

KIRA

AW

KIRATERA

24 SS / AW

NEW
STANDARD
COLOUR

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range of people. Our lineup includes products suitable for
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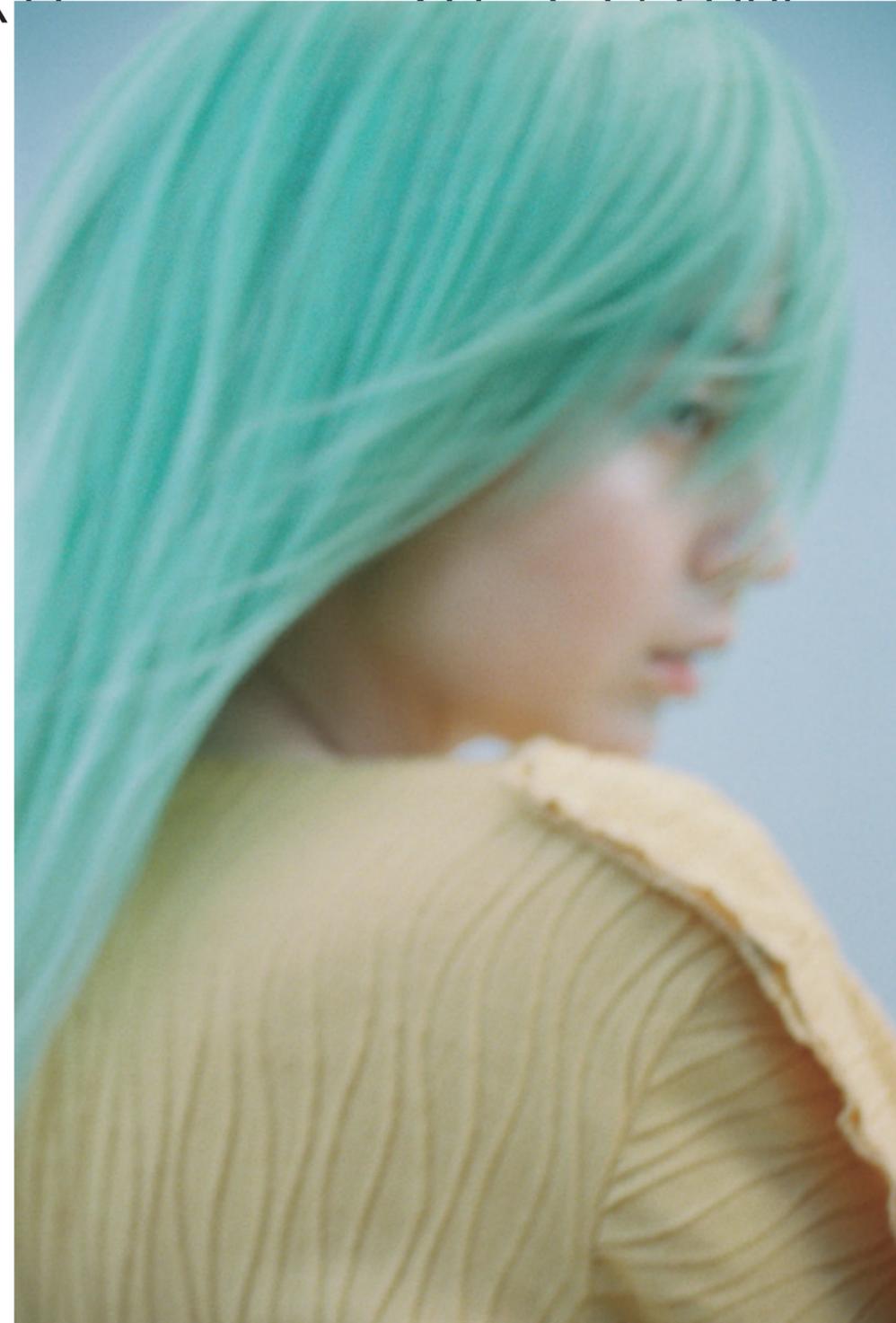
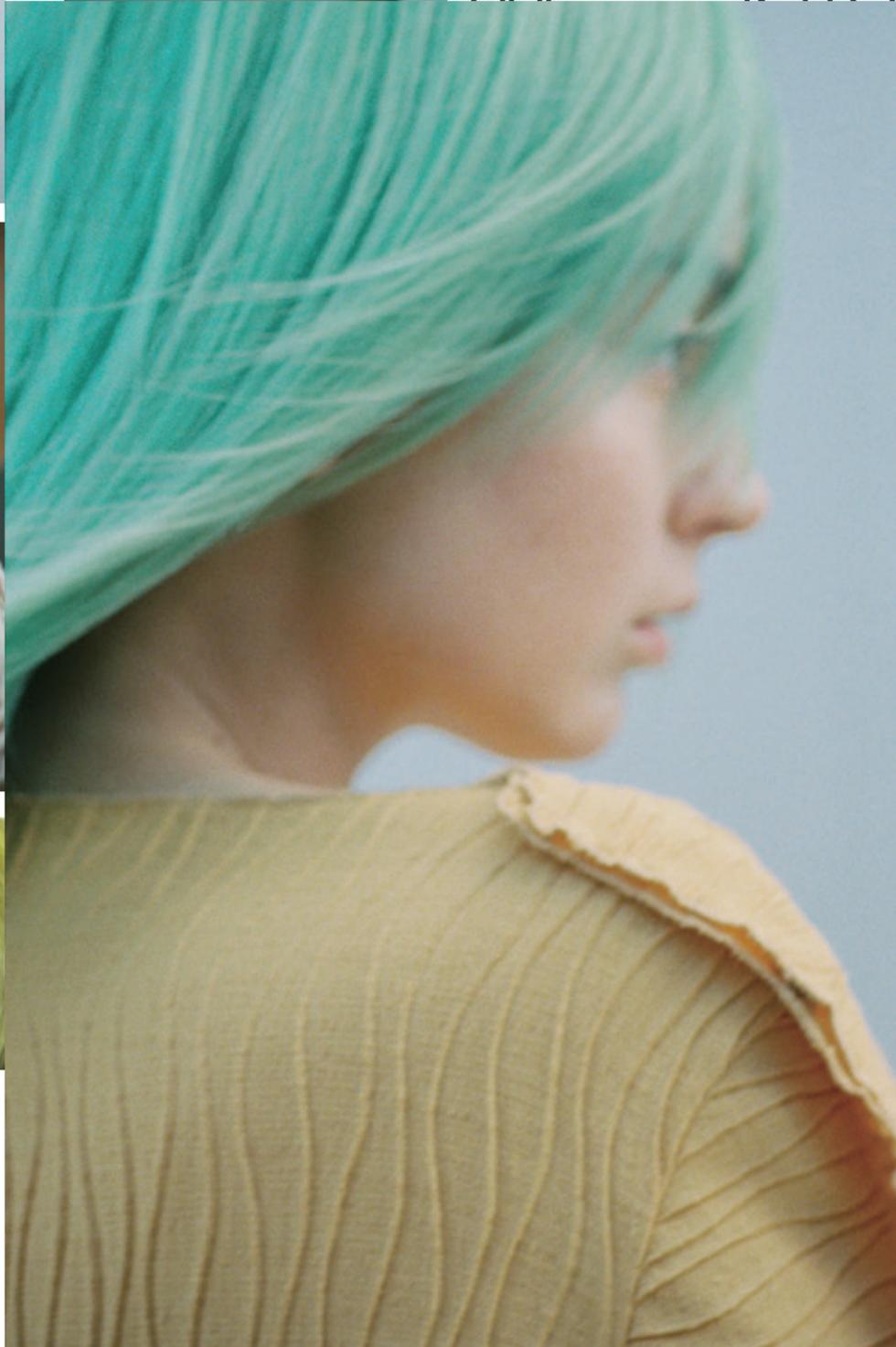
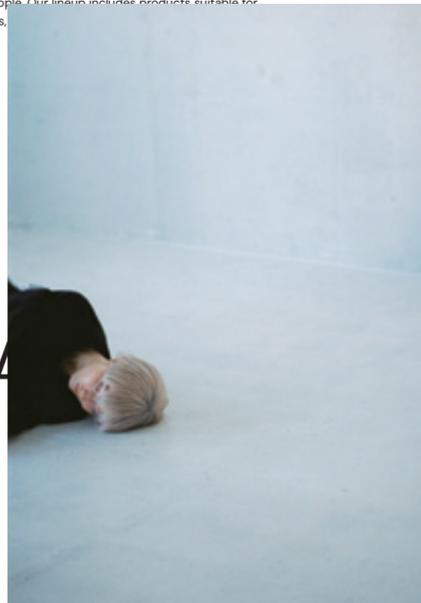
TERA

AW

KIRATERA

24 SS / AW

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KIRA TERA

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ALL CORE.
MAKE MORE.

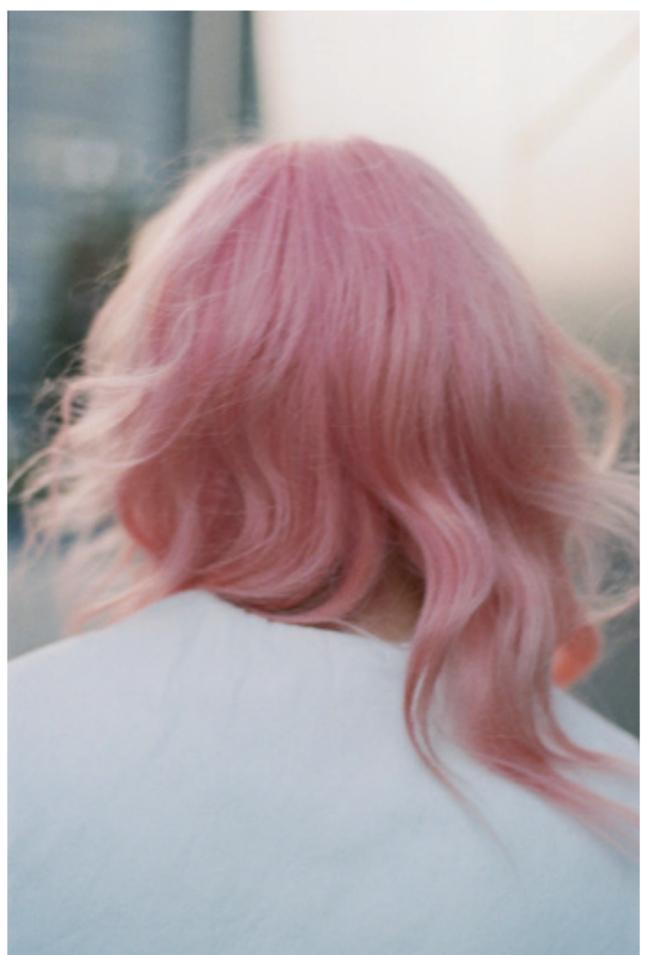
OUR MESSAGE

"kira kira" と "terabyte" を掛け合わせた (KIRATERA) は、多くのヒトに輝きを与えるために生まれました。高濃度、高彩度、強烈発色。これら全てを叶える NEW STANDARD COLOUR であり、ヘアアーティスト 榎木佑太氏 (THE SLICK) と RYUSEI 氏 (PELE) が監修。現代の美容業界を牽引する彼らの技術とこだわりを、細部まで徹底的に詰め込みました。

このニューカラーを表現するため、それぞれのジャンルで活躍する気鋭のクリエイターが集結。ブランドの世界観を余すことなく堪能できる、ヘアとファッションに特化したビジュアルストーリーが完成しました。クリエイティビティの相乗効果が生み出す、センス溢れる提案。(KIRATERA) の示す、ヘアカラーの新たな可能性をご覧下さい。

KIRATERA, the fusion of "kira kira" and "terabyte", was established to bring brilliance to many. It's the NEW STANDARD COLOUR that achieves high density, vividness, and vibrant colours, supervised by hair artists Yuta Oteki (THE SLICK) and RYUSEI (PELE). They poured their expertise and dedication into every detail as leading figure in the modern beauty industry.

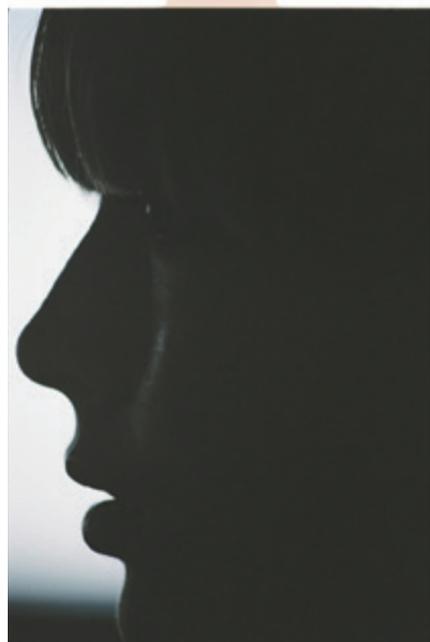
To express the new colours, talented creators from various fields have come together. They've crafted a visual story focused on hair and fashion, allowing you to fully immerse yourself in the brand's universe. It's a synergy of creativity, offering stylish proposals. Discover the new possibilities of hair colour that KIRATERA unveils.



- Jil White
- Red
- Dark Black
- Jet Purple 9LV
- Fancy Pink 13LV
- Pink
- Chrome Green
- Phantom Cyan
- Daisy Red
- Shining Silver
- Orange
- Yellow
- Stella Milk tea 7LV
- Dolby Orange 9LV
- Craft Blue 9LV
- Dusty Grey 9LV

KIRA
TERA
STYLE
S

NEW
STANDARD
COLOUR



A
|
Jil White OXY2%

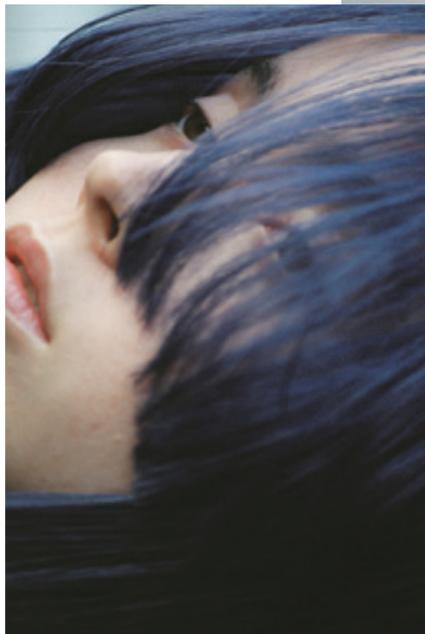




B
|
Red

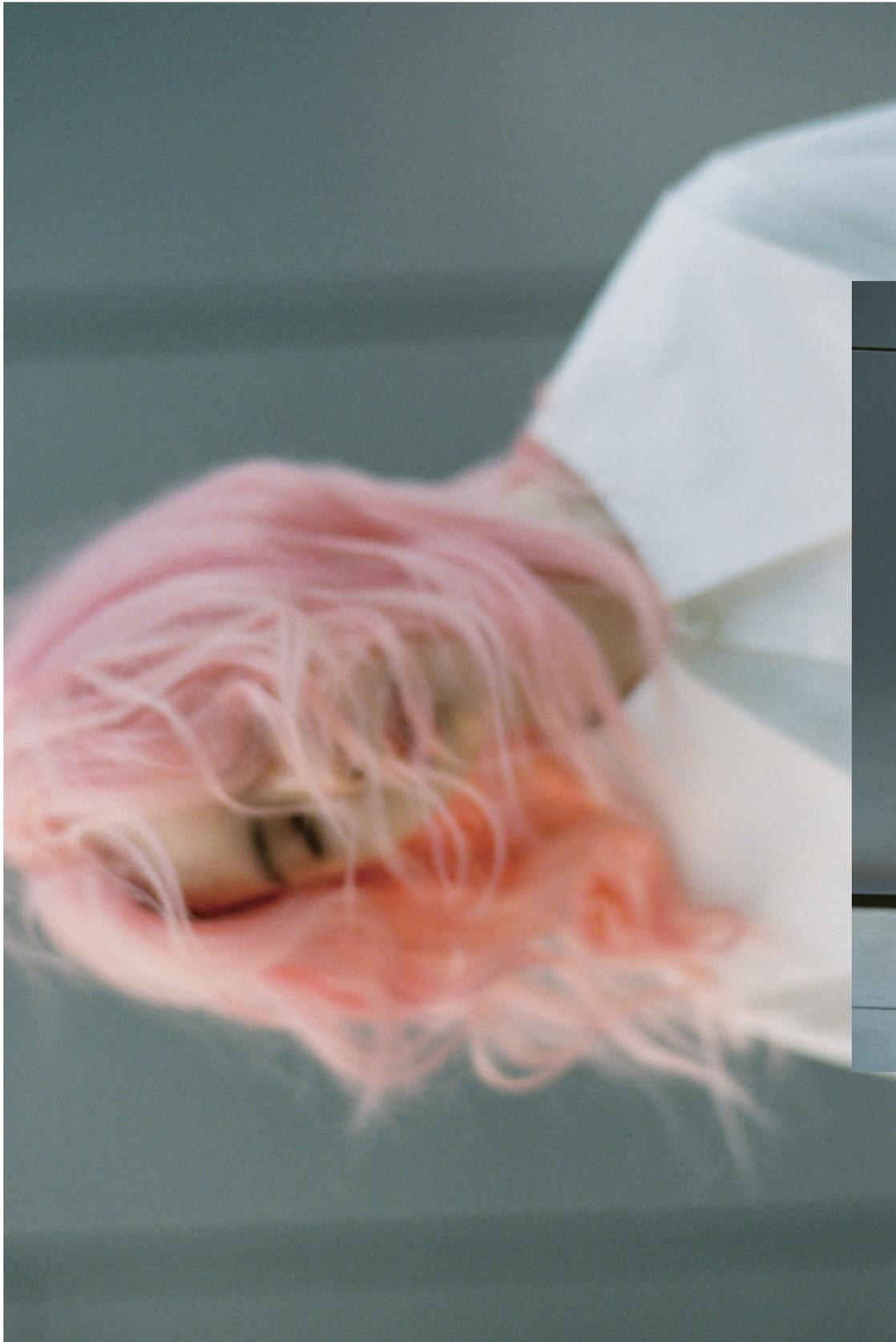


C
|
Jil White OXY2%
Point / Darth Black OXY2%



D
|
Jet Purple 5Lv OXY2%

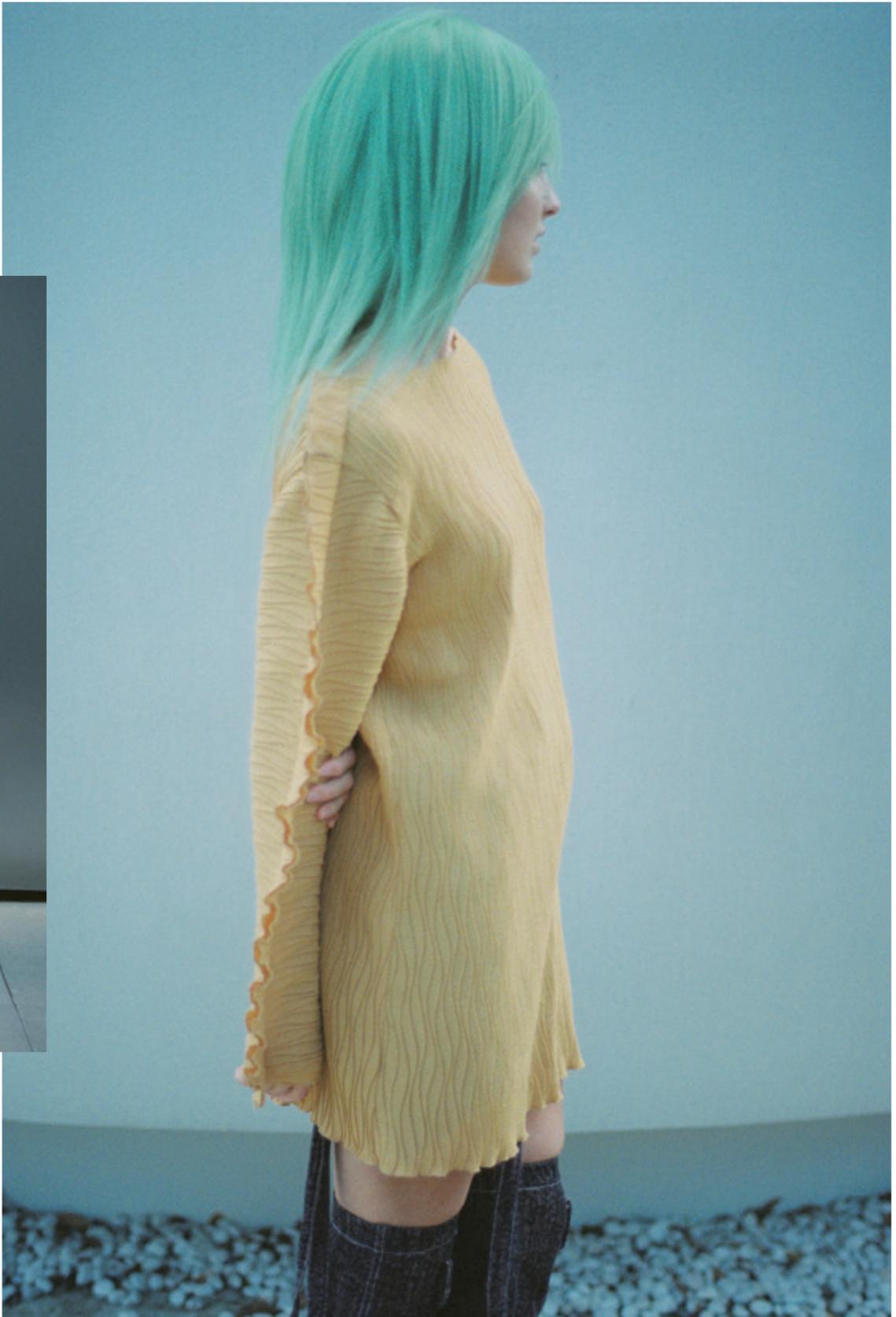




E
|
Clear : Fancy Pink 13Lv (4:1) OXY2%
Clear : Pink (20:1)



KIRA
TERA
STYLE
S



F
|
Clear : Chrome Green (10:1)
OXY2%

NEW
STANDARD
COLOUR



G
|
Clear : Phantom Cyan (5:1) OXY2%
Point / Jet Purple 5Lv OXY2%

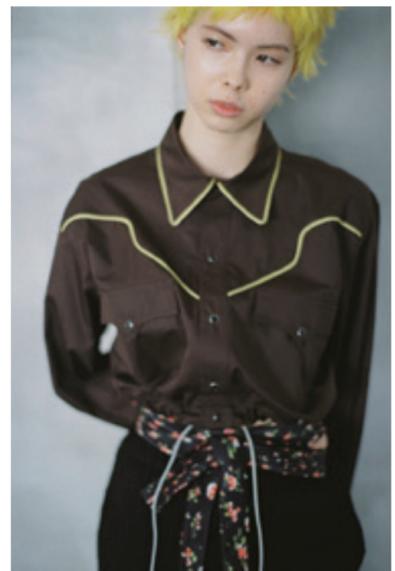


H
|
Daisy Red OXY2%
Red





I
|
Shining Silver OXY2%
Point / Clear : Orange (5:1)



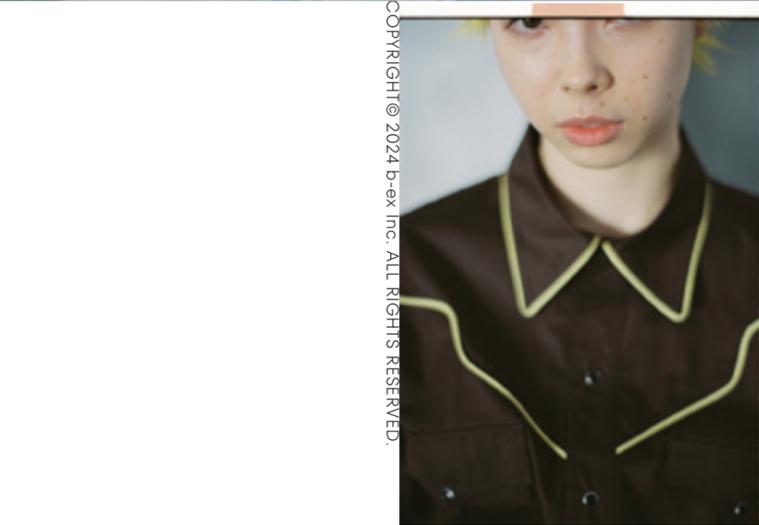
J
|
Yellow : Clear (1:1)



K
|
Stella Milk tea 7Lv : Clear (1:1) OXY2%
Point / Dolby Orange 9Lv : Clear (1:1) OXY2%
Point / Craft Blue 9Lv : Clear (1:1) OXY2%



L
|
Craft Blue 9Lv : Dusty Grey 9Lv (5:1) OXY2%



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A Jil White OXY2%	B Red	C Jil White OXY2% Point / Darth Black OXY2%	D Jet Purple 5Lv OXY2%
E Clear : Fancy Pink 13Lv (4:1) OXY2% Clear : Pink (20:1)	F Clear : Chrome Green (10:1) OXY2%	G Clear : Phantom Cyan (5:1) OXY2% Point / Jet Purple 5Lv OXY2%	H Daisy Red OXY2% Red
I Shining Silver OXY2% Point / Clear : Orange (5:1)	J Yellow : Clear (1:1)	K Stella Milk tea 7Lv : Clear (1:1) OXY2% Point / Dolby Orange 9Lv : Clear (1:1) OXY2% Point / Craft Blue 9Lv : Clear (1:1) OXY2%	L Craft Blue 9Lv : Dusty Grey 9Lv (5:1) OXY2%



CONTACT
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CREDIT

THE SLICK
Hair designer
Yuta Oteki

PELE
Hair designer
RYUSEI

Photographer: Syuya Aoki (nokostudio)
Videographer: Rei Takaji
Styling: Koji Oyamada (LESEN)
Make-up: Eriko Yamaguchi
Model: Miya Kudo (NÓI), Mayo Ikeda
Design: Ryota Ebina (eieio)
Edit: Shunta Suzuki (Rhino inc.)

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