

“Muse Pink”

JNA Announces Nail Trends for 2018S/S

~Muse Pink accentuates your feminine allure~

MUSE PINK is 2018 Spring/Summer Nail Trend theme selected by Japan’s largest nail industry organization (NPO) Japan Nailist Association (JNA; headquarters: Chiyoda-ku, Tokyo; President: Koichi Takigawa).

The Nail artworks created along with the theme above, will be shown.

Nail Trend themes are announced twice a year by the JNA Nail Trend Project, a team of JNA members and other sectors who also consider the latest global fashion trends when deciding the theme. A representative Trend Designer Team is then selected from among 3,000 JNA-authorized educators to develop designs based on the latest theme.

The designs include CREATIVE works that symbolically embody the “MUSE PINK”, and ARRANGE style works that will color your everyday life. The designs are proposed to nailists to help expand and enrich their salon offering.

JNA website <https://www.nail.or.jp/english/index.html>

The concept of “Muse Pink”

PINK is the color that renders classiness to the fingertips of every woman.

Its coolness creates an understated lure,
and gives a noble radiance.

It expresses a feel of the vitality of mother nature,
and can be “devil’s color” that every women are drawn to.

Even in the rapid flow of time,
PINK has always been a woman’s best color,
maximizing her charm in every respect.

The new PINK will change every woman into the MUSE of new era.



About the JNA Nail Trend Project

The JNA Nail Trend Project, a team of JNA members and intellectual person from other sectors, announces the Nail Trend theme and designs to help convey the Tokyo nail styles and Japanese nail skills to the world, based on the slogan “From Tokyo to the world”. The Nail Trend theme and designs are promoted to the public through various way such as stage shows on events, press releases, website and SNS.

Photos for the 2018 Spring Summer nail trend designs can be provided.
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