

“Kaleidoscope”

JNA Announces Nail Trends for 2020S/S

~Fingertips adorned with “kaleidoscopes” reflect and convert light into various appearances~

“Kaleidoscope” is 2020 Spring/Summer Nail Trend theme selected by Japan’s largest nail industry organization (NPO) Japan Nailist Association (JNA; headquarters: Chiyoda-ku, Tokyo; President: Sachiko Nakasone).

Nail Trend themes are announced twice a year by the JNA Nail Trend Project (Project Director: Mihori Kinoshita) while considering the latest global fashion trends. JNA members as well as experts in other sectors (Aya Aso, Saori Kanno, SAKURA, Chisa Murakami, and Goro Yamada) have produced the current trend after careful deliberation, and the JNA Trend Designers (trend designers who represent Japan Nailist Association and are chosen from among 3,150 JNA-authorized educators) have developed nail designs based on the latest theme.

The concept of “Kaleidoscope”

Kaleidoscopes reflect and convert light into various appearances. They spread multifaceted beauty, freely changing form from traditional designs to futuristic geometric patterns.

The summer of 2020 will be a special time when competitors from all over the world will descend on Tokyo. A spirit of adventure and taking on challenges is spreading freely without borders, overcoming differences in nationality, gender, culture, and history.

Based on this theme of diversity and using the kaleidoscope as inspiration, a culmination of Japanese beauty and health is being expressed on fingertips.



Reasons for selection of main theme of “Kaleidoscope”

In anticipation of the sports festival that will be the focus of worldwide attention in 2020, JNA Nail Trend has explored themes inspired by the beauty of the Japanese language to decorate nails using not only nail technology with techniques unique to meticulous Japanese artisans, but also Japan’s ancient colors, designs, and history.

When deciding on a theme, the JNA Nail Trend Project always takes into consideration global trends in cosmetics, fashion, society, and food. It is then viewed from a marketing perspective and produced in sessions with experts in other sectors. The trend in the current project has been created with the goal of expressing it in an even more refined manner.

The major theme of this project is nail trends that manifest diversity.

When trend keywords were made to reflect the pursuit of natural beauty inherent in fingertips, as well as the demands of the times and what current customers want, new expressions of nail trends emerged. Nail trends are not simply art. How will nails be expressed? What ideas will resonate with customers? JNA nail trends are advancing to the next stage as nail trends unparalleled worldwide.

Key Color and 4 Styles that Represent Kaleidoscopes

○Key color: The color of kaleidoscopes

○4 Styles

■「Splash」

This design envisions water and its various expressions, such as splashing water and a sparkling water surface, in tune with the beautiful movements of fingertips.

■「No Nail Decoration」

This style with no decoration presents the diversity of nails. High quality care brings out a healthy and quality shine.

■「Adventure」

This style reflects a spirit of adventure and taking on challenges. By capturing a feeling of excitement in colorful fingertips, it expresses power and explosive energy

■「National Flag」

This style uses the national flags of countries worldwide including Japan as motifs to envision their inherent traditional beauty. This beauty is for celebrating a festival to be attended by people from countries around the world.



About the JNA Nail Trend

Under the slogan of “From Tokyo to the World,” the JNA Nail Trend Project (Project Director: Mihori Kinoshita) has welcomed JNA members and experts from other sectors (Aya Aso, Saori Kanno, SAKURA, Chisa Murakami, and Goro Yamada) to carefully deliberate and produce a nail trend, and the JNA Trend Designers have created nail designs based on this trend. 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.

TOKYO NAILS COLLECTION 2020S/S will be held at Tokyo Nail Expo 2019

This will be the stage for unveiling the latest nail trends, presented twice a year by the trend project team.

2020 spring and summer nail trends, based on the theme of “Kaleidoscope”, will be presented in a show format.

※The show is scheduled from 4:35 to 5:20 PM on Sunday, November 24.

Photos for the 2020 Spring Summer nail trend designs can be provided.

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