



Trompe L'oeil by X-presion

Trompe L'oeil, which means optical illusion, is based on a new hair-colouring technique that we (the X-presion team) invented trying to create a trap with colour, to trick people into believing that they see something different from what they actually see. This colour technique creates depth in the hair in which, depending on the angle from which you look at it, gives a visual sensation of 3D. It can actually trick the eye into thinking that some of the colours are placed in a deeper part of the hair than others, and it can even simulate scissor cuts in some of the colour lines.

The technique came to life a few years ago in our Hair Lab in Madrid, #xpresionstudio, but it has been in a drawer until now - That's when we have developed it further, and it has become our new collection, *Trompe L'oeil*. When you come up with something new, the process from the first idea to the final product can take years sometimes. Some of our colour techniques have evolved from previous techniques and, therefore, the process is faster and more fluid. Yet, this time we have tried to come up with something entirely new to revolutionize the hairdressing industry the same way the X-presion pixels did, and to inspire hairdressers all over the world.

“This colour technique tricks the eye into thinking that some of the colours are placed in a deeper part of the hair than others, and even simulates scissor cuts in some of the colour lines”

CREDITS

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