

LOOK

FALL | WINTER 2015

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CND® ®  
Nails. Fashion. Beauty.

# Fall Winter 2015

2015



Greetings,

Welcome to our inspiration. Fall and Winter always feel like the beginning, rather than the ending, of the creative year. With the spark in the cooling air, the shift of light, and the shortening of shadows, this turn of seasons seems like an urgent wake-up call after the long hot blur of summer.

Sharp edges and crisp definition start off Fall and Winter by delineating boundaries. The standout designers at New York Fashion Week, Opening Ceremony, Libertine and The Blonds, sliced into the season with razor-precision. In a word, it's all about the edge. Filmic references abound, from Stanley Kubrick's iconic "A Clockwork Orange" to the classic Beastie Boys music videos of Spike Jonze. The looks allude to the equipment as well as the content, such as the circle-handled tote bags, which are now the new signature accessory of Opening Ceremony, inspired by a 35mm camera lens.

Nails along with fashion include visual cues from technologies you may be too young to remember. When was the last time you marked up a photographer's contact sheet with a red grease-pencil? We even flashed back with images of red rotary-dial phones and other analog-era retro hardware.

Thrill-seeking youth culture circa the 1970s bring couture into the realm of extreme sports, with sk8ter-girls, BMX jams and the danger-defying action-park aesthetic bringing beaucoup big air—no fear—into bold patterns and belted bodysuits, deluxe fabrications ripped to shreds, and heavily decorated surfaces that drip street-cred like a warrior's medal. Nail extensions literally defy gravity with the lifts, twists, vert ramps and jumps of a killer motocross route, and deconstruct like shards of shrapnel flying through space.

The nail of Fall Winter 2015 is both distressed and refined, tech-fluent with an air of elegant danger. Some of our most fierce creations for the runway suggest shark's teeth, heavy-metal meltdown, and finger armor extending up to the second knuckle. Even when the snow flies this season, we guarantee you'll want to leave your mittens and gloves in the closet. Rage on!

Jan Arnold  
Co-Founder/Style Director  
CND





# Reel to Reel



Still images and moving pictures, film strips with sprockets, projectors and screens inspire designers Carol Lim and Humberto Leon, the eyes and vision behind OPENING CEREMONY. Spike Jonze, a friend of the designers, free-styled photos

of Björk, Chlöe Sevigny, skaters and other daredevils as fodder for collages, and grafted B-roll stills from the Beastie Boys video, "Sabotage", onto a collection of sweats for men.



# Color Shots

Precisely ruled nails pay homage to Kodak and the way in which color film print technology raised the bar. Four-process color printing inspired our perfect stripes. Close-up and candid, hard lines play with both the horizontal and vertical axes—it's all about crisp definition and the no fear attitude of big-air BMX and skate parks. Know your boundaries and keep your eyes open.



# CHAIN REACTIONS

Copenhagen calling: LIBERTINE designer Johnson Hartig dials up the downtown drama with a 1970s street-culture spin on the upcycled surreal. Fashion that can survive the shred of monster shark-teeth,



and links the past to the future via an India-inspired, hot pink Punjabi stripe down the middle of center-parted hair. We let nails off the chain with gilded armor up to the second knuckle.



LIBERTINE reinvents winter chic with eco-friendly vintage couture, upgraded with custom silk screening. The collections capture the staccato barrage of visual information hurled our way from urban vistas, from shredded layers of "Lost Dog" flyers stapled to telephone poles, to peeling billboards revealing the ghosts of ad campaigns pasts, to elaborately tagged subway commuter trains hurtling past like a fever-dream. Controlled chaos kept under lock and key with nails that aren't identical, meshing metal and jewels against midnight-black hieroglyphs.



THE BLONDS crystallize the split-decision of the modern psyche: first glistening and hopeful, followed by full-on assault from every demented dimension. The dream begins as pure as the driven snow, a diamond-life ethereal with ideals. Nails radiate with sheer, layered foils of luxurious fabrications, embellished with treasured ornaments. Bright furs in ginger-orange and lime-green wrap the senses in plush promise. Glitter scattered and sparkled over naked skin creates paradise in the here and now.

# ILLUMINATI fantasy





# post-apocalyptic COUTURE

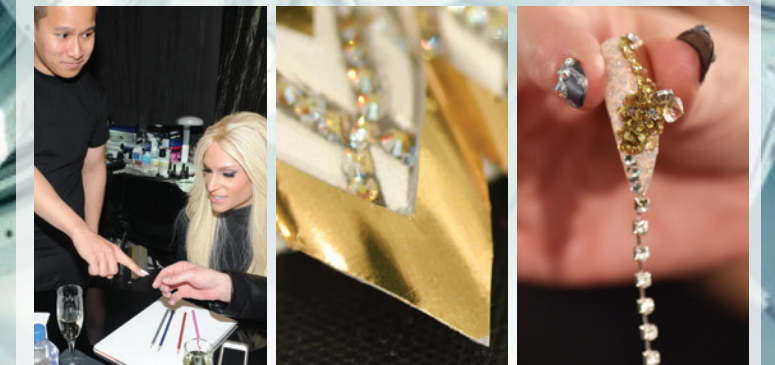
A deadly cyanide capsule is set like a precious gem, ready for instant activation if the going gets too rough. Quick-release harness hardware stands by for last-minute take-off. Exploded shards of airborne metal are recaptured and repurposed into defensive daggers. Nails like poison-darts and bayonettes point to the waist-training punishment of the designers' signature corsets, blazing with crystals. Daggered tips defend their territory, embellished with facets sharp enough to cut glass and kick ass in the new Blond World Order.





# LAB Secrets

Our Design Lab is what certain people like to call an energy vortex. It is one of the rarest spots on earth, where powerful forces converge. The nail geniuses that make up the CND Design Lab Team hail from all points of the globe and come blazing with ideas which are pushed to the Nth degree. The entire team, including the guest Artists in Residence, rock the house season after season in a coming-together of elemental creative powers to create the tiny masterpieces for New York Fashion Week.



*Opening Ceremony Design Lab Team*

*Libertine Design Lab Team*

*The Blonds Design Lab Team*

# NAILS next top nail artist

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## Winner Lavette Cephus



When LIBERTINE designer Johnson Hartig first saw Lavette Cephus's Fashion Week-inspired finale nails, he exclaimed, "Lavette, I loved your black velvet flocking! I thought they were so sculptural and so elegant!" And that was just the beginning.

As this year's winner of NAILS Magazine's Next Top Nail Artist sponsored by CND, she received a trip to Manhattan to work as guest Artist in Residence with CND's Design Lab Team during New York Fashion Week. Lavette, who radiates star-power with some of her own style signatures, created nails for both LIBERTINE and THE BLONDS shows this season.

"Spending New York Fashion Week working alongside CND was the perfect way to celebrate becoming NAILS Next Top Nail Artist!" explained Lavette. "The CND team was the perfect family to join in this thrilling, challenging environment. The highlight of my experience was sitting front row next to Jan Arnold at the LIBERTINE show watching my art walk down the runway! So unreal!"



## Runway to Realway

The most fantastic thing about a genius nail: you can truthfully post, "I woke up like this!" We love the fact that a great nail is an accessory you can rock for weeks without batting an eye. Our creative process gets even more exciting when we interpret the most extreme designer concepts into wearable, feminine styles that make sense for clients in real-time.



### Decoupage

Sneak-preview the season's most cinematic nail with translucent filters and lenses of saturated color, overlaid for big-screen impact



### Molten Ice

She's so fresh! Vintage hip-hop signatures are upcycled for a hard-edged chic and downtown attitude that rules the room



### Incognito

Future forecast: identity deferred. It's a new day dawning, and these nails take critical intel undercover with high-tech glosses





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Front Cover Nails: Michele Huynh for The Blonds  
Back Cover Nails: John Nguyen for The Blonds

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