

Leonies World

Trends rund um die Zielgruppe **18+**

von Trendscout Leonie Doering

I was at one of the Coldplay concerts in Berlin around mid-July, and I can only recommend it. I've been to quite a few concerts, but this one was so incredibly memorable and special. Not only were there confetti, balloons, general amazing lighting, and a beautiful stage set up but there was something very special. At the beginning of the concert, we all got these rather thick white bracelets that allowed us to become part of the show as during the concert the bracelets would light up in different colors creating an extraordinary light play throughout the whole crowd. Going to a Coldplay concert is a real experience.



Coldplay

The Skims dress

Something that is also being hyped so much is the Skims Soft Lounge Long Slip Dress. I haven't gotten my hands on it yet as it is sold out, however from the reviews I have looked at it seems to fit like a glove and highlights all the right features. It's a dress to feel confident in. There is however also an apparently really good dupe for only 25\$ if you go on Amazon and type in "Women's Casual Lounge Slip Long Dress" it is the first one that comes up.



Trending Hair Cut & Color

As we get closer to autumn there are a few trending hair color changes. However, the one I'm seeing everywhere is a slightly warm brown to red color, I would almost call it bronze or copper. This is definitely a color that fits perfectly with the autumn season. I would personally also believe that would suit people with warmer undertones very well however it could really work for anyone.



As I do have quite long hair at the moment, I've been thinking about cutting it, not only to switch things up but also to make my routine easier. As I've been looking at what I want to get I kept running across "the haircut" and I find it absolutely gorgeous. The haircut really focuses on giving your hair depth, movement, and volume. What you want to ask for, are long soft layers, face-framing bangs (starting between the chin and cheekbones), and a slightly rounded cut in the back. If you want to see pictures you can really search "the haircut" on a social media platform and it should come up.

Stimulating Scalp Brush

A further product to do with washing hair is a stimulating scalp brush. These exist in a rather varied range of designs and cost. Personally, if you are thinking about getting one, I would just buy something simple, however, this really depends on user preference. In my experience with using, it as part of my hair wash routine, I find it very relaxing and it makes me feel like I'm giving my roots a really deep clean.

There are also benefits for scalp health which could help with maintaining quality hair growth.



Shower Hair Care

Lately, I've been seeing a lot of trends around hair. Whether it was hair care, different products, or a haircut or style. A very popular brand that I've been seeing is Olaplex. Some of the most talked about products seem to be their No.4 Bond Maintenance Shampoo, with the No.5 Bond Maintenance Conditioner, as well as Olaplex No.7 Bonding Oil. The products are however on the more expensive end. If you are looking for some drug store products that get the job done, I personally recommend head and shoulders derma x pro line, as well as L'Oréal's dream length products. I've been using some products from each line for several months now and I'm very happy with them.



Products for Styling

When it comes to styling there are also some products I can recommend. Personally, my mum and I got the Dyson airwrap together and share it as it is more on the pricy end. I am aware of all the debate around it on the internet however I do very much enjoy the variety of functions it has to offer. The only issue I've had is that at the moment I have very long hair and I struggle more with curling my hair using the Dyson airwrap than when it was shorter. A product that I have also loved when styling my hair, as due to the length and weight sometimes it is hard to keep the volume up, is the Dry texture spray from Moroccanoil. It helps my hair hold curls, maintains volume, and doesn't make my hair feel super stiff or uncomfortable.

