

PROFESSIONAL  
**SEBASTIAN**

**#I AM  
WHAT IS  
NEXT**

STAND UP FOR WHAT YOU BELIEVE IN





"THE NEXT  
GENERATION  
CREATING THEIR  
VISION FOR THE  
FUTURE."



"Since 1973, our products have reached an estimated 8 million consumers, all of whom I see as potential social activists." John Cusenza, Sebastian Professional founder, 1993. Sebastian Professional, not just a brand, but a movement to challenge the beauty industry by encouraging limitless self-expression, without boundaries. Based on a strong vision, Sebastian Professional has always been a leader, introducing iconic styling products like Potion 9 or Craft Clay. Our philosophy: help our tribe to leave their mark, and liberate them from societal norms. A thirst for innovation and change has been our raison d'être from the word go and we've always fought for what we believe in. Now, it's time for a new era. We are embarking on a new journey with Sebastian. We are returning to our ROOTS and featuring our HERITAGE with pride. Honoring the past while embracing the future. To that end, Sebastian wanted to introduce you to the latest generation of movers and thinkers, and show them to the world. With e-VOLUTION, Sebastian supports and celebrates the next generation of people who are about to change the world within their domain. Through our campaign we are giving these 'social activists' a platform to express themselves and fight for change. In this edition, we celebrate these 5 peaceful warriors who channel their talent and creativity to fight for change and be #WHAT'S NEXT, and feature them through the eyes of famous fashion photographer Christian MacDonald. The result is between your hands. A real collection, young and fresh, and way more contemporary. We've also wanted through this collection to offer a window to the the young talented generation of stylists, introducing 2 members from the Sebastian Artistic Team, LaToya Velberg & Angelo Villallo, who got inspired from our Global Artistic Director looks to create their own transformation.

May this very special edition encourage you to follow your own visions and beliefs. Light your own creative spark, own the future and make your own individual statement. BE #WHATSNEXT ■







**RINA SAWAYAMA**

Rina confronts Japanese beauty standards, kawaii and anime culture, redefining them in her sublime digi pop songwriting, sharp online presence and provocative make-up and wardrobe.



**SHAHEEM M.**

Shaheem M is a community organizer, student, and model with a message. He advocates harmony regardless of race, gender or sexual orientations, and works to combat discrimination.



**JILLIAN MERCADO**

Jillian Mercado is living life to its fullest and most fashionable – including working with Beyoncé. This model and advocate furthers the conversation about difference and disability at every turn.



**e-VOLUTION S/S 18**

Provocation is an understatement. These creations are aggressively seductive. Introducing a poetic presence to the dramatic shout for individualism.



**ALEXANDRA MARZELLA**

Model. Performer. Activist. Alexandra Marzella expresses herself freely through her body, and wants to liberate women from the limitations they set upon themselves.



**MARC S. FAIELLA**

Serious ambition drives TV comedy writer Marc Sebastian Faiella – creating a more tolerant world. Drawing from fashion design and modeling experience, he fights stale images of masculinity.



**BEHIND THE SCENES**

LaToya Velberg is a passionate hairstylist from The Netherlands, Angelo Vallilo lives and works in the UK. For Sebastian Professionals these two members of the International Artistic Team perform at fashion shows, shoots, and workshops.



**WE ARE B[L]ACK**

Sebastian was born in the 70ies in LA from a vision of beauty without boundaries. We think outside the lines of our craft, and follow our artistic ambition to the edge, creating new possibilities for self-expression.

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SELF-EXPRESSION AND INDIVIDUALITY CAN CHANGE THE WORLD: SEBASTIAN PRESENTS THE NEXT GENERATION OF PEOPLE WHO ARE ABOUT TO CHANGE THE WORLD WITHIN THEIR DOMAIN. THROUGH OUR CAMPAIGN WE ARE GIVING THESE SOCIAL ACTIVISTS A PLATFORM TO SHINE AND INSPIRE.

# #IAM WHAT'S NEXT





Where do you feel most at home?  
 on a Sunday, New York City, in my PJs, with my dogs

When do you feel most like yourself?  
 with my close group of friends

What turned you into an activist?  
 when I noticed the power of my voice and social

Who from history would you most like to meet? media  
 Frida Kahlo

What would you ask them?  
 I would ask her to talk about love and what it means to her

What scares you the most?  
 if my family were to be in danger

When did you last feel joy?  
 the moment a plane takes off, which was yesterday

What's next? June 6, 2017 to call from NY  
 world domination!



**WHAT'S NEXT:** You've been described as a prominent figure in the new wave of 'different' models. How do you feel about the idea of 'difference' and the usage of the word itself?

**JILLIAN:** From the outside I might be part of a new wave of models. Some call me 'disability activist'. But I guess I just want to question what is normal in fashion and bring diversity into modeling. And of course, it's a very personal thing that has to do with me. My mother was the one who always encouraged me to do what I want. She always said, whatever you do is fine as long as it makes you happy. And fashion makes me happy.

**WHAT'S NEXT:** You've said that it's important to 'never stop talking' about difference and so-called disability. What did you mean by that?

**JILLIAN:** If you believe in something, say it, talk about it. I do my best and always voice my opinion for a better tomorrow. I always look up to people with a strong attitude towards life. Maybe I want to prove that being different can be a positive thing, refreshing and enriching. Because it changes perspectives and makes you wonder what is supposed to be normal. Think of model Ashley Graham: she advocates the importance of body diversity in all sizes in fashion and made it onto the cover of Sportswear Illustrated ▶

# I AM JILLIAN

MODEL | FEMINIST | SOCIAL JUSTICE WARRIOR







Photographer | Christian MacDonald  
 Make-up | Peter Schell  
 Styling | Jennifer Hahn  
 Hair | Jose-Angel Garcia, Sebastian Int. Artist  
 Mandatory for Jillian's Look | Re-Shaper

# Believe

JILLIAN MERCADO

► **WHAT'S NEXT:** Does the word 'normal' have any resonance for you? What are your thoughts about the concept of 'Normality?'

**JILLIAN:** 'Normal' might not exist and mean something completely different to everyone. I grew up not knowing that I was different. I was raised normally. I have two younger sisters and my parents raised us all the same. During middle school I was confronted with the fact that I am different, unfortunately in a negative way. As you know, I have muscular dystrophy.

**WHAT'S NEXT:** Can you give us some background on how you came to be involved with modeling and also campaigning.

**JILLIAN:** I grew up around fashion. And I always collected fashion magazines. Tons of them. As long as I can imagine I have loved fashion. After fashion school I worked behind the camera as a creative director for three years. And then one day I stood in front of the camera, and I can tell you that I have had literally almost every hair color. My modeling 'career' started four years ago: I was lucky because I was named one of Diesel's 2014 tastemakers. Nicola Formichetti, Artistic Director of Diesel, discovered me. He understood that there is a need for diversity in the fashion world and why not achieve that with me? Then I was modeling for Carine Roitfeld's CR Fashion Book. She is one of the strongest women in fashion. Today I am represented by IMG Models, who also look after Gigi Hadid, Miranda Kerr and Kate Moss.

**WHAT'S NEXT:** How did you come to work with Beyoncé and what was that like?

**JILLIAN:** Beyoncé happened through a friend of mine. She was her personal photographer. One day she asked me if I wanted to be part of her merchandising campaign. And because Beyoncé inspired and influenced me a lot I said yes immediately and soon I was modeling her new fashion collection. I was so thrilled and proud that I shared an Instagram post and it all went from there.

**WHAT'S NEXT:** Can you talk about how you use things like Tumblr and Twitter in your campaigning?

**JILLIAN:** I guess social media helps me and the idea of diversity a lot. Literally I discovered one day that there is no model like me out there. Thanks to social media people got to know me and shared their appreciation as well as their thoughts on what is normal means to them. That feedback helps me a lot to continue my fight for changing beauty for the better. ■





# I AM RINA

ACTIVIST FOR ASIAN BEAUTY STANDARDS

**WHAT'S NEXT:** If you have a mission, a primary purpose, what would you say it is?

**RINA:** To change Asian beauty standards. I call myself an activist.

**WHAT'S NEXT:** What are they, and in what way are you an activist?

**RINA:** I was born in Japan and moved to London when I was five and have lived my whole life torn between Eastern and Western culture. Asian beauty standards are different from eurocentric perspectives, where the self is more in focus, whilst Asian culture is more about hiding the self and much less eccentric. Asian beauty standards involve fulfilling societal norms; e.g. pale skin from skin whitening creams. Certain ideas of how makeup should be worn. A kind of masking. Asian women are not free, they are confined to their traditional roles. Feminism has not really reached the Far East, even though the East borrows a lot from the West.

**WHAT'S NEXT:** Do you have a kind of vision as to how Asian women will view their own beauty in the future?

**RINA:** More liberated! Everything Asian women do in terms of playing with their look immediately gets political and arouses anxieties. Hair color becomes a political statement: e.g. black hair is considered beautiful, because more traditional. My orange colored hair is considered offensive. The perception of tattoos in Asia is gang-related. With tattoos I can't go to a hot spring, bar etc. because people ▶

Where do you feel most at home?

*When I'm chilling with my dog*

Where do you feel most like yourself?

*When I'm surrounded by friends*

What turned you into an activist?

*Waking up !!*

Who from history would you most like to meet?

*DINOSAURS*

What would you ask them?

*What happened to you guys?*

What scares you the most?

*The unknown.*

When did you last feel joy?

*My last bowl of ramen!*

What's next?

*My debut EP, music videos, live shows!*





# Dave



Photographer | Christian MacDonald  
Make-up | Peter Schell  
Styling | Jennifer Hahn  
Hair | Jose-Angel Garcia, Sebastian Int. Artist  
Mandatory for Rina's Look | Whipped Cream



▶ will think I belong to a gang. Skin whitening just means that darker skin is not acceptable. The beauty standard is pale and fragile. For a lot of women in Japan, these are the expectations people have, from anime culture, kawaii culture. And mixed race irritates.

**WHAT'S NEXT:** Your look is described as "eye-catching, waist-grazing tang-colored hair", with your tattoos dotting your arms, your barely visible bleached brows. Are these features the political statement of a feminist?

**RINA:** I like the alien look. Yes, it's definitely a statement against the traditional Asian beauty standard that is expected of women. But it's weird, in Asia it is mostly not understood: people often objectify or infantilize my look as simply cute!

**WHAT'S NEXT:** Having studied politics, psychology, and sociology at Cambridge, you obviously know the perception of your measures very well! What mediums or art forms do you use and how?

**RINA:** Feminism got new weapons today! Called provocations through the internet and especially social media tools. It reaches so many people. It shortens the distance between countries..

**WHAT'S NEXT:** Rina, you call yourself singer and songwriter. Are you a singing feminist?

**RINA (laughs):** I guess I want to make aware of different topics and explore human interaction with digital media. Online you can present your best edited self, and bypass lots of the messiness and awkwardness that comes with real human interaction.



**WHAT'S NEXT:** With "Where U Are", you launched a 90s R&B song in pop perfection. The release was described as "nostalgic greatness... ultra-sweet and shimmering pop". A totally unrecognizable rework of the Jackson 5 song "I Wanna Be Where You Are." The idea of "where" seems to be important to you.

**RINA:** I see embracing a positive relationship with our online selves as an act of self-preservation and defiance. In this age, the digital world can offer vital support networks, voices of solidarity, refuge, escape. Marginalized or socially anxious people like myself can, in fact, be freed. On the other hand I think humans are a physical species, we are longing for real exchange. The phone has become an extension of your physical self. An overheating phone substitutes human warmth. Weirdest of all, you're together, but also very alone. We might lose our "where".

**WHAT'S NEXT:** Loneliness seems to be your theme. With your previous song "tunnel vision" you presented a video that was a vision of pastel and sparkles directed by (rightly) hyped Swedish photographer Arvida Byström. A little dreamy, with a hint of Japanese computer games feel.

**RINA:** My theme is all about the expectations we get from outside and from our self. About false personas and manipulation of perception in this era of digital love desperation. We have to find out what is good and right for us. Touches the how we want our human relationships, how we want to deal with digital media, how we want to present ourselves. How much false persona we want to accept. And here we touch the Asian women, who are not free rather confined to their traditional roles and who should liberate themselves in order to gain control over their own lives. ■



Where do you feel most at home?

I feel most at home when I'm surrounded by community. When I'm surrounded by queer people of color, I feel most comfortable.

When do you feel most like yourself?

The times where I'm allowed to express myself without judgement, wear whatever I want, love whoever I want, be whoever I want, is when I tend to find myself and know myself more.

What turned you into an activist?

When I saw my identity, and the identity of others, under threat and under the oppressive forces of state government and intolerant society I felt compelled to speak. It was not enough to want change. I had to make change myself.

Who from history would you most like to meet?

James Baldwin. He has inspired me in every way you can inspire a person.

**WHAT'S NEXT:** Tell us what it was like identifying as black and gay in Texas?

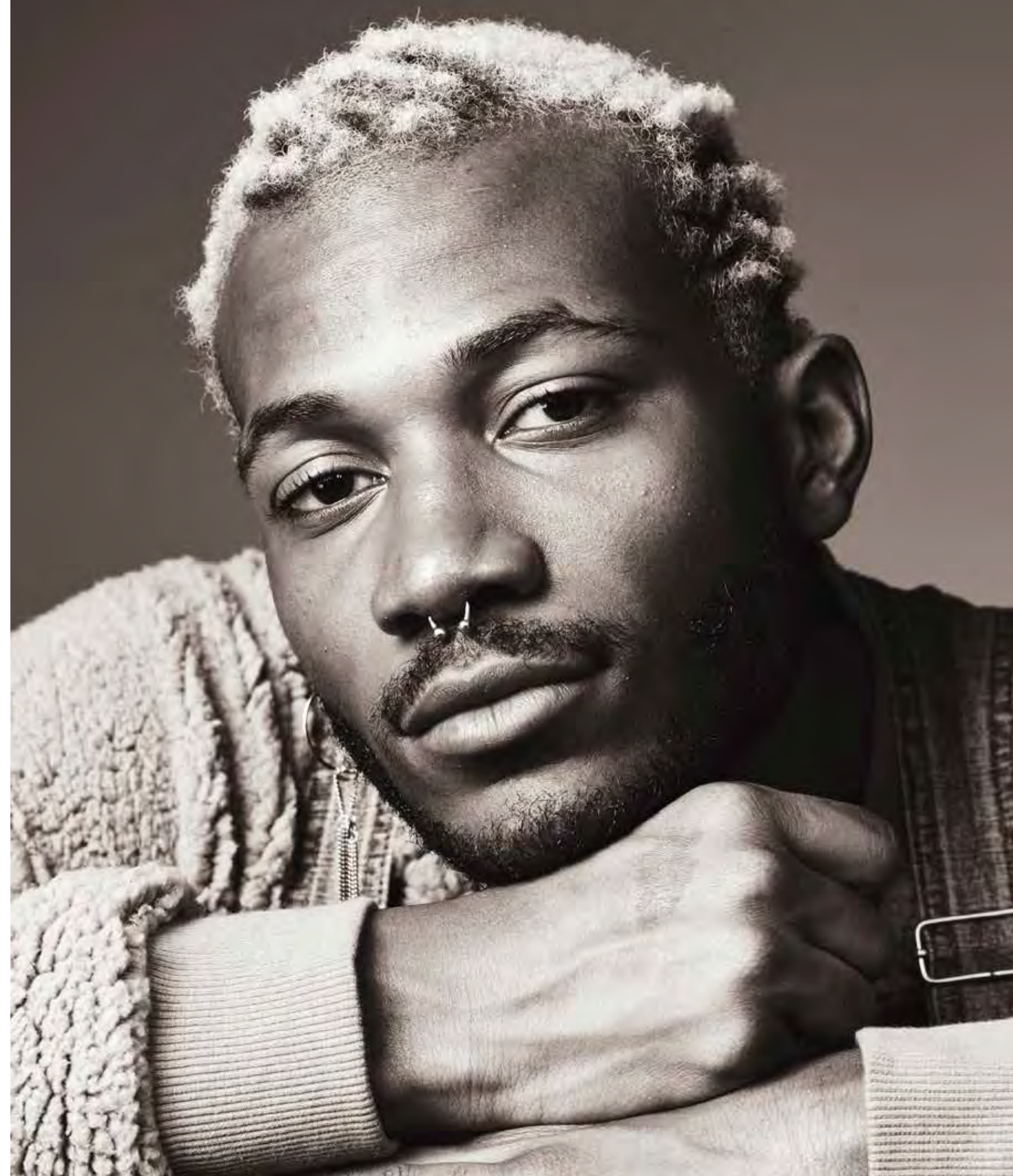
**SHAHEM:** I grew up in an underprivileged neighbourhood. It was a bit rough. It wasn't the easiest of upbringings, like I went to bed hungry, that whole thing. I have seven sisters and one brother, so I am coming from a pretty big family and we are pretty tight. I was the only one in my family going to high school. I always was the black sheep. Growing up gay wasn't easy especially in the city I am from, Houston. Not everybody was accepting my coming out. I struggled to tell for a really long time, until I was 19. Ever since I realise how important it is for me to walk in my truth and what kind of impact I have on the people around me.

**WHAT'S NEXT:** What are the three words you think most sum you up as a person?

**SHAHEM:** I am a community organizer from Baltimore, a full time student and a model. ▶

I AM  
SHAHEM

ACTIVIST FOR GAY RIGHTS IN  
THE BLACK COMMUNITY





► **WHAT'S NEXT:** Do you feel like there's one overall message behind everything you do?

**SHAHEM:** Yes, there is one overall message and belief behind everything I do: we have to stand up and fight for the chance to go our personal way. Maybe we have one life only, don't know, I am not very religious. But we have to fight for the things we find relevant for ourselves. For me it was to be gay in a conservative black community in the Mid West. Still the idea of community remains relevant: the community is a huge source of power to change things. Think of all the great American civil rights movement activists. Think of Angela Y Davis radical feminist, activists in the political area of the 60ies, but she derived his energy from the community he lived in and together they fought for making our society more tolerant. Or think of American civil rights activist Martin Luther King, when during the March on Washington in the 60ies, he called for an end to racism in the United States. "I have a dream." I have a dream too: that we live together in peace and harmony despite our race, sexual orientation or beliefs.

**WHAT'S NEXT:** Do you think we overcame gender roles by now?

**SHAHEM:** I think that we are making huge progress on gender norms and roles but we have still a long way to go. Still we live in a very patriotic society. And the notion of a man is still hyper-masculine and toxic. Because people, especially women, judge men according to such high standards of masculinity that it is easy to fail and easy to lash out in a very bad way when your masculinity is super fragile. I think that the notion of a man is definitely transforming. What it takes to be a man is wanting to be a man. All you have to do is feel like a

man. I guess women can feel the same way. A man doesn't necessarily have to be muscular, he doesn't have to be super strong, doesn't have to be the provider all the time. He doesn't have to be unemotional, like hiding the fact that he cries, like most humans do – or me at least. A man can be just anyone who feels manly. Some of my friends sometimes feel more womanly, sometimes more manly. Some call it queer. It is just as simple as that.

**WHAT'S NEXT:** Tell us about some influencers and people who currently energise and inspire you.

**SHAHEM:** One of my biggest inspirations is Beyoncé. Beyoncé is a queen. And she is politically very active and she is very fashionable. She really is just over the top and such a hard worker and that is what everybody should aspire to. She fights for her beliefs.

**WHAT'S NEXT:** Your hair is a big part of who you are, your persona. It's a statement: the way you bleach it and mess with it. What are you trying to say with your look?

**SHAHEM:** Hair is who you are. I think it is a huge part of our identity and a reflection of how we choose to defy ourselves and fit into society more than once. I change my hair every other week. I guess I want to express that my hairstyle is a very personal issue. Hair is much more than an accessory. It can really be a tool to defy gender norms and stereotypes and boxes that society places you in and my look is everything about that. I do not care about what you think I am or how you think I should present myself. It is all about what I want to do and what everybody else wants to do. I am unapologetic. I am What's Next. ■



# raise

Photographer | Christian MacDonald  
Make-up | Peter Schell  
Styling | Jennifer Hahn  
Hair | Jose-Angel Garcia, Sebastian Int. Artist  
Mandatory for Shahem's Look | Gel Forte





# I AM ALEX- ANDRA

WOMEN'S RIGHTS ACTIVIST

**WHAT'S NEXT:** In an interview you once answered the question 'What were you into in high school?' among others with 'cheerleading' Sounds pretty personal rather than fighting for a better world?

**ALEXANDRA:** Yes and yes. I'd say the human body and physicality has everything to do with me. And dancing makes everything better. Everyone should dance. Dance is both freeing and highly disciplined. But Alexandra Marzella is personal and public at the same time as well as both physical and out-of-body. I consider myself an artist, activist; I act, I dance and I do modeling sometimes. I see myself as part of the new feminist movement. And I am I trying to contribute to making the world a better place and especially liberate women from their self-limitations.

**WHAT'S NEXT:** Tell us something about your back-ground, how you got into what you do and who your big influencers were?

**ALEXANDRA:** I guess the encounter with Hari Nef had a big influence on me. You know, Hari became the first transgender model to sign with the agency IMG. When we met, Hari was performing in a drag troupe and she and her boyfriend had moved into my NYC apartment as room mates. It was the time when I had left my hometown and had finished Rhode Island School of Design to settle in Brooklyn. ▶

When do you feel most like yourself? *While dancing*  
What turned you into an activist? *Maybe the internet, mostly my life experiences*  
Who from history would you most like to meet? *Right now I'll go with Cleopatra*  
What would you ask them? *How to rule the world*  
What scares you the most? *Losing someone I love*  
When did you last feel joy? *Watching the Rhode Island sunset*  
What's next? *More self improvement, art making and lots of love*





► **WHAT'S NEXT:** In an interview, Hari described your work as 'a gesture of militant self-love, aggressive body positivity, sad-girl catharsis, a parochialisation of the ideal female body. I think she's kind of a hero, proof that punk is alive and well.' And she added, 'Alexandra helped me to feel OK about being myself.'

**ALEXANDRA:** Nice to hear! I get that very often, women write to me, my work seems to inspire them to love their body.

**WHAT'S NEXT:** Is the love of one's body the core message that drives you to create?

**ALEXANDRA:** Yes, and I use my own physical body to communicate that message. Starts with don't shave your legs if you don't want to. I started shaving when I was 11. Because I thought that is what I am supposed to do. Today I don't give a fuck about it. Avoid make-up if you don't feel comfortable with it. Just accept yourself as you are. Be real. I try to force people to love themselves.

**WHAT'S NEXT:** Hari Nef says you're definitely an artist, and you inspire people, but that you're too 'active and opinionated to be just someone's muse.' What are your thoughts on this?

**ALEXANDRA:** Hard to tell. I sporadically perform in shows put on by other creatives such as the performance 'Really Wet' at the NYC gallery MX. I sang a song by Wet and it was great. And I cried, heavy make-up leaking down my face, in a performance with Collins at Art Basel Miami Beach. The collaboration that generated the most heat is a set of images photographer Richard Prince made of me. Mario Sorrenti shot me with my friends in a CK One series referencing his own 90s Kate Moss Obsession ads.

**WHAT'S NEXT:** There's something weird about your pics on Instagram. Your photos are about the same things as everyone else's – hanging around, food, friends, new underwear – but there's a messy self-awareness to your work. Unlike most models, you use your Instagram as a gallery, not as a calling card. I always think, they are part of your rejection of the celebrity and art world, but obviously that is what attracts artists to you.

**ALEXANDRA:** It seems that what counts in life is mystery, not answers. ■



Photographer | Christian MacDonald  
Make-up | Peter Schell  
Styling | Jennifer Hahn  
Hair | Jose-Angel Garcia, Sebastian Int. Artist  
Mandatory for Alexandra's Look | Dark Oil

Power





# I AM MARC

**WHAT'S NEXT:** Marc, tell us about yourself and what you do.

**MARC:** I write, develop and act in TV comedy series. Previous to that, I was worked in fashion design. And I also model.. if you'll pay me! I'm also an outspoken activist for the LGBT community.

**WHAT'S NEXT:** Was your coming out difficult?

**MARC:** I remember my mom asking me all the time if I was gay...One day, I was coming home from the city when I told my mom about a sign I saw, it read: "The smaller the dog the gayer the guy." My mom asked what kind of dog I would be and my step-father answered a Chihuahua. We laughed and my mom asked for the last time "Are you gay?" and I just answered, "yes.". It wasn't very difficult but it was incredibly awkward. At school, it was a bit different...after an incident where I was assaulted by another boy instead of having him suspended for his hatred..We founded the LGBT club at my school and I forced the school to make him president of it. He had to do the announcements every morning and direct all the kids to where the club was. That was enough punishment, I thought! ▶

Marc Sebastian  
Model + LGBT ACTIVIST  
x MSF

Where do you feel most at home?

Home is a construct.  
You leave a little piece of you  
wherever you go.

When do you feel most like yourself?

When I laugh so hard  
my stomach starts to hurt.

What turned you into an activist?

When I saw the world heading a  
direction I could no longer stay  
silent about.

Who from history would you most like to meet?

My father. He passed away when I was 12  
and although he's not such a historical  
figure, he is to me.

What would you ask them?

"Are you proud of me?"  
"What do they wear in heaven?"

What scares you the most?

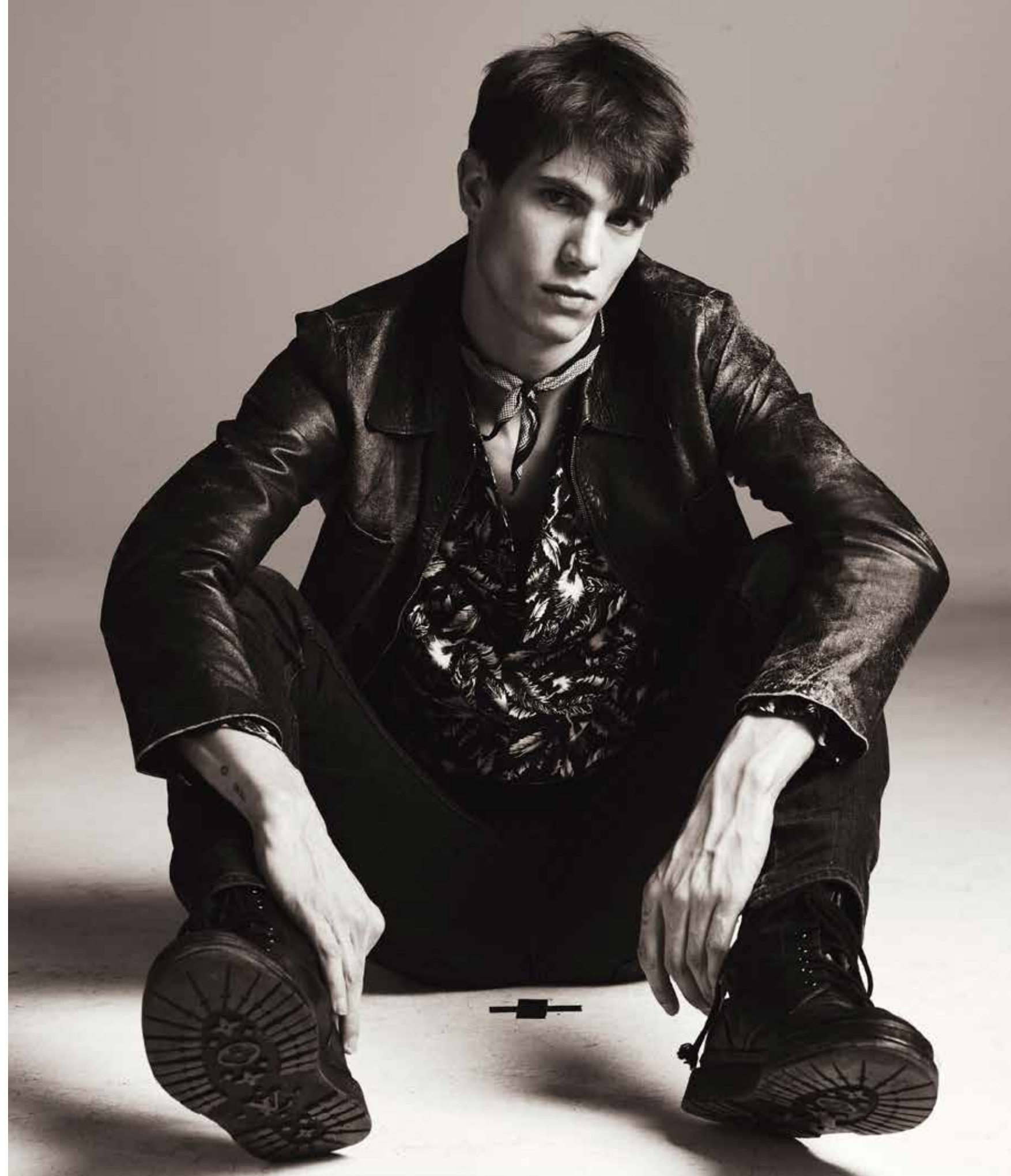
1. The Patriarchy
2. My own anxieties
3. Pretty much any insect.

When did you last feel joy?

Feel joy every time I convince a  
dranger on the street to let me  
touch their dog.

What's next?

One day at a time, baby!  
(But hopefully my own dog because  
I think I'm starting to make  
strangers feel uncomfortable!)







► **WHAT'S NEXT:** We saw a piece you'd written for i-D magazine about experiencing homophobia or rather the need to be more obviously 'male' in the modeling world. Is that something you're still conscious of?

**MARC:** I remember a casting with 15 guys in a row, all giant muscle men, in a weird sort of criminal line-up, shirtless. I had to take my shirt off as well so when the casting director came outside to examine the boys they came straight up to me and said "You can put your shirt back on." I was feeling the pressure: I was told to be more masculine all the time. But it's all changing right now. We became a lot more visible. I go to castings and see a lot of very feminine male models, sexually fluid models, every colour in the LGBT rainbow and it makes me smile.

**WHAT'S NEXT:** Do you think we need more activists to get full equality?

**MARC:** People have to make the decision to be activists. You can't force them to be until their own rights start to get taken away. Its important for people to see young people at these rallies and demonstrations because after all.. it's our future we are fighting for.

**WHAT'S NEXT:** Who do you think of?

**MARC:** Harvey Milk, for example. He was a visionary in the way he encouraged people to come out and be visible. I think that is his legacy. Harvey understood that there was a direct connection between women's rights and gay rights. I'll quote him and say that if we can unite all the minorities, we can be the majority. Very exciting times, the 70ies. So much was happening!

**WHAT'S NEXT:** You seem to love TV and film?

**MARC:** Yes! I was such a TV cat: I watched all shows, sitcoms, game shows, comedies. I love to laugh and I often think humor is missing in fashion. What I really would like to create is a combination of comedy and fashion. I wish people in fashion were more open to making fun of themselves. Everything is taken way too seriously. I don't take myself too serious. I don't care to gain Instagram followers. I use it as a kind of memory ticker rather for self promotion. More often I am on Twitter, to share my thoughts and try out new jokes. ■

Photographer | Christian MacDonald  
Make-up | Peter Schell  
Styling | Jennifer Hahn  
Hair | Jose-Angel Garcia, Sebastian Int. Artist  
Mandatory for Shahem's Look | Craft Clay



Act



FIVE DARING SEEKERS ASSOCIATED WITH 5 ICONIC LIQUID WEAPONS, CHALLENGING THE STATUS QUO. TRANSFORMING THE RULES OF BEAUTY AND INSPIRING OTHERS TO TRANSFORM THEMSELVES. FOLLOW THEIR STORIES ONLINE DURING OUR NEXT SOCIAL MEDIA CAMPAIGN #WHATSNEXT

# BEHIND THE SCENES





BEHIND THE SCENES



**GEL FORTE**  
PLAYFUL CONTROLLED HOLD.

Strong-hold gel. Pearlized shine enhancer – to sculpt individual hairs for style and shimmering hold, without a stiff or sticky feel.

Shimmering strong hold with no stickiness.

**RE-SHAPER**  
THE MODERN ICON OF SEBASTIAN. 48 HOURS HUMIDITY CONTROL.

Brushable, humidity-resistant, strong-hold hairspray. Strong, lasting and reshapable for a multi-blend hold that bends to any shape and protects against humidity.

Reform and restyle for any shape.



“IT’S ABOUT STYLES THAT IDENTIFY THE SOCIAL ACTIVISTS, SUPPORT THEM AND STAY TRUE TO THEIR IDEALS.”



ANGELO VALLILLO,  
INTERNATIONAL ARTISTS





**DARK OIL**  
BODY IN A BOTTLE.

Evanescence oil with DiffusX technology. Replenishes hair from the inside-out for silky smoothness and body. With sandalwood, cedar wood, and argan oil.

Replenish. Redefine. Repeat.



**CRAFT CLAY**  
THE ORIGINAL MATTE CLAY  
OF SEBASTIAN.

Remoldable matte texturizer. Infused with earth minerals to separate and re-style texture – for remoldable styles with a matte finish and natural hold.

Natural hold that starts at the roots.





**WHIPPED CRÈME**  
THE SWEETEST HAIR CREAM TO  
WHIP YOUR CURLS.

Light, conditioning style whip. Protein-rich,  
ultralight whip to lift nourished curls and waves.  
For super-conditioned, air-light bounce.

Indulge your style cravings.



"WE TOOK THE INSPIRATION AND  
CRAFTED LOOKS THAT SPEAK WITH  
THE SAME VOICE AS THE INDIVIDUALS  
WEARING THEM. THEY'RE STRONG,  
THEY HAVE AN OPINION."

LA TOYA VELBERG,  
INTERNATIONAL ARTISTS

# EXCESSIVELY ICONICS

OUR SOCIAL ACTIVISTS LIQUID TOOLS:

- GEL FORTE
- RE-SHAPER
- DARK OIL
- CRAFT CLAY
- WHIPPED CREME

AND THEY NOW ALL COME IN TRAVEL SIZES!



LESS IS MORE. OUR MINIS.





# e-VOLUTION S/S 2018

THESE CREATIONS ARE AGGRESSIVELY SEDUCTIVE. INTRODUCING A POETIC PRESENCE TO THE DRAMATIC SHOUT FOR INDIVIDUALISM: TRANSFORMING HAIR INTO AN EYE-CATCHING CALL TO ARMS. FOR STYLISTS TO CRAFT HAIR THAT REVEALS WHO YOU ARE AND HOW YOU FEEL.



# FROM INSPIRATION TO TRANSFORMATION – FROM ARTISTIC TO STREET LOOKS

The Sebastian Artistic looks directly inspired the Activist looks: both collections speaking with the same provocative voice but in daringly different tones. They boldly demand attention, calling the message out to stylists worldwide: Your creativity can change the world.



*Hair art*



*is my weapon*

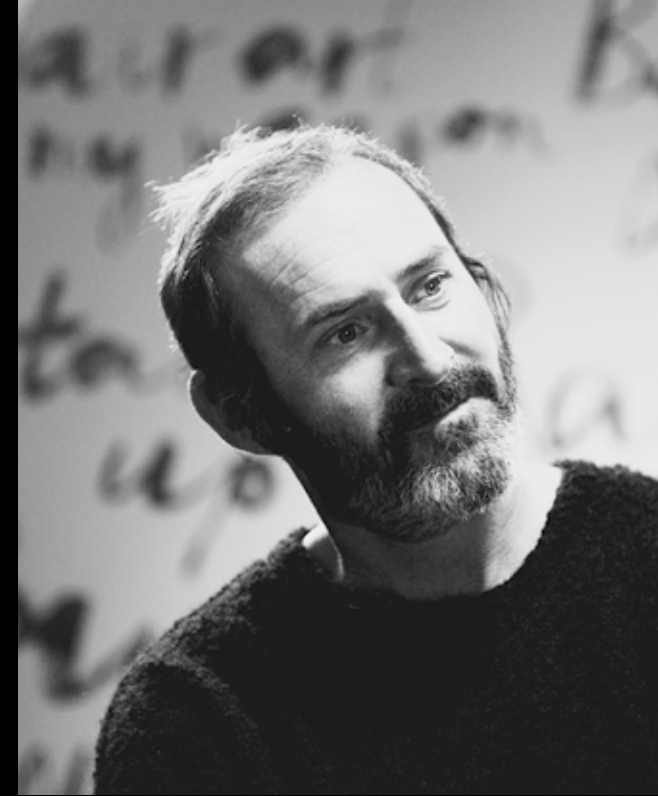






"THERE'S A STATEMENT IN THE HAIR. YOU DON'T REALLY KNOW WHERE THESE STYLES ARE GOING. WHERE THEY START OR WHERE THEY END WITH THEIR ROLES AND KNOTS. BUT THEY HAVE A BIT MORE STRENGTH, A LITTLE MORE ATTITUDE AND CONFIDENCE. WE ALL HAVE THAT POWER NOW. THAT'S THE BEAUTY OF IT."

SHAY DEMPSEY,  
ARTISTIC DIRECTOR



e-VOLUTION

Sebastian Artistic Director Shay Dempsey is a master provocateur, evolving creativity and sparking interaction from stylists who thrive on What's Next. Shay's artistic looks inspired LaToya Velberg and Angelo Vallillo of the International Artistic Team in their transformations: one unique collection with two daring perspectives.





# L.A. IS B[L]ACK

IN ALL WAYS, THE SEBASTIAN BRAND  
ECHOS THE CITY IT WAS BORN IN. IN  
2018, WE RETURN BACK TO OUR ROOTS,  
FEATURING OUR HERITAGE WITH PRIDE.





Sebastian found in the 70ies in Los Angeles

Making change and enabling self-expression: Sebastian was born from a vision of beauty without boundaries. Standing up for individuality and the art of living. Provoking thought – and action. We support both revolution and evolution. This ambition and optimism is born not just of a time, but of a place. L.A. – our home and inspiration. With its sun-dappled days and dark, glittering nights, Los Angeles has always attracted a full cast of dreamers. There's a freedom here that's ripe for the picking. Artists, activists, and actors. Writers, revelers, or re-inventors. The brave and the beautiful, making their way despite obstacles. Nothing stops us as we stake our claim for creative glory – when you believe in yourself, passion never sleeps. ■

**"I IMAGINE WE CAN CHANGE THE WORLD, ONE HEAD, ONE FACE OR ONE BODY AT A TIME."**

GERI CUSENZA,  
FOUNDER SEBASTIAN PROFESSIONAL

# SEBASTIAN TRIBE 2018

23.—26. FEBRUARY 2018  
LOS ANGELES

WITH L.A IS B[L]ACK WE ARE  
GOING BACK TO WHERE  
EVERYTHING STARTED TO  
RECONNECT WITH OUR  
SEBASTIAN TRIBE ACROSS  
THE WORD! #SEBASTIANTRIBE





# PRODUCTS

## FOUNDATION

EXCELLENT CARE. CLEANSER AND CONDITION. **THE ROOT OF ALL STYLES.** BOOST HAIR BACK TO LIFE.

## FLOW

ESSENTIAL **CARING STYLERS** INFUSED WITH PRECIOUS INGREDIENTS. REPLENISH YOUR HAIR.

## ICONS

**DARK OIL**  
THE ULTRA-LIGHT, BODY-BOOSTING BLEND OF SANDALWOOD, C DARWOOD AND ARGAN OIL – REPLENISHES HAIR FROM THE INSIDE OUT.

**WHIPPED CREME**  
THE SWEATEST CREAM TO ACHIEVE AIRY, LIGHT, CURVACEOUS WAVES. PROTEIN-RICH FOR SUPER-CONDITIONED, AIR-LIGHT BOUNCE.



01 HYDRE MOISTURIZING SHAMPOO 02 PENETRAITT STRENGTHENING AND REPAIR SHAMPOO 03 VOLUPT VOLUME SHAMPOO

04 TRILLIANCE SHINE SHAMPOO 05 HYDRE MOISTURIZING CONDITIONER 06 PENETRAITT STRENGTHENING AND REPAIR CONDITIONER  
07 VOLUPT VOLUME CONDITIONER 08 TRILLIANCE SHINE CONDITIONER 09 HYDRE DEEP MOISTURIZING TREATMENT 10 PENETRAITT DEEP STRENGTHENING AND REPAIR MASQUE 11 COLOR IGNITE MONO SHAMPOO FOR SINGLE TONE HAIR 12 COLOR IGNITE MULTI SHAMPOO FOR MULTITONAL AND LIGHTENED HAIR 13 COLOR IGNITE MONO CONDITIONER FOR SINGLE TONE HAIR 14 COLOR IGNITE MULTI CONDITIONER FOR MULTITONAL AND LIGHTENED HAIR



15 WHIPPED CRÈME LIGHT CONDITIONING STYLE WHIP 16 POTION 9 LITE LIGHTWEIGHT, WEARABLE TREATMENT-STYLER 17 POTION 9 WEARABLE STYLING TREATMENT 18 THICKEYFY FOAM WEIGHTLESS THICKENER

19 STYLIXIR NATURAL HOLD FLEXI-STYLER 20 TAMING ELIXIR WEIGHTLESS SMOOTHING CRÈME SERUM 21 SUBLIMATE INVISIBLE AND LIGHTWEIGHT FINISHING CRÈME 22 DARK OIL EVANESCENT OIL SERUM FOR SILKY-SMOOTHNESS AND BODY



# FORM

INNOVATIVE SCULPTING STYLERS TRANSFORM THE EARTH'S INGREDIENTS WITH TOP TECHNOLOGIES. INSPIRED BY FASHION, DESIGNED FOR FEARLESS FORMATIONS.



# ICONS

**RE-SHAPER**  
BRUSHABLE, HUMIDITY-RESISTANT, STRONG-HOLD HAIRSPRAY FOR A MULTI-BLEND HOLD THAT BENDS TO ANY SHAPE AND PROTECTS AGAINST HUMIDITY.

**GEL FORTE**  
STRONG HOLD GEL. PEARLIZED SHINE ENHANCER- TO SCULPT INDIVIDUAL HAIRS FOR STYLE AND SHIMMERING HOLD, WITHOUT A STIFF OR STICKY FEEL.

**CRAFT CLAY**  
MATTE TEXTURIZER INFUSED WITH EARTH MINERALS. FOR REMOLDABLE STYLES WITH MATTE FINISH. THE SOURCE OF TEXTURED, NATURAL HOLD.

# FLAUNT

SUPER STYLERS. FOR SENSATIONAL SHINE. DELIVER THE WOW-FACTOR. GIVE HAIR A GLORIOUS GLEAM. LET YOUR HAIR SHINE — NATURALLY!

# FLEX

**TWISTED**, A NEW LINE-UP DEVELOPED WITH SECRETS FROM THE DEEP SEA. DEDICATED TO CURLS AND INFUSED WITH FLEXI ALG™ COMPLEX TO INFUSE HAIR WITH ELASTICITY, DEFINITION AND BOUNCINESS.



24 25 26 27 28 29 30 31/32/33 34 35 36 37 38 39 40 41 42 43 44

**24 SHAPER ZERO GRAVITY DRY**, BRUSHABLE, LIGHTWEIGHT CONTROL HAIRSPRAY **25 RE-SHAPER** BRUSHABLE HUMIDITY RESISTANCE STRONG-HOLD HAIRSPRAY  
**26 SHAPER FIERCE** ULTRA-FIRM FINISHING HAIRSPRAY **27 MOUSSE FORTE** STRONG HOLD MOUSSE **28 DRYNOMIC+** INSTANT DRY SHAMPOO **29 GEL FORTE**  
 STRONG HOLD GEL **30 LIQUID STEEL** CONCENTRATED STYLER **31 MATTE PUTTY** SOFT, DRY TEXTURIZER **32 MOLDING MUD** REMOLDABLE FIBER SCULPTOR  
**33 CRAFT CLAY** REMOLDABLE MATTE TEXTURIZER **34 TEXTURIZER** FLEXIBLE, BODYFYING LIQUID GEL **35 VOLUPT** VOLUME SPRAY **36 TEXTURE MAKER** TEXTURE  
 SPRAY **37 MICROWEB FIBER** ELASTIC TEXTURIZER **38 ERUPTK** LAVA-LIKE PASTE FOR EXPANSIVE VOLUME **39 RESINTEK** WAX FOR HYPER-REFLECTIVITY HOLD  
**40 TRILLIANT** THERMAL PROTECTION AND SHIMMER COMPLEX **41 LIQUID GLOSS** DEFRIZZ POLISHING DROPS **42 SHINE DEFINE** SHINE AND FLEXIBLE HOLD  
 SPRAY **43 SHINE SHAKER** HIGH-GLOSS AEROSOL SPRAY **44 SHINE CRAFTER** MOLDABLE WAX



45 46 47 48 49 50

**45 CURL ELASTIC CLEANSER** GENTLY WASHES IN AND MOISTURES **46 CURL ELASTIC DETANGLER**  
 LOCKS-IN MOISTURE AND BOOSTS ELASTICITY **47 CURL ELASTIC TREATMENT MASK** NOURISHES AND STRENGTHENS THE  
 HAIR FIBER WHILST SHIELDING AGAINST HUMIDITY **48 CURL MAGNIFIER STYLING CRÈME** POLISHES AND DEFINES CURLS  
**49 CURL LIFTER STYLING FOAM** BOOSTS HAIR ELASTICITY AND CONTROLS FRIZZ **50 CURL REVIVER STYLING SPRAY** RENEWS  
 MANAGEABILITY AND CONTROLS FRIZZ FOR WEIGHTLESS DEFINITION



# #IAMWHATSNEXT

FOLLOW US AND JOIN THE  
#WHATSNEXT TRIBE ON INSTAGRAM

#SEBASTIANTRIBE  
#IAMWHATNEXT



"YOU HAVE TO LEARN TO BE COMPLETELY,  
UNAPOLOGETICALLY, 100% YOURSELF."

MARC SEBASTIAN FAIELLA  
Writer | Model & LGBTQ Social Activist | New York, US

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