

# **Summer 2025 — Nail Designs in Fashion**

Mini-brochure: shapes & lengths, finishes, seasonal palettes (mini-swatches), design motifs from minimal to bold, office-safe vs statement, DIY vs salon menu, longevity & care in heat, quick fixes, consultation phrases.

## Shapes & Lengths — What Reads Fresh

- Short to medium oval/squoval for clean lines.
- Soft almond for elegant elongation; keep length practical for daily tasks.
- Micro-lengths for sporty look; tidy cuticles and high-shine top make it chic.

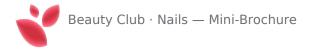
#### Finishes — Mix for Dimension

- Milky sheer bases, glazed/pearl toppers, micro-shimmer.
- Selective chrome (one accent nail or French edge).
- Matte vs gloss contrasts in lines or dots.

#### Seasonal Palettes — Mini Swatches



Milky Nudes + Chrome





## **Design Motifs — From Minimal to Bold**

Mood	Ideas
Minimal	sheer base + micro-French; tiny chrome dot; negative space line
Playful	sorbet checker, soft waves, smiley or fruit accent
Graphic	colour-blocked tips, matte/gloss stripes, chrome outline
Statement	molten chrome accents, 3D droplet gel, cat-eye magnet line

### Office-Safe vs Statement — Quick Matrix

Context	Great choices
Office/Interviews	milky nudes, sheer pinks, micro-French, tiny chrome dot
Vacay/Weekend	sorbet brights, sea-glass greens, playful stickers
Evening/Events	cat-eye gel, chrome outline, lilac smoke gradients

#### DIY at Home vs Salon Menu

- At home: sheer base + micro-French kit; dotting tool from toothpick; chrome powder for one accent.
- Salon: soft almond sculpt, chrome outline French, cat-eye magnet designs, 3D droplets.

## **Longevity & Care in Heat**

- Dehydrate plate; ultra-thin layers; cap free edge; UV gel fully cure.
- Cuticle oil daily; gloves for cleaning; top coat refresh day 3.
- Travel tip: bring mini file, top coat, wipes for on-the-go fix.

## **Quick Fixes**

Issue	Fix
Chip at tip	lightly file edge; add thin top coat and cap
Lift at side	clean with alcohol; patch with tiny gel dot; cure
Smudge	wait 2-3 min; float top coat to level

#### Salon Talk — How to Ask

- "Soft almond, short-medium. Milky base with chrome outline French."
- "Squoval micro-length; sheer pink glaze and one cat-eye accent."



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