion publications such as Vogue, Vanity Fair, and Harper's Bazaar, and she has collaborated on advertising campaigns for fashion houses and brands including Iris van Herpen, Bulgari, Tommy Hilfiger, and Calvin Klein. Her celebrity clients include Naomi Campbell, Kate Moss, Doutzen Kroes, Imaan Hammam, and Queen Maxima of the Netherlands.

Estetica Magazine | February 10, 2025

The International Hairdressing Awards announce the Jury for IHA 2025

Balmain Hair Artistic Director Ilham Mestour

UVM: 4,162

<https://www.esteticamagazine.com/2025/02/10/the-international-hairdressing-awards-announce-the-jury-for-iha-2025/>

Beauty Launches And Happenings, Including Tilt's New Mascara

Muse D'Amour Styling Set by Balmain Hair: For a hair styling refresh, Balmain has brought out its new limited edition set with a trio of products: Thermal Protection Spray, Argan Moisturizing Elixir, and Le Mini Detangling Soa Brush in Velvet Burgundy that have been designed to keep the hair healthy and protected.



Muse D'Amour Styling Set by Balmain Hair | COPYRIGHT BALMAIN HAIR GROUP BV

Forbes | February 11, 2025

Beauty Launches And Happenings, Including Tilt's New Mascara
LE Muse D'Amour Styling Set

UVM: 88,209,424

<https://www.forbes.com/sites/felicitycarter/2025/02/11/beauty-launches-and-happenings-including-tilts-new-mascara/>

GLASS

Chase Stokes tells Glass how fate led him to star in Netflix's Outer Banks



Groomer: Catherine Furniss using BALMAIN HAIR

Glass Magazine | February 14, 2025

Chase Stokes tells Glass how fate led him to star in Netflix's Outer Banks

Session Stylist Credit—Catherine Furniss

UVM: 35,306

<https://theglassmagazine.com/chase-stokes-interview/>

Jamie Putnam, the Asian actor and model who is making his mark



Talent: Jamie Putnam @jamieewanputnam, Styling: Jared Eng Studios @jaredengstudios, Photography: Dennis Leupold @dennisleupold, Grooming: Nathaniel Dezan at Opus Beauty using Balmain Hair and 111 Skin @nathanieldezan @balmainhair @111skin @opusbeauty, Fashion Assistant: Jordan Blakeman @jumbosfrownroom

Vogue Mexico | February 17, 2025

Jamie Putnam, the Asian actor and model who is making his mark
Balmain Hair Session Stylist Credit—Nathan Dezan

UVM: 3,318,913

<https://www.vogue.mx/articulo/jamie-putnam-el-actor-y-modelo-asiatico-que-esta-dejando-huella>

34 Top Winter 2025 Hair Launches

Winter weather can wreak havoc on hair. Think static and frizz from the weather and harsh indoor heating, plus extra heat styling because it's harder to let hair air dry in frigid temperatures. That's where the best new hair products of winter 2025 come in. From shampoos and conditioners to start you off on a good hair day in the shower to heat protectants, bonding treatments to repair damage, nourishing masks and stylers to keep your look intact, we've rounded up the top new launches to help you hit your hair goals.



Balmain Couleurs Couture Illuminating Mask BALMAIN HAIR COUTURE

Balmain Couleurs Couture Illuminating Mask

When your color needs a refresh between appointments, this mask will do the trick. Not only does it temporarily restore rich color, but it also hydrates and strengthens with every application, courtesy of silk amino acids, cashmere and quinoa seed oil. It comes in six shades and lasts for up to eight washes. *\$84, [neimanmarcus.com](https://www.neimanmarcus.com)*

Forbes | February 20, 2025

34 Top Winter 2025 Hair Launches

Couleurs Couture Illuminating Mask in Warm Brown

UVM: 94,900,000

<https://www.forbes.com/sites/celeshatzman/2025/02/20/the-top-winter-2025-hair-launches/>

11 Best Hair Oils for Fine Hair to Get Maximum Shine



For people with thicker hair types, **hair oils** are essential for taming flyaways and replenishing moisture. But with the best hair oil for fine hair in hand, those with **thinner hair textures** can get those same benefits without weighing hair down—nor do they make hair look greasy. There's actually a bevy of shine-boosting, ultra-nourishing oils on the market that deliver amazing results to delicate strands.

To find them, we tapped a few of our go-to hairstylists and our very own editors—who test hair products of all kinds on a daily basis—for their input on what makes the following hair oils particularly great for fine hair types. Ahead, find 11 hair oils that do the most (with the least heft) for those with fine hair.

Best Splurge: Balmain Hair Couture Argan Moisturizing Elixir



BALMAIN
Hair Couture Argan Moisturizing Elixir

\$68
NEIMAN MARCUS

Why it's worth it: Treat your hair to the Balmain Hair Couture Argan Moisturizing Elixir, a luxurious hair oil from the Best of Beauty-winning brand that Los Angeles-based hairstylist **Ashley Gomila** loves for thin and thick hair types alike. This **argan oil-based** hair treatment is also spiked with **silk** proteins for a double dose of moisture-retaining additives. "I appreciate how just a tiny drop goes such a long way to minimize frizz and lightly seal the cuticle," she says. It has Balmain's signature fragrance, which has notes of gardenia, ylang-ylang, and sandalwood.

Allure | February 21, 2025

11 Best Hair Oils for Fine Hair to Get Maximum Shine

Balmain Hair Argan Moisturizing Elixir

UVM: 4,460,000

<https://www.allure.com/story/best-hair-oils-for-fine-hair>

2025 Hair Trends: The Best Cuts, Colors and Styles to Try This Year (From Sabrina Carpenter-Style Blowouts to Emma Stone-Inspired Pixies!)

2025 is all about low-maintenance hair trends, but with a touch of glamour.

Last year, we saw a return to more natural hair looks with everything from blunt bobs to subtle highlights gaining popularity. Celebrity hairstylist and [Balmain Hair](#) ambassador [Gonn Kinoshita](#) tells PEOPLE that he sees a continuation of these styles in 2025 with a mix of retro-inspired cuts and rich hair colors taking over.

"There will still be an emphasis on natural-looking volume and movement, evolving from last year's trends towards a more relaxed and textured aesthetic," he says.

The shift from high-maintenance colors to simple cuts and styles can largely be attributed to the high value placed on hair health in recent years.

Ahead, celebrity stylists and hair experts share their top predictions for 2025 hair trends — from cuts and colors to styles.



lily collins PHOTO: LILY COLLINS/ INSTAGRAM

Asymmetric bobs were trending in 2024, but this year, the focus is on maintaining a sleek, precision-cut bob. Federico says the 2025 version of the bob is all about clean, structured edges that hit right at the jawline.

"This bold, sculpted style is ideal for angular or oval face shapes," he explains. "Ask your stylist for a jawline-length bob like [Hailey Bieber's](#), with sharp edges and minimal layering."

Kinoshita adds that this look is appealing because it has a classic, '90s feel to it. He also recommends skipping out on layering and instead having your stylist "simply cut straight across with shears to create a uniform length."

Committing to a big chop can be nerve-wracking, so it's often a good idea to start with a slightly more subtle haircut before taking the leap. That's where the bixie — a mix between a bob and a pixie cut — comes in.

Kinoshita says that this haircut has a "slightly messy texture," which can make for easy styling. "To achieve a bixie haircut, you should aim for a style that combines the short, layered front of a pixie cut with the slightly longer, fuller back of a bob, along with the textured layers," he explains.

Bixie



Olivia Lee PHOTO: RENA CAUQUINI/ INSTAGRAM

People Magazine | February 22, 2025

2025 Hair Trends: The Best Cuts, Colors and Styles to Try This Year (From Sabrina Carpenter-Style Blowouts to Emma Stone-Inspired Pixies!)

Balmain Hair Ambassador Quotes - Gonn Kinoshita, Volume Mousse Strong

UVM: 71,915,670

<https://people.com/2025-hair-trends-best-cut-colors-styles-8777973>

Half-Up Half-Down



Megan Thee Stallion. PHOTO: JACOB AARON/ INSTAGRAM

The classic supermodel blowout had a resurgence in 2023, and, this year, it's back in full force. With [Sabrina Carpenter](#) putting a new spin on the '90s look for nearly every red carpet, it's clearly a style that's here to stay.

Kinoshita notes that the statement hairstyle is all about bounce and volume. To achieve the look, he recommends starting by prepping your hair with a volumizing mousse like [Balmain Hair's Volume Mousse Strong](#) before blow drying it in sections. Use a round brush to lift the roots and shape the ends during the drying process. Then, finish with a lightweight hairspray to ensure long-lasting volume.

Supermodel Blowout



Kelly Rowland. PHOTO: CARL BEMBRIDGE/ INSTAGRAM

It doesn't get easier than a half-up half-down hairstyle. The simple and timeless look will be having a moment in 2025 with Kinoshita noting the style's "perfect blend of elegance and effortlessness."

Whether you opt for sleek tresses or tight curls, this style pairs well with all hair types. "To create the look, section off the top half of your hair and secure it loosely with a clip," says Kinoshita.

If you desire more dimension, he suggests using a curling wand or straightener to add gentle waves to your hair.

People Magazine | February 22, 2025 Continued

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2025 Hair Trends: The Best Cuts, Colors and Styles to Try This Year (From Sabrina Carpenter-Style Blowouts to Emma Stone-Inspired Pixies!)

2025 is all about low-maintenance hair trends, but with a touch of glamour.

Last year, we saw a return to more natural hair looks with everything from blunt bobs to subtle highlights gaining popularity. Celebrity hairstylist and [Balmain Hair](#) ambassador [Gonn Kinoshita](#) tells PEOPLE that he sees a continuation of these styles in 2025 with a mix of retro-inspired cuts and rich hair colors taking over.

"There will still be an emphasis on natural-looking volume and movement, evolving from last year's trends towards a more relaxed and textured aesthetic," he says.

The shift from high-maintenance colors to simple cuts and styles can largely be attributed to the high value placed on hair health in recent years.

Ahead, celebrity stylists and hair experts share their top predictions for 2025 hair trends — from cuts and colors to styles.



City Collin PHOTO: LEE COLLINS/ INSTAGRAM

Asymmetric bobs were trending in 2024, but this year, the focus is on maintaining a sleek, precision-cut bob. Federico says the 2025 version of the bob is all about clean, structured edges that hit right at the jawline.

"This bold, sculpted style is ideal for angular or oval face shapes," he explains. "Ask your stylist for a jawline-length bob like [Hailey Bieber's](#), with sharp edges and minimal layering."

Kinoshita adds that this look is appealing because it has a classic, '90s feel to it. He also recommends skipping out on layering and instead having your stylist "simply cut straight across with shears to create a uniform length."

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Bixie



Gwara Lee PHOTO: RENA CAUQUINI/ INSTAGRAM

MSN | February 22, 2025 *Syndication of People Magazine

2025 Hair Trends: The Best Cuts, Colors and Styles to Try This Year (From Sabrina Carpenter-Style Blowouts to Emma Stone-Inspired Pixies!)

Balmain Hair Ambassador Quotes - Gonn Kinoshita, Volume Mousse Strong

UVM: 127,227,053

<https://www.msn.com/en-us/lifestyle/lifestyle-buzz/2025-hair-trends-the-best-cuts-colors-and-styles-to-try-this-year-from-sabrina-carpenter>

Half-Up Half-Down



Megan Thee Stallion. PHOTO: JACOB AARON/ INSTAGRAM

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Supermodel Blowout



Kelly Rowland. PHOTO: CARL BEMBRIDGE/ INSTAGRAM

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2025 Hair Trends: The Best Cuts, Colors and Styles to Try This Year (From Sabrina Carpenter-Style Blowouts to Emma Stone-Inspired Pixies!)

Balmain Hair Ambassador Quotes - Gonn Kinoshita, Volume Mousse Strong

UVM: 127,227,053

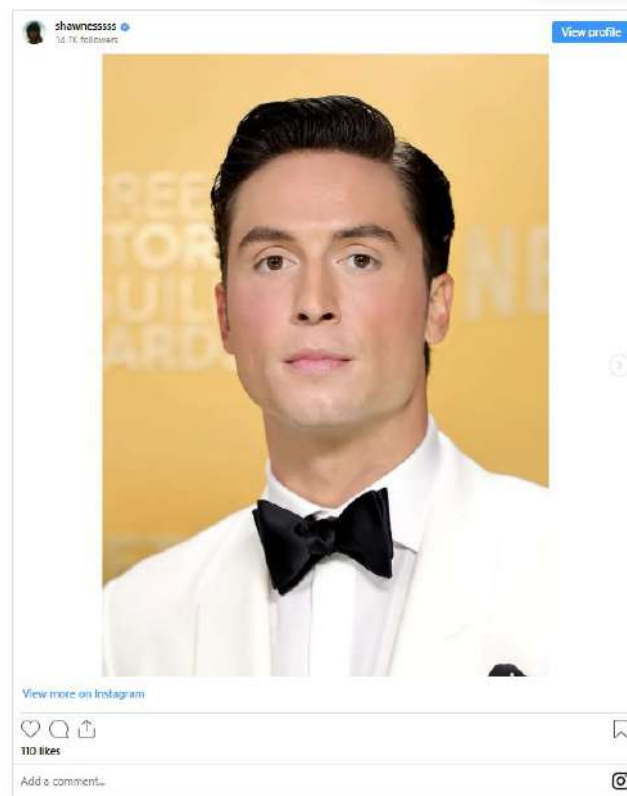
<https://www.msn.com/en-us/lifestyle/lifestyle-buzz/2025-hair-trends-the-best-cuts-colors-and-styles-to-try-this-year-from-sabrina-carpenter>

Kristen Shaw Leaned Into Leading Men of Hollywood's Golden Age for Benito Skinner's 2025 SAG Awards Hair

Get the Look:

1. "Post haircut, I prepped Benny's hair with **Grandiose [Hair Plumping Mousse]** from **Oribe** to build height as I blow dried.
2. He has a natural wave so to bring back an element of that which gives ode to classic Hollywood, I used a few dollops of **Rōz's new Evergreen Style Cream** all over and ran a wide tooth comb through it to shape a square-ish take on a classic wave.
3. I finished with **Davines Shine Spray** and **BALMAIN's Strong Hair Spray** to lock in the shape and texture."

If you recreate this look, we want to see it! Tag us at [@readthetease](#) on Instagram and TikTok.



The Tease | February 25, 2025

Kristen Shaw Leaned Into Leading Men of Hollywood's Golden Age for Benito Skinner's 2025 SAG Awards Hair
Balmain Hair Session Stylist Quotes - Kristen Shaw, Session Spray Strong *PURPLE reached out for brand name update
UVM: 6,655

<https://www.thetease.com/kristen-shaw-leaned-into-leading-men-of-hollywoods-golden-age-for-benito-skinners-2025-sag-awards-hair/>

15 Best Deep Conditioners We Tested for Hydration and Repair

The best deep conditioners help address dry, damaged hair, and provide that highly sought after “slip” during the detangling process. They penetrate strands to really deliver on hydration and nourishment, and while [hair masks](#) work just as great, deep conditioners are much easier to incorporate into your wash routine—no 30 minute or overnight wait time needed. To help you find the best ones, we tested over a dozen treatments on various hair types and textures. We evaluated how each one helped repair split ends, or manage breakage. After trying them for at least two wash cycles, we checked to see how our hair felt post-wash, and how it looked styled. Our top pick was the JVN Undamage Strengthening Conditioner because it instantly moisturized and smoothed strands, but we’re including other great picks that specifically target damage, frizz, and more.

The best deep conditioners at a glance

- **Best Overall:** [JVN Undamage Strengthening Conditioner](#), \$24
- **Best for Natural Hair:** [Eva NYC Therapy Session Hair Mask](#), \$30
- **Best for Curly Hair:** [Advanced Intensive Curl Perfecting Masque](#), \$65
- **Best for Fine Hair:** [Olaplex’s No. 8](#), \$30
- **Best for Frizzy Hair:** [TPH by Taraji Mask On Conditioning Hair Mask](#), \$18
- **Best for Straight Hair:** [Balmain Moisturizing Repair Mask](#), \$65

Best for Straight Hair: Balmain Moisturizing Repair Mask



Courtesy of brand

13/15

Balmain Moisturizing Repair Mask

Use if: You have dry or color-treated hair

For Brooke, she reaches for Balmain’s repair mask when her hair really needs some love. As someone with straight hair, she likes that while it adds much needed moisture, it doesn’t weigh her hair down. “I heat style my hair and it can get dry from time to time and this mask is a perfect reset for my hair,” she says. “It deeply nourishes and hydrates and helps to reduce breakage and those dreaded split ends. The mask is super rich and my hair just drinks it up. I use this mask several times a month and will keep it on either overnight or for a few hours. My hair looks so shiny and bouncy after styling.”

- **Key Ingredients:** Argan oil, vitamins E, F, and P, and cashmere protein
- **How long to leave in:** Five to 10 minutes
- **How often to use:** Once per week or as needed

Glamour | February 28, 2025

15 Best Deep Conditioners We Tested for Hydration and Repair
Balmain Hair Moisturizing Repair Mask *PURPLE reached out for brand name update
UVM: 5,697,130

<https://www.glamour.com/gallery/best-deep-conditioner>

ET

Star Sightings: Kerry Washington Enjoys a New Moon Ceremony in L.A., Miles Teller Strolls in New York City

Balmain Hair launched their Couleurs Couture Illuminating, Mask Collection, Muse D'Amour Styling Set, and Pince À Cheveux Clips in Burgundy.

ET Online | February 28, 2025

Star Sightings: Kerry Washington Enjoys a New Moon Ceremony in L.A., Miles Teller Strolls in New York City
Balmain Hair Couleurs Couture Illuminating Mask Collection, Muse D'Amour Styling Set, Pince À Cheveux Clips in Burgundy
UVM: 1,292,533

<https://www.etonline.com/star-sightings-kerry-washington-enjoys-a-new-moon-ceremony-in-la-miles-teller-strolls-in-new-york>




BALMAIN

PARIS

HAIR COUTURE

SOCIAL COVERAGE











Activity Performance

		Profiles	Content	Media Value	Eng. Rate	Reach	Impressions	Engagement	Spend
	Total	44	107	\$668,255	0.03%	1,620,055	1,814,968	399,539	\$0
	Instagram	31	64	\$172,551	0.01%	1,136,540	1,318,441	70,016	\$0
	Instagram Stories	24	43	\$495,704	0.04%	483,515	496,527	329,523	\$0
	TikTok	0	0	\$0	0.0%	0	0	0	\$0










Profile Ranking (1/5)

			Content	Media Value	Eng. Rate	Reach	Impressions	Activity Engagement	Avg. Engagement	Spend
1		Carmella Rose	2	\$146,984	0.02%	168,846	173,396	97,423	48,712	\$0
2		Anéka Fashion Influencer	3	\$112,781	0.04%	140,621	151,574	69,762	23,254	\$0
3		Geena	2	\$86,501	0.03%	670,108	779,734	44,657	22,329	\$0
4		Anastasia Gerrans	2	\$66,157	0.02%	77,468	85,875	37,118	18,559	\$0
5		Zack Lugo	1	\$52,830	0.04%	73,261	75,235	34,892	34,892	\$0
6		Loren Asad	1	\$28,169	0.06%	53,617	55,062	18,463	18,463	\$0
7		Meeya	2	\$25,102	0.08%	25,396	26,080	16,670	8,335	\$0
8		maranda widlund	4	\$17,743	0.05%	6,300	6,790	11,390	2,848	\$0
9		Allie Esselli	1	\$13,028	0.05%	12,206	12,535	8,666	8,666	\$0
10		Jeffery Dang	2	\$11,444	0.05%	2,821	2,896	7,693	3,847	\$0




Profile Ranking (2/5)

			Content	Media Value	Eng. Rate	Reach	Impressions	Activity Engagement	Avg. Engagement	Spend
11		Natalia Bruschi	7	\$17,891	0.01%	94,450	107,969	7,622	1,089	\$0
12		EDUARDO PONCE	1	\$6,883	0.08%	43,342	51,345	4,176	4,176	\$0
13		Olga Yanul	1	\$5,929	0.05%	17,114	17,575	3,835	3,835	\$0
14		Ivana Kordic	1	\$5,754	0.06%	9,822	10,086	3,783	3,783	\$0
15		Sydney Silverman	1	\$5,541	0.07%	1,961	2,013	3,715	3,715	\$0
16		Joshua Johnston	1	\$7,688	0.02%	50,129	58,373	3,558	3,558	\$0
17		~Matilde~ HairStylist 🧑	5	\$5,284	0.04%	12,809	14,099	3,372	674	\$0
18		Gonn K	6	\$4,142	0.05%	10,080	11,536	2,565	428	\$0
19		Schön! Magazine	1	\$12,286	0.0%	47,307	54,691	2,543	2,543	\$0
20		Kyumin Sonia Lee 이규민	7	\$3,591	0.26%	3,077	3,690	2,382	340	\$0





Profile Ranking (3/5)

			Content	Media Value	Eng. Rate	Reach	Impressions	Activity Engagement	Avg. Engagement	Spend
21		Jaime Diaz	2	\$3,570	0.06%	15,272	18,511	2,104	1,052	\$0
22		Darcy	4	\$3,156	0.06%	2,901	3,150	2,051	513	\$0
23		Aubrey Heller	3	\$2,875	0.16%	598	613	1,937	646	\$0
24		Ro Morgan	3	\$2,830	0.04%	6,586	7,403	1,756	585	\$0
25		Amy Komorowski	4	\$2,711	0.02%	4,457	4,986	1,525	381	\$0
26		Courtney Housner	4	\$1,808	0.02%	4,242	4,855	935	234	\$0
27		Jennifer Brent	1	\$984	0.06%	573	588	663	663	\$0
28		Celebrity Men's Groomer & Hairstylist	1	\$971	0.11%	181	185	654	654	\$0
29		Eloise Cheung	1	\$963	0.12%	286	293	649	649	\$0
30		Emma Willis	1	\$2,318	0.01%	15,673	17,896	562	562	\$0

Profile Ranking (4/5)

			Content	Media Value	Eng. Rate	Reach	Impressions	Activity Engagement	Avg. Engagement	Spend
31		Kimberly Bragalone	3	\$1,438	0.01%	6,198	7,313	516	172	\$0
32		nathanieldez an	1	\$932	0.04%	4,497	5,388	515	515	\$0
33		Hailey Adickes	2	\$769	0.04%	4,101	4,878	424	212	\$0
34		Thea Istenes	2	\$785	0.01%	18,325	20,621	227	114	\$0
35		beautyOD/OI af Derlig	4	\$560	0.03%	2,320	2,738	212	53	\$0
36		SANDY LIN	1	\$701	0.0%	3,310	3,762	95	95	\$0
37		Kéla Wong	4	\$560	0.01%	1,845	2,121	89	22	\$0
38		Kandi Hernandez	2	\$544	0.0%	1,582	1,811	65	33	\$0
39		DANIEL APODACA JR	2	\$280	0.01%	1,030	1,192	61	31	\$0
40		PURPLE	1	\$1,570	0.0%	1,192	1,371	58	58	\$0

Profile Ranking (5/5)



			Content	Media Value	Eng. Rate	Reach	Impressions	Activity Engagement	Avg. Engagement	Spend
41		Genevieve Garner	1	\$140	0.01%	561	665	55	55	\$0
42		Corey Tuttle Hairstylist	7	\$1,452	0.0%	2,761	3,116	54	8	\$0
43		Jenna Nelson	1	\$140	0.01%	590	688	42	42	\$0
44		Dillon Peña	1	\$469	0.0%	239	270	5	5	\$0

Top Instagram Content (1/16)





 [Geena](#)



 **Imp** 0.5m
 **Eng.** 31.8k
Reach 0.4m



 [Geena](#)



 **Imp** 0.3m
 **Eng.** 12.8k
Reach 0.3m



 [EDUARDO PONCE](#)



 **Imp** 51.3k
 **Eng.** 4.2k
Reach 43.3k

 [Joshua Johnston](#)



 **Imp** 58.4k
 **Eng.** 3.6k
Reach 50.1k

Top Instagram Content (2/16)



Schön! [Schön! Magazine](#)



Imp 54.7k
 Eng. 2.5k
Reach 47.3k

[Anastasia Gerrans](#)



Imp 62.8k
 Eng. 2.0k
Reach 55.0k

[Anéka Fashion Influencer](#)



Imp 77.2k
 Eng. 1.5k
Reach 68.2k

[Jaime Diaz](#)





Imp 9.9k
 Eng. 1.2k
Reach 8.1k

Top Instagram Content (3/16)





 [Jaime Diaz](#)



 **Imp** 8.6k
 **Eng.** 0.9k
Reach 7.1k



 [Natalia Bruschi](#)



 **Imp** 18.4k
 **Eng.** 0.8k
Reach 15.9k



 [Natalia Bruschi](#)



 **Imp** 18.6k
 **Eng.** 0.8k
Reach 16.1k

 [Natalia Bruschi](#)

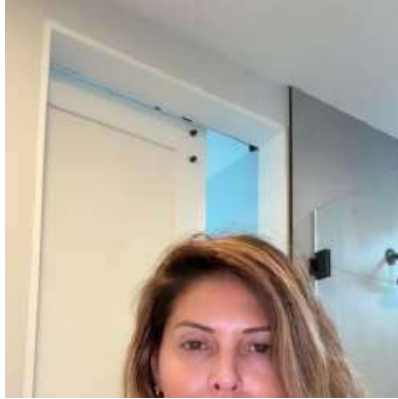




 **Imp** 22.8k
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Reach 20.0k

Top Instagram Content (4/16)





 [Natalia Bruschi](#)



 **Imp** 26.3k
 **Eng.** 0.8k
Reach 23.0k



 [~Matilde~ HairStylist](#) 



 **Imp** 6.6k
 **Eng.** 0.7k
Reach 5.5k



 [Emma Willis](#)



 **Imp** 17.9k
 **Eng.** 0.6k
Reach 15.7k

 [Natalia Bruschi](#)





 **Imp** 17.5k
 **Eng.** 0.5k
Reach 15.3k

Top Instagram Content (5/16)





 [nathanieldezan](#)



 **Imp** 5.4k
 **Eng.** 0.5k
Reach 4.5k



 [Ro Morgan](#)



 **Imp** 4.7k
 **Eng.** 0.4k
Reach 3.9k



 [Gonn K](#)



 **Imp** 3.6k
 **Eng.** 0.3k
Reach 3.1k

 [Hailey Adickes](#)





 **Imp** 3.0k
 **Eng.** 0.2k
Reach 2.5k

Top Instagram Content (6/16)





 [Kimberly Bragalone](#)



 **Imp** 2.8k
 **Eng.** 0.2k
Reach 2.3k



 [Hailey Adickes](#)



 **Imp** 1.9k
 **Eng.** 0.2k
Reach 1.6k



 [Gonn K](#)



 **Imp** 2.8k
 **Eng.** 0.2k
Reach 2.4k

 [Kimberly Bragalone](#)





 **Imp** 2.4k
 **Eng.** 0.2k
Reach 2.0k

Top Instagram Content (7/16)

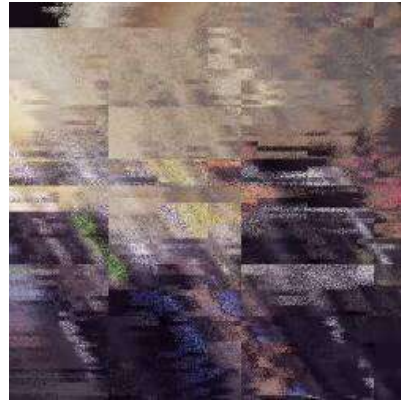




 [Kimberly Bragalone](#)



 **Imp** 2.1k
 **Eng.** 0.2k
Reach 1.8k



 [Gonn K](#)



 **Imp** 3.6k
 **Eng.** 0.1k
Reach 3.2k



 [maranda widlund](#)



 **Imp** 2.9k
 **Eng.** 0.1k
Reach 2.5k

 [Thea Istenes](#)





 **Imp** 6.3k
 **Eng.** 0.1k
Reach 5.6k

Top Instagram Content (8/16)





 [Kyumin Sonia Lee 이규민](#)



 **Imp** 0.7k
 **Eng.** 0.1k
Reach 0.5k



 [Kyumin Sonia Lee 이규민](#)



 **Imp** 0.7k
 **Eng.** 0.1k
Reach 0.6k



 [Amy Komorowski](#)



 **Imp** 2.6k
 **Eng.** 0.1k
Reach 2.3k

 [Kyumin Sonia Lee 이규민](#)





 **Imp** 0.7k
 **Eng.** 0.1k
Reach 0.6k

Top Instagram Content (9/16)





 [Courtney Housner](#)



 **Imp** 1.7k
 **Eng.** 0.1k
Reach 1.5k



 [Kyumin Sonia Lee 이규민](#)



 **Imp** 0.7k
 **Eng.** 0.1k
Reach 0.6k



 [Thea Istenes](#)



 **Imp** 14.3k
 **Eng.** 0.1k
Reach 12.8k

 [SANDY LIN](#)





 **Imp** 3.8k
 **Eng.** 95
Reach 3.3k

Top Instagram Content (10/16)





 [Courtney Housner](#)



 **Imp** 1.1k
 **Eng.** 90
Reach 0.9k



 [Darcy](#)



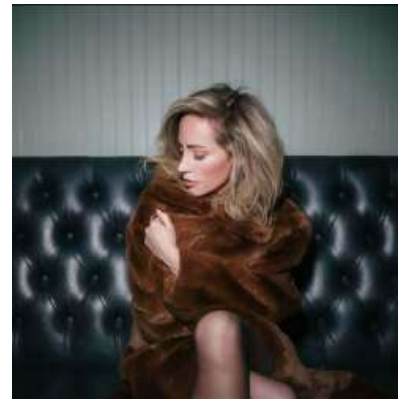
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 **Eng.** 72
Reach 1.4k



 [Courtney Housner](#)



 **Imp** 1.2k
 **Eng.** 70
Reach 1.1k

 [beautyOD/Olaf Derlig](#)





 **Imp** 0.8k
 **Eng.** 66
Reach 0.7k

Top Instagram Content (11/16)

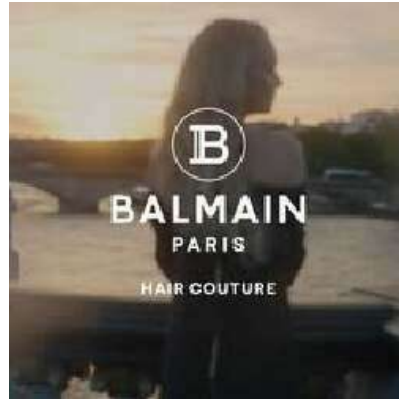




 [beautyOD/Olaf Derlig](#)



 **Imp** 0.7k
 **Eng.** 65
Reach 0.6k



PURPLE [PURPLE](#)



 **Imp** 1.4k
 **Eng.** 58
Reach 1.2k



 [Genevieve Garner](#)



 **Imp** 0.7k
 **Eng.** 55
Reach 0.6k

 [beautyOD/Olaf Derlig](#)





 **Imp** 0.7k
 **Eng.** 48
Reach 0.6k

Top Instagram Content (12/16)





 [Amy Komorowski](#)



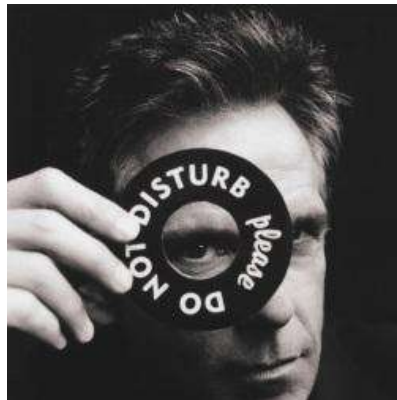
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 **Eng.** 48
Reach 1.0k



 [Jenna Nelson](#)



 **Imp** 0.7k
 **Eng.** 42
Reach 0.6k



 [Natalia Bruschi](#)



 **Imp** 1.9k
 **Eng.** 37
Reach 1.6k

 [DANIEL APODACA JR](#)





 **Imp** 0.6k
 **Eng.** 37
Reach 0.5k

Top Instagram Content (13/16)





 [Kandi Hernandez](#)



 **Imp** 0.9k
 **Eng.** 35
Reach 0.8k



 [beautyOD/Olaf Derlig](#)



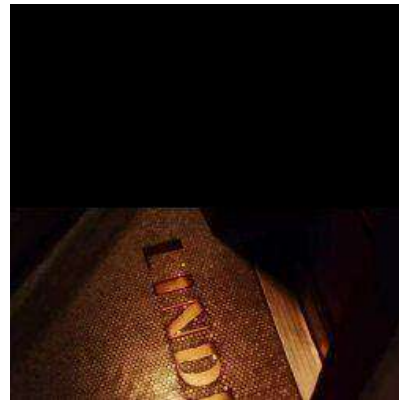
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 **Eng.** 33
Reach 0.5k



 [Kéla Wong](#)



 **Imp** 0.6k
 **Eng.** 32
Reach 0.5k

 [Kandi Hernandez](#)





 **Imp** 0.9k
 **Eng.** 30
Reach 0.8k

Top Instagram Content (14/16)





 [Kéla Wong](#)



 **Imp** 0.6k
 **Eng.** 25
Reach 0.5k



 [DANIEL APODACA JR](#)



 **Imp** 0.6k
 **Eng.** 24
Reach 0.6k



 [Corey Tuttle](#) Hairstylist



 **Imp** 1.3k
 **Eng.** 19
Reach 1.2k

 [Kéla Wong](#)





 **Imp** 0.5k
 **Eng.** 18
Reach 0.4k

Top Instagram Content (15/16)





 [Kéla Wong](#)



 **Imp** 0.4k
 **Eng.** 14
Reach 0.4k



 [Corey Tuttle Hairstylist](#)



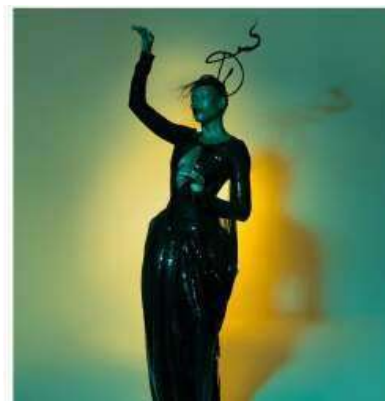
 **Imp** 0.6k
 **Eng.** 8
Reach 0.5k



 [Corey Tuttle Hairstylist](#)



 **Imp** 0.5k
 **Eng.** 8
Reach 0.4k

 [Corey Tuttle Hairstylist](#)





 **Imp** 0.3k
 **Eng.** 6
Reach 0.2k

Top Instagram Content (16/16)





 [Corey Tuttle Hairstylist](#)



 **Imp** 0.2k
 **Eng.** 5
Reach 0.1k



 [Dillon Peña](#)



 **Imp** 0.3k
 **Eng.** 5
Reach 0.2k



 [Corey Tuttle Hairstylist](#)



 **Imp** 0.2k
 **Eng.** 4
Reach 0.1k

 [Corey Tuttle Hairstylist](#)



 **Imp** 0.1k
 **Eng.** 4
Reach 0.1k

Top Instagram Stories (1/9)



[Carmella Rose](#)



Imp 86.7k
 Eng. 48.8k
Reach 84.4k

[Carmella Rose](#)



Imp 86.7k
 Eng. 48.6k
Reach 84.4k

[Anastasia Gerrans](#)



Imp 23.1k
 Eng. 35.1k
Reach 22.4k

[Zack Lugo](#)



Imp 75.2k
 Eng. 34.9k
Reach 73.3k

[Anéka Fashion Influencer](#)



Imp 35.7k
 Eng. 34.2k
Reach 34.8k

Top Instagram Stories (2/9)



[Anéka Fashion Influencer](#)



+ Imp 38.7k
📄 Eng. 34.1k
Reach 37.7k

[Loren Asad](#)



+ Imp 55.1k
📄 Eng. 18.5k
Reach 53.6k

[Allie Esselli](#)



+ Imp 12.5k
📄 Eng. 8.7k
Reach 12.2k

[Meeya](#)



+ Imp 13.0k
📄 Eng. 8.4k
Reach 12.7k

[Meeya](#)



+ Imp 13.0k
📄 Eng. 8.3k
Reach 12.7k

Top Instagram Stories (3/9)



[Jeffery Dang](#)



Imp 1.5k
 Eng. 3.9k
Reach 1.4k

[Natalia Bruschi](#)



Imp 2.5k
 Eng. 3.8k
Reach 2.5k

[Jeffery Dang](#)



Imp 1.4k
 Eng. 3.8k
Reach 1.4k

[Olga Yanul](#)



Imp 17.6k
 Eng. 3.8k
Reach 17.1k

[Ivana Kordic](#)





Imp 10.1k
 Eng. 3.8k
Reach 9.8k

Top Instagram Stories (4/9)





 [maranda widlund](#)



 Imp 1.2k
 Eng. 3.8k
Reach 1.2k



 [maranda widlund](#)



 Imp 1.3k
 Eng. 3.7k
Reach 1.3k



 [maranda widlund](#)



 Imp 1.3k
 Eng. 3.7k
Reach 1.3k



 [Sydney Silverman](#)



 Imp 2.0k
 Eng. 3.7k
Reach 2.0k

 [Amy Komorowski](#)



 Imp 0.6k
 Eng. 0.7k
Reach 0.6k

Top Instagram Stories (5/9)



[~Matilde~ HairStylist](#)



Imp 1.8k
 Eng. 0.7k
Reach 1.8k

[~Matilde~ HairStylist](#)



Imp 1.9k
 Eng. 0.7k
Reach 1.9k

[~Matilde~ HairStylist](#)



Imp 1.9k
 Eng. 0.7k
Reach 1.9k

[Amy Komorowski](#)



Imp 0.6k
 Eng. 0.7k
Reach 0.6k

[~Matilde~ HairStylist](#)



Imp 1.8k
 Eng. 0.7k
Reach 1.8k

Top Instagram Stories (6/9)



[Ro Morgan](#)



Imp 2.1k
 Eng. 0.7k
Reach 2.0k

[Ro Morgan](#)



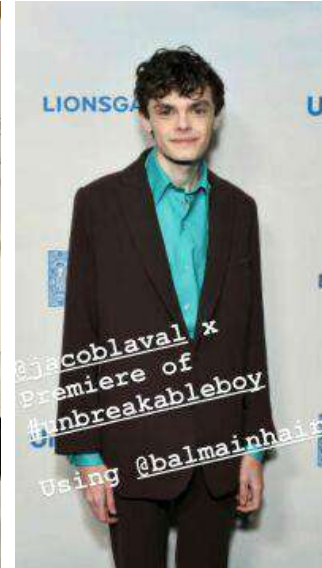
Imp 0.6k
 Eng. 0.7k
Reach 0.6k

[Courtney Housner](#)



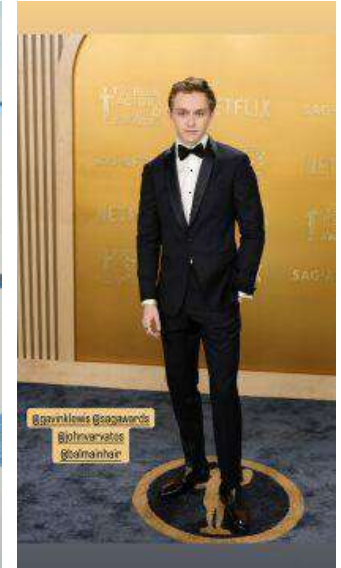
Imp 0.8k
 Eng. 0.7k
Reach 0.8k

[Jennifer Brent](#)



Imp 0.6k
 Eng. 0.7k
Reach 0.6k

[Darcy](#)



Imp 0.5k
 Eng. 0.7k
Reach 0.5k

Top Instagram Stories (7/9)

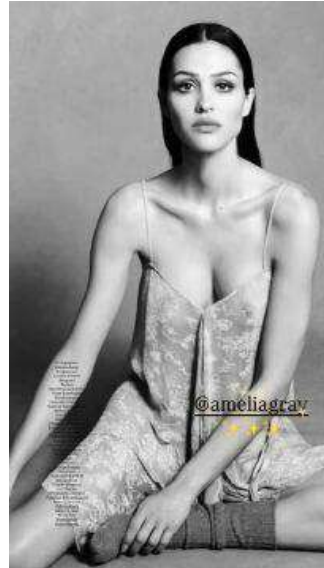


[Darcy](#)



Imp 0.5k
 Eng. 0.7k
Reach 0.5k

[Gonn K](#)



Imp 0.3k
 Eng. 0.7k
Reach 0.3k

[Gonn K](#)



Imp 0.5k
 Eng. 0.7k
Reach 0.5k

[Gonn K](#)



Imp 0.7k
 Eng. 0.7k
Reach 0.7k

[Darcy](#)





Imp 0.5k
 Eng. 0.7k
Reach 0.5k

Top Instagram Stories (8/9)





 [Celebrity Men's Groomer & Hairstylist](#)



 Imp 0.2k
 Eng. 0.7k
Reach 0.2k



 [Eloise Cheung](#)



 Imp 0.3k
 Eng. 0.6k
Reach 0.3k



 [Aubrey Heller](#)



 Imp 0.2k
 Eng. 0.6k
Reach 0.2k



 [Aubrey Heller](#)



 Imp 0.2k
 Eng. 0.6k
Reach 0.2k

 [Aubrey Heller](#)





 Imp 0.2k
 Eng. 0.6k
Reach 0.2k

Top Instagram Stories (9/9)

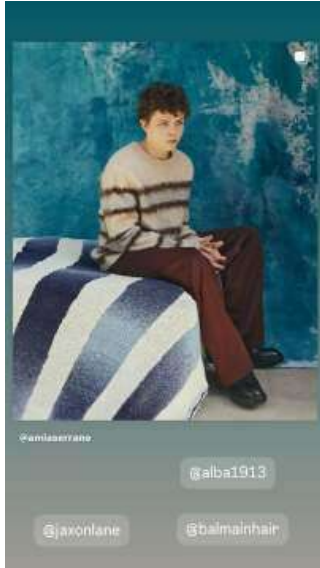




 [Kyumin Sonia Lee 이규민](#)



 **Imp** 0.1k
 **Eng.** 0.6k
Reach 0.1k



 [Kyumin Sonia Lee 이규민](#)



 **Imp** 0.5k
 **Eng.** 0.6k
Reach 0.5k

 [Kyumin Sonia Lee 이규민](#)



 **Imp** 0.1k
 **Eng.** 0.6k
Reach 0.1k