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SPRING | SUMMER 2016

CND™ ™  
Nails. Fashion. Beauty.

# SPRING SUMMER 2016



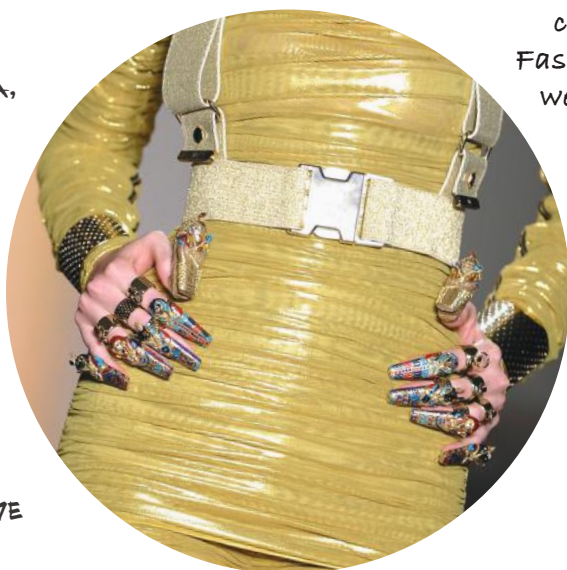
Dear Nail Professional,  
Have you ever wondered if you could hold eternity in your hand? You can.  
And this Spring and Summer, 2016, our collections capture that electric moment where artists cross the line between the known and the unknown.

## THESE LOOKS PASSIONATELY PUSH BEAUTY RIGHT TO THE EDGE—

AN EXHILARATING OPPORTUNITY FOR NAIL PROFESSIONALS TO UNLEASH THE FULL POWER OF OUR TECHNICAL SKILLS, ESPECIALLY SCULPTING CHOPS— TO THE BRINK. MAYBE IT'S MORE THAN YOU IMAGINED. AT FASHION WEEK, OUR DESIGN PARTNERS CHALLENGED US TO SEE THE UNSEEN, AND WE DID THE IMPOSSIBLE. THE VISION IS AN ARRAY OF SOPHISTICATED, EXOTIC LOOKS THAT RELY UPON YOUR ARTISTIC EXPERTISE, AND WILL THRILL YOUR CLIENTS DOWN TO EVERY CELL THIS NEW SEASON.

SUMMER BRINGS SUNNY DAYS, AND IT MAKES SENSE THAT WHEREVER THE SUN GOES, BLONDS ARE SURE TO FOLLOW— THAT'S THE "PYRAMID SCHEME" BEHIND OUR TRIP BACK IN TIME WITH THE BLONDS TO CLASSICAL EGYPT, THE TIME OF QUEEN NEFERTITI, CLEOPATRA, SPHINXES AND SACRED SCARABS. TO CREATE OUR GALLERY OF MORE THAN 600 NILE-INSPIRED NAILS FOR THE BLONDS' FASHION WEEK RUNWAY SHOW, WE REACHED BACK THROUGH THE MILLENNIA FOR INSPIRATION, AND SUMMONED OUR FULL GAMUT OF SUPER- SCULPTING TECHNIQUES AND PRODUCTS.

THEN WE REPLICATED THE LUSTER AND TEXTURE OF CROCODILE SKIN, SERPENT SCALES, GILDED FEATHERS, PRECIOUS GEMS, AND HIEROGLYPHS AND CARTOUCHES WHICH LITERALLY SERVED AS A MAP TO THE AFTERLIFE--IN THE CASE OF CND, IMMORTAL BEAUTY OF SPRING AND SUMMER 2016 IN WEARABLE FORM. WE LOVE THIS NAIL INLAID WITH EXTREME TEXTURAL DETAILS. DON'T HAVE TIME TO SCULPT A NAIL-SIZED KING TUT'S TOMB? YOU CAN ALSO CAPTURE IT ALL SIMPLY WITH A RICH COATING OF GILT BRONZE, ROSE GOLD, PLATINUM AND OTHER PRECIOUS METALLICS.



CREATING YOUR OWN PERSONAL MYTH WON'T STOP AT ANY BORDER OR BOUNDARY. WE JUMPED TO THE GENIUS MOVES OF LIBERTINE FOUNDER AND KEY DESIGNER JOHNSON HARTIG, WHO CREATED HIS LATEST COLLECTION AROUND THE 1950S ABSTRACT MINIMALISM OF BINKY PALERMO. "PALERMO" (NOT HIS REAL NAME!) TOOK AN AMERICAN GANGSTER'S SOBRIQUET AND RECHRISTENED HIMSELF AFTER AN INFAMOUS PHILLY FIGHT-FIXER AND EXTORTIONIST. HE WAS THE ORIGINAL ART VANDAL WHOSE FEARLESS GEOMETRICS INSPIRED KEITH HARING, JEAN-MICHEL BASQUIAT AND LATER GENERATIONS OF GRAFFITI TAGGERS.

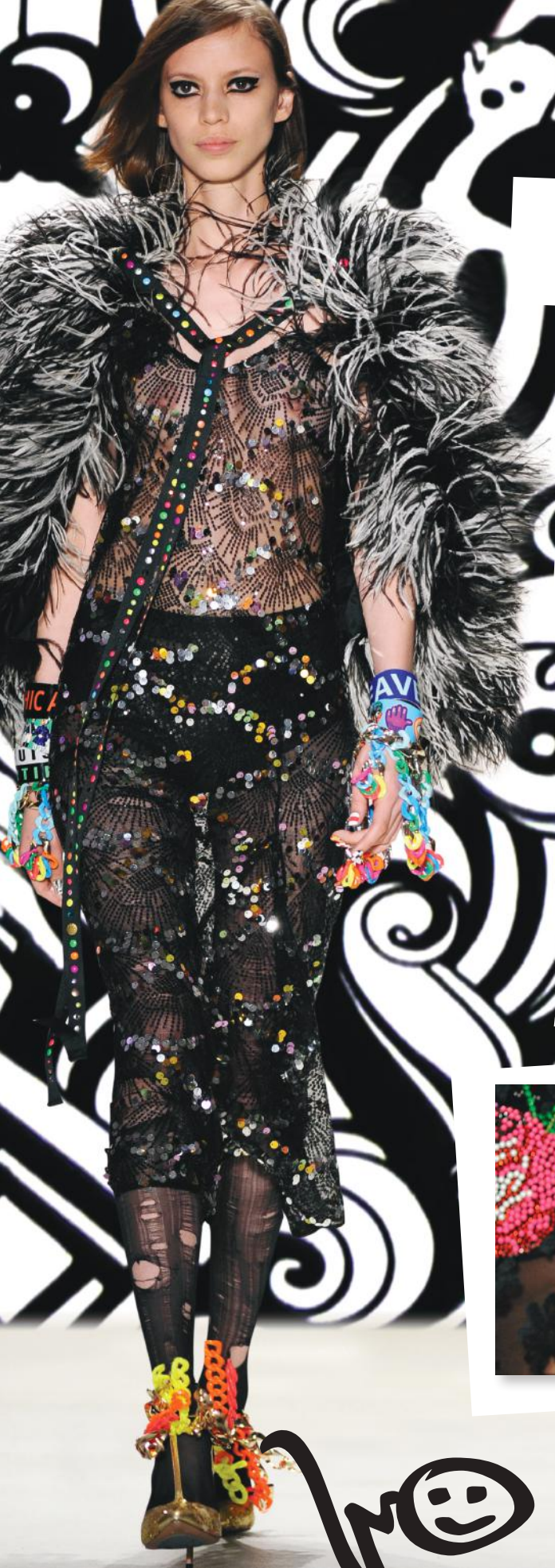
On the runway, this CND nail incorporated a "bad penny" - we actually used tiny, coppery one-cent pieces as part of our Fashion Week sets! For Libertine's vision, we created short, soft, whitewashed squares electrified by crisp, hard lines and high-energy color-blocks. This is a versatile, very chill nail that's the season's most modern signature. The art vandal is a subtle rebellion, since one nail doesn't match the next. And, these are looks where the skilled eyes and hands of the Nail Pro shine, since these are not DIY effects.

BOTH LOOKS MAKE SOMETHING SUPER CLEAR: IT'S GREAT TO BE FREE. REMEMBER THAT THE SCARAB HAS WINGS, AND SO DO YOU.

Jan Arnold  
Co-Founder/Style Director  
CND

*-Jan*





# JUMP to the JAM

## LIBERTINE'S COLLECTION

Say what Art Vandal, what's your handle?  
Toes lookin' sick in that summer sandal.  
Now hear my scandal!

Libertine's runway collections for hot weather nails go off the grid, right down to nitty-gritty city. This season, Libertine designer Johnson Hartig sees no reason for nails to obey your wardrobe. No need for nails to copycat each other in a repetitious suite, hands or feet.

Inspired by graffiti and spray painted murals, these nails are mini-artworks based on pure geometry, in stark shock-blocks of fearless color and patterns bold enough to flag down the space shuttle.





# TAGGED

This amped-up nail vibrates with the endless recycling of pop art and street-graphics, pasted-over, painted over, then ripped down to the rebar and concrete core. Ditch excessive baubles for flashing checkerboards, hard lines and semaphore signals.



# ONE BAD PENNY

From the runway to the raceway, summer nails keep it all in check with primary color glosses and double-crosses. Libertine-inspired nails sharpen their hard edge as the mercury climbs, making the new normal splash and clash at every Spring and Summer bash.

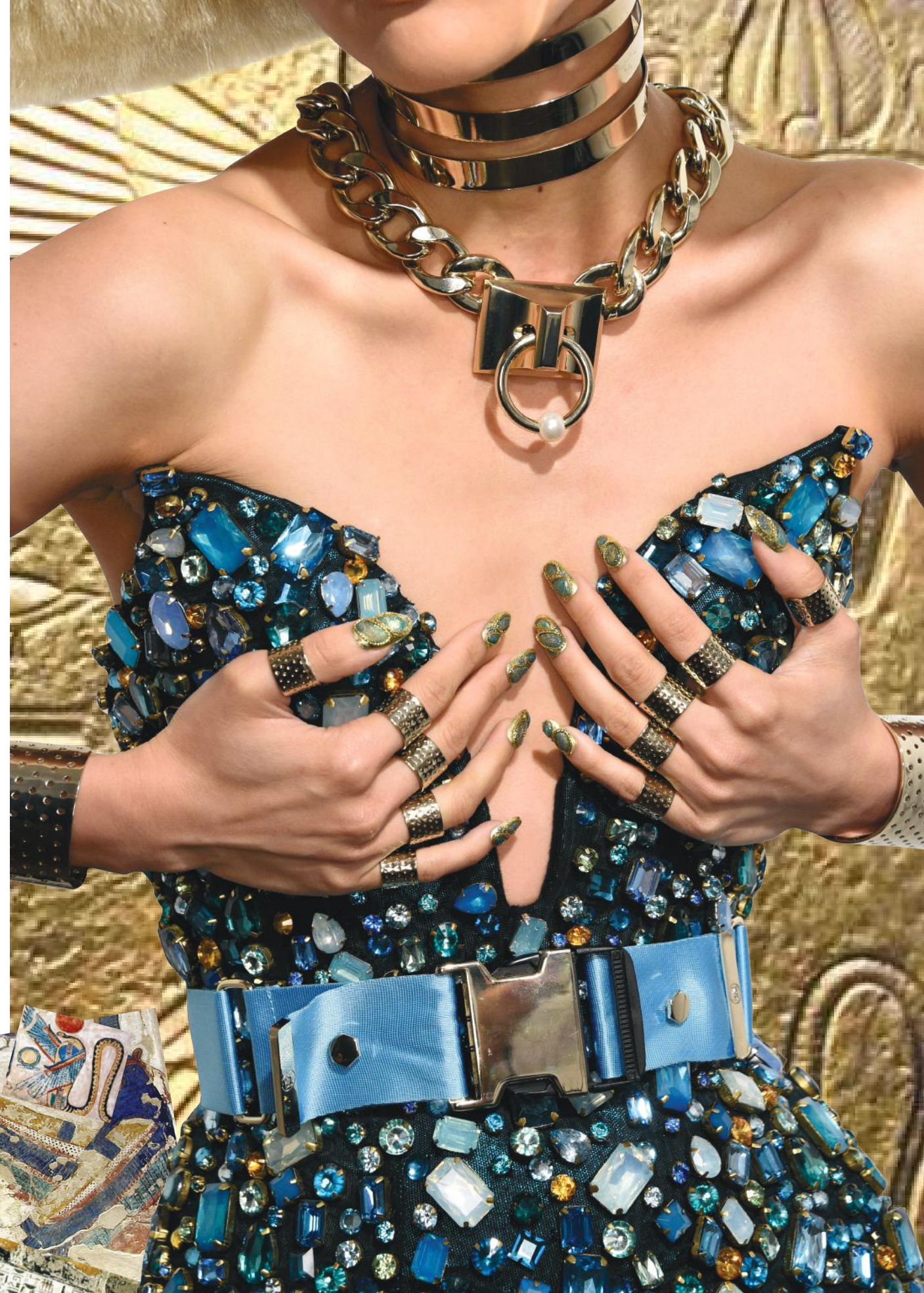




# LIKE AN EGYPTIAN

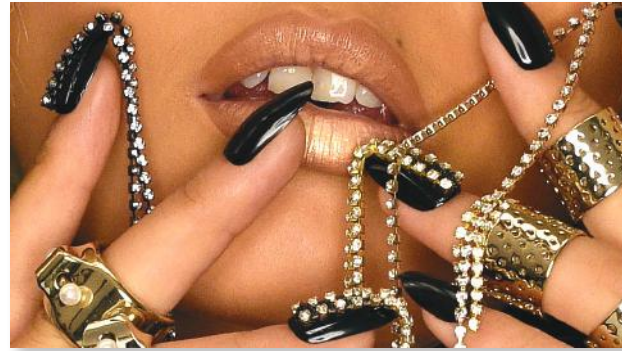
## THE BLONDS' COLLECTION

These nails fly with the Phoenix, winging through the passage through the underworld and the afterlife. Ancient Egyptians believed that you can take it with you, so you should—they were entombed with freshly done hair, full makeup, and heaps of gold, turquoise, deep blue lapis lazuli, carnelian and every precious gem on the then-known earth. That's what we call making an exit, and an entrance.



# NAIL OF THE NILE

Dig it. From the depths of the earth to the solar summit and back again. Golden wings for sleek supernatural passage, and all-seeing feline eyeliner that's been there in at least nine lives before.





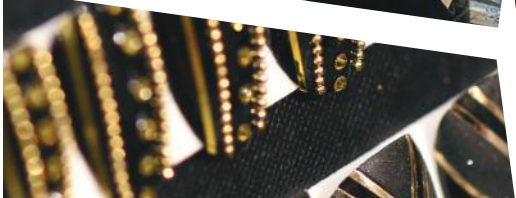
# PYRAMID SCHEME

In she slinks, like a Sphinx. Beguile like a reptile. Glitter in the gloom of the tomb. This is no ordinary pair of crocs, or and not your mummy's old alligator-purse. Ancient Egyptians revered the crocodile-headed deity Sobek-Ra, Lord of the Dark Waters, who created the Nile River with his sweat.



# WHAT MAP?

Kaleidoscopic artists, collaborators, innovators, educators - at the CND Design Lab we push to the extreme, up to the hilt, over the edge. Here's where we let it get weird. We let go of what we think we know and challenge the known limits of products and techniques. Why? To get your clients really excited!



# CONGRATS, ASHLEY CRAIG!



This season, CND welcomed the brilliantly talented winner of Oxygen's "Nail'd It," Ashley Craig, as a guest Artist in Residence during New York Fashion Week. A visual arts major versed in painting everything from wall murals to tattoo designs and, of course, nails, Ashley is known for pushing the envelope when it comes to design. She proved instrumental in helping the CND Design Lab team create unique, imaginative and inspiring Egyptology-themed nail styles for The Blonds runway show - including a set for designer Phillippe Blond encompassing a sculpted golden sphinx and another with scarabs embossed with floating crystals.

"My time as the Artist in Residence was awe-inspiring," explained Ashley. "CND and their dream team are every bit of amazing that you would imagine. If I was asked to spend a year with them, that still wouldn't have been enough. From tips, tricks, and techniques to an overall sense of unity, they create an environment that can only produce the most unique and fashion-forward works of art. The Artist in Residence program is something most nail techs could only dream of and I'm just grateful I got to be part of it."



## IT'S ABOUT TO GET REAL IN HERE!

We say this: to find the edge, sometimes you have to cross it. And, that edge is always a moving target. Here's where we take our wildest moments from Fashion Week and break it down to the beats, like 1,2,3. Follow along for wearable expressions of extreme creation.



### SUMMER, SQUARED

The sculpted nail has never looked newer - thanks to fashion anarchy from Libertine. Google the "Laugh In" Joke Wall with mod graphics and subversive humor. Think Banksy!



### COPPER CAPER

One bad penny is all that it takes to make this warm-metallic toned nail heart-smeltingly hot for Summer 2016. Inspired by the street-smart stylings of Libertine.



### YOU'RE SO VEIN

Turquoise is a mystical, deeply-matrixed stone treasured from the Nile to Nepal to New Mexico. Fall in love with the mineral magic of this sky-gem expressed in summer's most wearable nail.





CND<sup>TM</sup>  <sup>TM</sup>

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**Creative Nail Design, Inc.**

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Front & Back Cover Nails: CND Design Lab Team for Libertine

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