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SPRING | SUMMER 2015

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CND<sup>®</sup>  <sup>®</sup>

Nails. Fashion. Beauty.

# Spring Summer 2015

Greetings,

We are beyond excited to present our newest concepts for Spring and Summer 2015. As always, our team pushes the boundaries of imagination, as well as the technical limits of nail enhancement. The result: radical beauty to thrill your clients.

Fashion inspires us, as you know. We're welcoming spring with a fresh, minimalist take on innocence and simpler times, defined by the clean silhouettes of the new, hipster design duo, Opening Ceremony. This collection captures the transparency of a pristine swimming pool. We've translated that clarity into ripple and wave-patterns on soft squares.



*with a fresh, minimalist take on innocence and simpler times, defined by the clean silhouettes of the new hipster design duo, Opening Ceremony.*

The serenity of simpler times past – not! – is what the funkier vibe of our second collection, inspired by the designer line called Libertine, is all about. If Opening Ceremony designs for a crystal-clear now, the sparkling instant of the present, then Libertine is a thrashed past coming to the surface. Upcycling luxurious textiles and textures stirs deep memory. We've captured this with nails that are enigmatic and mysterious, bearing symbolic codes. Maybe they're an invitation to the dark side.

Who knows the future? Perhaps it is ours to manifest, simply by rubbing an enchanted lamp. The Blonds forecast a spring and summer season of one, two, three or more wishes becoming real, embodied in their cheeky "Gangsta Genie" collection. We pierced, bling-ed, etched, tattooed, tagged, spiked and bejeweled nails to translate this swaggering rebel-spirit who dares us to master our own destinies.

Time is the lens through which we perceive experience. A photo from summer ago drops out from between the pages of an old book, and we're back in another skin. The light from a candle's flame flickers on the hanging crystals of a chandelier, and we get a glimpse of what is to come. Keep imagining, and thanks for making us part of your journey.

Jan Arnold  
Co-Founder/Style Director  
CND

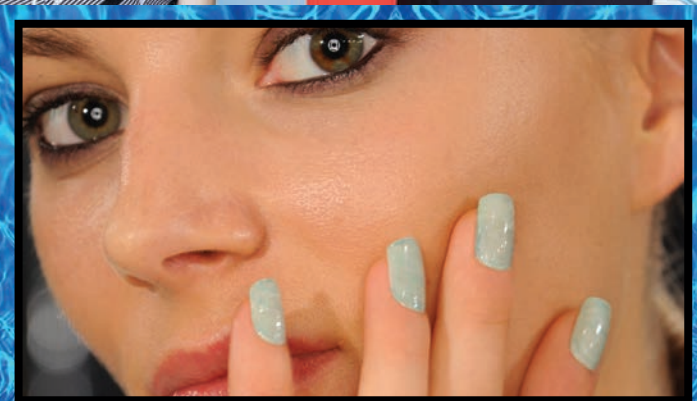
The Blonds



Libertine



Opening Ceremony

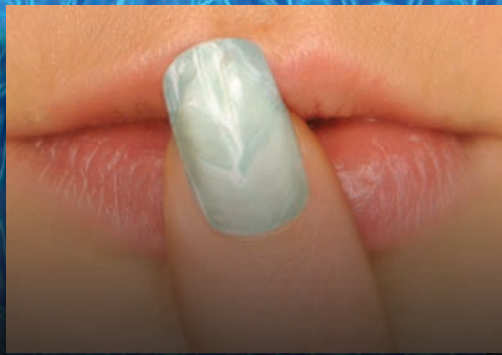
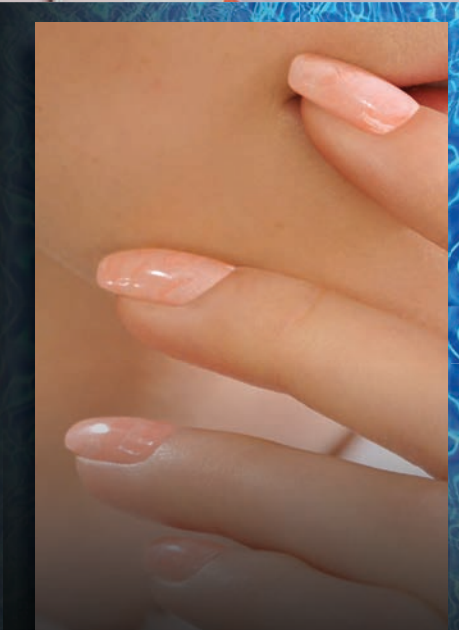


off the  
*Deep End*

There's nothing shallow about spring's take on beauty and fashion. Simple and serene on the surface, like a crystal ball, these waters may dissolve mysteries in their depths. Retro-inspired sunglasses not only shield fashion savvy from the sun's rays—they allow discreet comings and goings even in broad daylight.

# Splish Splashin' fashion

The transparent aqua of a pristine swimming pool make it all seem so clear in the here and now, all in the conscious state of the present mind. Taking the plunge seemed simpler in innocent times, captured in the minimalist silhouettes from new design duo OPENING CEREMONY. Their fresh collections flashback to retro '60s, but without the bumper—just spring and endless summer. Nails gleam like wet poolside tiles in mod, in femme soft squares.



# Downtown

(three wishes granted)

The Spring Summer collection from THE BLONDS themed "Gangsta Genie" reminds us that we can bring dreams into the real with big-pimpin' polish, swagga and harem-bling.



## Destiny's Child

She's no cuddly old Fairy Godmother. She is the manifestation of every desire, cinched and whip-stitched into THE BLONDS' signature gemstone corsets, nails are blunt and sharp. Etched, incised and overlaid patterns and calligraphy echo the city stories told by tattooed skin. Piercing and jangling gems add just enough "Ouch" factor to freak on.



*Why don't you come with me little girl...*

...on a magic carpet ride. Start by visualizing. Forecast for the future nail glistens with the riches of Ali Baba's legendary cave of jewels. Rocked by the multi-faceted woman who is her own master—she doesn't need an uptight astronaut to pop her cork and set her free. She can shape-shift and be gone, in just a giggly, wiggly waft of incense-smoke. Inshallah.

# Festival Funk Fever

The designers for the brand LIBERTINE lay down the law for summer wonders, writing recycled culture code with secret alphabets. The sleek almond-shaped nails speak with symbols that seem like nonsense until you ride your bike to the playa.



Random letters, numbers and icons, punctuated with pops of hot pony-beads, groove with the designers' prestige mix of high-end textiles and textures, many with a memory of Japanese tradition. These styles tell of enigmas encrypted, ambiguous until that "Aha!" moment of epiphany when it all makes solar sense for summer.



# Spin Cycle

Mash-up of memory, vintage, luxury and skulls ready to party.

# Let's Get it Started

The CND DESIGN LAB is so much more than an actual place—it's a CND state of mind! Our nail geniuses can manifest their magic anywhere. It all starts to happen every time they get together and start talking fashion, formulas, business and beauty. Next stop: Venus, Mars, or maybe Marfa, Texas? Coordinates TBD.



“When I was a young girl I would play with my mom’s nail products and in high school I would do all of my friend’s nails. In college, I was working in the cosmetics department in a local pharmacy and suddenly decided I was going to go for it and pursue my dream of a career in nails! I’ve never looked back!”  
-Rox

“The first time I saw my work paired with couture at Diego Binetti in 2011, I was overwhelmed! I had the freedom to create these tiny masterpieces that were appreciated on a completely different level than I had ever experienced. It released MY artist.”  
-Heather



“When I was very young, my mom would take me to the salon with her and I would barely say a word the whole time because I was watching every little detail of the service. Then, I would go home and try to polish my Barbie’s tiny little nails!”  
-Sarah

“During Cosmetology Program, I missed one day of class because of a snow storm and that was the day the nail educator came to the school! To make up that day, I was booked into the “store” to watch the how-to video and practice. I reluctantly started watching as I practiced, then the next thing I knew I was doing hands on, then on a live person and soon enough I was doing L&P enhancements and nail art! I was hooked!”  
-Kristina



“I fell in love with nail polish at a very young age! I would spend hours painting and designing my own nails and was constantly changing the color and design.”  
-Shelena



“I was working on the cruise ships and found out I wasn’t meant to be doing massage in the quiet back rooms because the gentle music and the rocking of the ship would send me into a trance, dreaming of nail polish and glitter! It was my destiny!”  
-Amanda



“When I was little, my sister made me a set of air-brushed press-on nails that I would wear as much as I could, until they wouldn’t stick any longer! After the set, I would polish my own nails trying out all the techniques I learned while spending the weekend watching my family work at the salon.”  
-Michele

-Michele



# CREATIVITY It's off the Chain!

The CND Design Lab is always the place where ideas take flight, given wings by the process of collaboration. This season, Nail Pro Lauren Wireman added to the alchemy. A competitor in the *NAI/LS* Magazine Next Top Nail Artist, Lauren joined our team during Fashion Week as our guest artist in residence.

Naomi Yasuda, working with the powerhouse fashion brand Opening Ceremony, brought her unique vision to the collaboration as well. Her iconic take on the nail as the ultimate accessory inspired us as artists—and as friends! Thanks, Lauren and Naomi!



Lauren Wireman

## Lauren Enters The CND Zone

“Working alongside CND was absolutely exhilarating! It was a rollercoaster of emotions and so inspiring! It was so much fun to work in an atmosphere where limitations were thrown out the window, where we experienced true freedom as artists and our hard work was viewed as fine art.”



## Naomi's Fresh-Fashion Week Jam

“It was a great experience for me working with the CND team! I loved the nails we did together. We spiced up each other's ideas and came up with the final Opening Ceremony nail, which was very beautiful and cool, yet unique. I was really impressed by their creativity and passion for nail art and am looking forward to working with the CND team again in the near future!”



Naomi Yasuda



# Runway to Realway

This season, nails are time-keepers – calling out #TBT, #FBF, and rubbing the magic lamp to see what the future brings. Inspired by the runway collections at Fashion Week, these wearable versions are destined to define spring and summer chic.



## Daydream

Inspired by the minimalist, poolside reflections of design dream-team Opening Ceremony. Clean, clear, pure.



## Candy Dots

Upcycled, funky installation art from fashion house Libertine inspires these nails which give luxury and prestige a graphic downtown edge. Enigmatic.



## Abstract Floral

Fashion forecast from The Blonds grants wishes on a magic carpet ride with plenty of bling. Gangsta glam on the trigger-finger.







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Front Cover Nails: Roxanne Valinoti for The Blonds  
Back Cover Nails: Heather Davis, Michele Huyhn and Lauren Wireman for Libertine

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