



# look

SPRING | SUMMER 2018

# look

CND<sup>®</sup>   
Nails. Fashion. Beauty.

PHOTO CREDITS:  
Ambra Verrucolo - EU/Jennifer Graylock - NY  
©2018 Creative Nail Design, Inc.



# 2018 SPRING/SUMMER FASHIONWEEK CONTENTS

## INTRO

### DESIGNERS:

1. LIBERTINE
2. THE BLONDS
3. TOMMY HILFIGER
4. GARETH PUGH
5. MOSCHINO

### RUNWAY TO REALWAY

NEW YORK



1



2

LONDON



3

MILAN



4



5



## E.U. NAIL TEAM

MARIAN NEWMAN  
CND Brand Ambassador  
METTE STEENBERG  
JENNIE NIPPARD  
MICHELA MOLINARI  
KELLY MELANITOU  
ALESSANDRA APPIO  
NATALIYA AL-TAAI  
SAMANTHA BIRKETT-LEIGH

## NYC NAIL PROS & DESIGN LAB TEAM



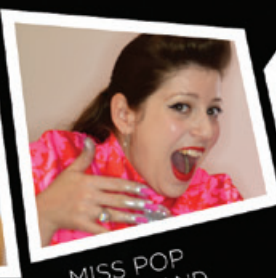
SARAH OKINS



TRACEY LEE  
WINNER OF  
NTNA\*



HEATHER REYNOSA  
LEAD\*



MISS POP  
CND BRAND  
AMBASSADOR



ROXANNE  
VALINOTI



WINNIE  
HUANG  
CND BRAND  
AMBASSADOR



TORI BASTIAN



SHELENA  
ROBINSON,  
LEAD\*



AMANDA  
FONTANARROSA



KRIS KISS



ROBIN MOSES



LAUREN  
WIREMAN



# SPRING/ SUMMER 2018



This Spring and Summer, CND is stalking the wild nail. Welcome to the Fierce Nail (flip side: the Fabulous Nail!) that dares to explore beyond the safety of civilization. The Fierce Nail runs with the wolves and howls at the moon, especially on the longest, hottest nights of the year that are coming our way. At New York Fashion Week, inspired by the LIBERTINE runway show, our crew spent 1,000+ hours creating savagely gorgeous nails including a Venus Fly-Trap nail that entices prey into its fanged jaws by flaunting a prescription-only treat. We even crafted fragile bird-skulls and crowned them with safety pins as steely homage to the genius of designer Johnson Hartig.

The BLONDS answered the call of the wild with bejeweled beasts and flowers to remind us that the darkest temptations always await in the middle of seeming Paradise. Lured off the safe path by neon animal-print, the BLONDS created increasingly sparkling dangers. Fatally fiercest fashion: the bite of a glow-in-the-dark rattlesnake, and the flash of an opalescent-cruised scorpion stinger.

GARETH PUGH called on alluring forest beings known as "duende" in his cinematic runway experience. CND's collaboration produced flickering, flame-like nails that blazed laser-red to metallic gold. MOSCHINO radicalized bad-girl classic ingredients - biker chick leathers paired with ruffles - to set the new standard for your daily dangerous. To accessorize, we created one of Spring/Summer's most wearable nails, a long almond in skin-tone matched base colors with crisp fishnet print.

And London Fashion Week rocked the Round House thanks to TOMMY HILFIGER, who summoned up Brit punk at its most iconic with a live music jam, acrobatic display, and even a couple of Mick Jagger's slinky daughters ruling the runway. CND paid tribute to drum and bass and hard-core Northern soul with rubberized inky-matte nails, topped with a layer of texture.

Can we ever wear a rainbow or unicorn again without irony? Stay tuned...and stay tough!

XO,

Jan Arnold  
Co-Founder & Style Director  
CND

# FIERCE AND FABULOUS



# LIBERTINE

NEW  
YORK

Get off the couch – say ouch! In the rites of spring, the first green shoots pierce the last bit of dirty city snow, just as LIBERTINE's Johnson Hartig always breaks the boundaries and pushes the rules, season to season. Sassy sequin skulls and banana-strewn, pop-art streetwear (Warhol forever!) smash right through your little-world expectations. Hot enough to melt those polar ice-caps—surf's up forever.







CND expresses the elation of this high-energy collection, which includes a lot of deviant dresses, with anarchistic humor, fluorescent hue, and extreme embellishment. The LIBERTINE nail is hedonistic with a brainy buzz, meshing surreal motifs with wicked wordplay.



This mishmash doesn't leave extra white space—there's too much to say and play. Why be a minimalist when more is so clearly more? Push your LBD of the soul all the way to the back of the closet and shut the door.



Heather Reynosa  
Team Lead



# NEW YORK THE BLONDS

Hey, gorgeous, please watch your step in this beautiful garden. The leaves and blossoms are spilling over with pretty poison, so your longest leopard-print claws may be your only defense to fight back against those beauties that lurk in the shadows. See that shimmer? You feel yourself falling, and it's too late to turn back now.



BLONDS





Hear that sound? Maybe it's just a cocktail shaker whirring up refreshments. Wait, no, it's the warning shimmy of a glowing rattlesnake. Jump from the fangs, and feel a silvery sting on the other side: the serpent missed you, but the iridescent scorpion knows right where you're hiding. We adorned long pointed almonds with hibiscus and other tropical blooms as clever camouflage, since you can't resist tasting one delicious danger after another.



Sheleena Robinson  
Team Lead





Marian Newman  
CND Brand Ambassador



# TOMMY HILFIGER London

As the temperature rises, the grid will feel the inevitable blackout. We say, just pull the plug and enjoy a Brexit from all of that bright sunshine and white noise. With a nod to the Rolling Stones and myriad other incarnations of Brit-pop, CND rocks the black rubberized nail, worn close to the edge of the fingertip and roughed up with tough, Council House-bird texture.







LONDON  
**GARETH  
PUGH**

A nail that blazes like solar flame, gold to red, reaching and dancing like fire finding its way to the stars. Burn it this season in tapering almond-nails that twist into the ether. Wear it to evoke primal creative instinct stripped down naked, the force that visionary designer PUGH calls it "the very dearest thing that life can offer."



Tracey Lee





Milan

MOSCHINO

Boudoir-bodices whipped into dominatrix-dimensions with laces and leathers. This will be a rough romance that tattoos itself onto even the steeliest heart. The nail is the newest almost stiletto, sharply shapely enough to pierce hearts. Tinted with the warm tones of softest flesh, shielded with the classic Apache-dancer black fishnet stocking pattern.



Miss Pop  
CND Brand Ambassador





FABULOUS



JEREMY SCOTT



MOSCHINO



GARETH PUGH



BYBLOS



PUCCI



LIBERTINE



TO



TOMMY HILFINGER



VIVIENNE WESTWOOD



RYAN LO



THE BLONDS



FLIPCE





# RUNWAY TO REALWAY BREAKING IT DOWN

IN THE DESIGN LAB

1



1. P.E.P. the natural nail.
2. Apply a thin layer of CND™ SHELLAC™ Base Coat. Cure for 10 seconds in the CND™ LED Lamp.
3. Apply two thin layers of CND™ SHELLAC™ Banana Clips. Cure each layer for one minute.

NAILS

2



4. Apply a wavy horizontal stripe of CND™ SHELLAC™ Electric Orange across the top of the nail leaving a thin stripe of Banana Clips exposed.
5. Repeat with CND™ SHELLAC™ Wildfire directly under the Electric Orange, CND™ SHELLAC™ Magenta Mischief under the Wildfire and CND™ SHELLAC™ Blue Eyeshadow at the tip of the nail. Cure for one minute.



3

6. Apply a thin layer of CND™ SHELLAC™ Matte Top Coat and cure for one minute.
7. Use a detail brush with CND™ SHELLAC™ Black Pool to outline the top of each color. Cure for one minute.
8. Use a detail brush to apply CND™ SHELLAC™ Top Coat only over the Black Pool. Cure for one minute.
9. Wipe with 99% Isopropyl Alcohol to remove top film.



LIBERTINE  
RAINBOW BRIGHT





# RUNWAY TO REALWAY

## BREAKING IT DOWN

IN THE DESIGN LAB



## THE BLONDS CHIC LEOPARD

1. P.E.P. the natural nail. (For details see our CND™ VINYLUX™ Weekly Polish System Step-by-Steps.)
2. Apply two thin layers of CND™ VINYLUX™ Nude Knickers.



3. Use a detail brush with CND™ VINYLUX™ Black Pool to create the outline of a leopard print pattern over the nail in a random pattern, alternating the print size from large to small.
4. Mix a small amount of micro-fine copper glitter with CND™ VINYLUX™ Weekly Top Coat and apply the blend to the inside of the leopard print using a detail brush.



5. Use a detail brush with Black Pool to outline the glitter on the inside of the leopard print.
6. Apply a thin layer of CND™ VINYLUX™ Weekly Top Coat.





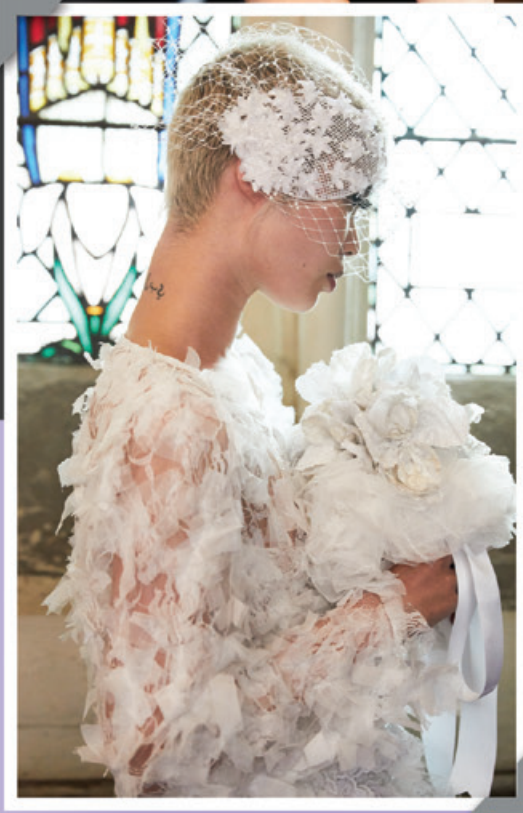
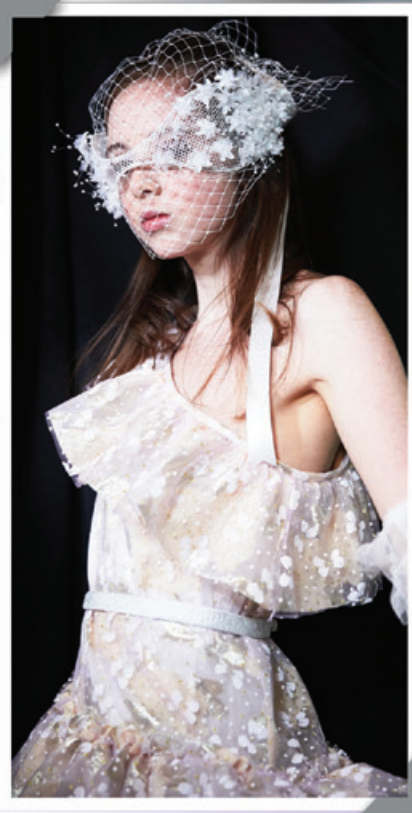
# London

## RYAN LO

Lashes dusted with the snowfall of atomic fallout, frosted white lace with a visitation of raven-black—imperfectly innocent. Sheer, frothy gowns drift like clouds over polished cathedral floors, stone-set recall of a thousand royal weddings ago. Crossing over into the next life through a sacramental passage—marriage, or the great beyond. Clasp the bouquets: the floral nail licked with silver, transparency veiled with incense smoke.



**Marian Newman**  
CND Brand Ambassador  
**Jan Arnold**  
CND Co-Founder







Milan

BYBLOS

Razor-sharp silhouettes and laser-perfect patterns. To wear with the sophistication of Italian craftsmanship, even what seems so simple - the classic pointed almond of deep Milanese red—is rendered with new precision. Nail designs inspired by the BYBLOS textiles are all about the edgiest techie detail.



**Marian Newman**  
CND Brand Ambassador  
**Shelena Robinson**  
Lead Nail Pro





# JEREMY SCOTT

## NEW YORK

Cool, silvered skin pulses on the dance floor until the morning crew blows the whistle and calls it a day. Nails are matte and liquid-slick in disco orange and shocking pinks, taking shape from a glow of bodacious, bodylicious glitter. This nail brings on a summer heat-wave like an 80s house music fireball.



Miss Pop - Lead  
CND Brand Ambassador



Marian Newman  
CND Brand Ambassador



# VIVIENNE WESTWOOD PARIS

Not just for remote sexting, this nail concept for VIVIENNE WESTWOOD takes charge below the cannabis-leaf belt buckle. The shape and length: short enough so that fingertips make contact with the real-real. The shape is a natural oval, but it's the rough black brushstroke finish that makes impact. These rites of spring invite urban nymphettes to glitter their lips and scamper about in candy floss gowns topped with crash helmets—soft, but safety first.





# Pucci Milan

Electric Kool-Aid colors of the 60s—hot pinks, lime greens, neon yellows. Vibrating into wavy, curvy floral forms inspired by Indian paisleys and calicos, edged with a cartoonist's black outline. Today, Pucci finds new romance beyond the retro. With a uniquely Italian sense of turned-on, sexy speed, swooping in like a low-to-the-ground sports coupe racing to the next hot thing.



Marian Newman  
CND Brand Ambassador





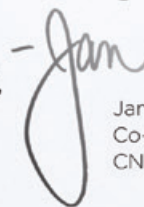
# SPRING/ SUMMER 2018



This Spring and Summer, can too much ever be enough? Not really. Welcome to the Fabulous Nail (flip side: the Fierce Nail!) that's all about the most posh and most luxe. It's the bad and boujee boss-nail that just walks on by, and never looks back—sister-friend, let's just power up that limo-window and roll. BYBLOS has always stood for supreme technical precision in every area, from textile fabrication to cut, down to the tiniest turn of the tailoring. So this season, CND created sharp silhouettes and intricate, hand-painted designs that made mani history honoring the precise patterns that are the signature of this legendary design house.

JEREMY SCOTT inspired retro-new night fever, in the CND backstage team! Inspired by the flash from the thousand mirrors of a twirling disco ball overhead, we manifested the so-danceable Silver Dusted Digit Mani. Side hustle: matte against shiny and shimmy-shimmer, hot pink with neon orange, all to boogie down with a pointed almond shape. Yeah, it's the ultimate late-night club nail. RYAN LO inspired us with extremes: ethereal beginnings, initiating a deep blackout finale. To pair with the spectrum of virginal whites and stunning mourning garb, we crafted sleek almond nails in an array of pastel florals, a white bouquet motif dusted with silver against a transparent base, and pewter blooms bidding a last farewell inside a veil of smoke.

PUCCI, the master-house of the psychedelic print and turned-on, acid-trip palette, brings it now with such sexy sweetness. There's a surprising new romance happening with this ever-silky and sophisticated Italian lover. And so we call the season's Pucci-inspired nail "Chic Shock." Our gorgeously skinny almond starts with a refined nude base, slicked with a buzz of hooked-up candy pigment. From the Riviera to Rio and beyond, it's elegant but electric.

XO, 

Jan Arnold  
Co-Founder & Style Director  
CND

# FIERCE AND FABULOUS



FABULOUS TV

# 2018 SPRING/SUMMER FASHIONWEEK CONTENTS

- INTRO  
DESIGNERS:
1. JEREMY SCOTT
  2. RYAN LO
  3. VIVIENNE WESTWOOD
  4. PUCCI
  5. BYBLOS

RUNWAY TO  
REALWAY

NEW YORK

LONDON

PARIS

MILAN

1



2



3



4



5



E.U. NAIL  
TEAM

- MARIAN NEWMAN  
CND Brand Ambassador  
METTE STEENBERG  
JENNIE NIPPARD  
MICHELA MOLINARI  
KELLY MELANITOU  
ALESSANDRA APPIO  
NATALIYA AL-TA'AI  
SAMANTHA BIRKETT-LEIGH

NYC NAIL PROS & DESIGN LAB TEAM



SARAH OKINS



TRACEY LEE  
WINNER OF  
NTNA\*



HEATHER REYNOSA  
LEAD\*



MISS POP  
CND BRAND  
AMBASSADOR\*



ROXANNE  
VALINOTI



WINNIE  
HUANG  
CND BRAND  
AMBASSADOR



TORI BASTIAN



SHELENA  
ROBINSON,  
LEAD\*



AMANDA  
FONTANARROSA



KRIS KISS



ROBIN MOSES



LAUREN  
WIREDMAN



Creative Nail Design, Inc. 9560 Towne Centre Drive,  
Suite 200 San Diego, CA 92121

858.766.9500 | 800.833.NAIL | cnd.com

\*LEAD IN NY & EU





look

SPRING / SUMMER 2018

look

CND   
Nails. Fashion. Beauty.

PHOTO CREDITS:  
Ambra Vernuccio - EU/Jennifer Graylock - NY  
©2018 Creative Nail Design, Inc.