

THE GELBOTTLE INC

Pro Penthouse

TREND REPORT | SS27

A FOREWORD FROM CEW

At CEW, we exist to support the people who make the beauty industry what it is. Beauty, trends and brands are shaped by the experts behind them: the teams who develop products, the educators who teach the techniques, and the pros who use them every single day.

Our community of over 8,000 global members, from emerging talent to stylists, Makeup artists and C-suite leaders, is built on the belief that this expertise deserves recognition, and that the people doing the work deserve a platform to be seen and heard.

That’s exactly why we’re proud to sponsor this S/S 27 Trend Report. It’s an opportunity to shine a light on the experts shaping the season ahead, and to back the kind of knowledge-sharing that helps careers — and the industry — advance. We’re glad to stand behind the professionals featured here, and behind everyone working to elevate this community.



IN PARTNERSHIP WITH:

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**milk
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THE GELBOTTLE INC Insights from UK’s No.1 Professional Nail Brand.	01.
COSMO PROF Personalisation, scalp-first care & AI-informed consultations.	05.
MILK_SHAKE Undone texture, reworked shapes — backed by real haircare.	07.
PIXI Enhancing, not masking: skin-first, tactile beauty.	08.
DUEL Community is advocacy’s output, not a brand input.	09.

THE GELBOTTLE INC

DAISY KALNINA, FOUNDER & CEO

I started The GelBottle with the simple idea of giving professionals the tools they needed to do their best work, for them and their clients. That's still what drives us today, and as we look ahead to Spring/Summer 2027.

Every voice in this report, from our own nail team to the incredible community of stylists, artists and educators we work with shares a perspective that trends aren't about everyone chasing the same look, they're about how people use expertise to make a trend genuinely their own. At TGB, we've always invested heavily in getting the fundamentals right, and this year saw the opening of our own manufacturing facility, DK Beauty Labs in Scotland (UK), so that when a trend moves fast, we can move with it without compromising on quality.

“...the professionals working behind the scenes are the ones translating everything you see on the runway into something real, wearable and personal for their clients.”

Fashion Week has always reminded us why we do this: the professionals working behind the scenes are the ones translating everything you see on the runway into something real, wearable and personal for their clients. This season is a celebration of that expertise, and I couldn't be prouder of everyone in this report for sharing it.

SARAH CRESPO, HEAD OF EDUCATION (AMERICAS)

As we look ahead to Spring/Summer 2027, nail trends continue to reflect a broader movement across fashion and beauty: individuality over uniformity. Rather than one defining look, we're seeing consumers embrace styles that feel personal, wearable, and expressive.

Alongside aesthetic trends, we're seeing a significant shift in who consumers trust. Professional educators and nail technicians are increasingly shaping purchasing decisions and brand loyalty through their ability to combine technical expertise, trend insight, and authentic community building.

As beauty becomes more personalized, education is becoming one of the industry's most powerful forms of influence.

“Rather than one defining look, we're seeing consumers embrace styles that feel personal, wearable, and expressive.”

SARAH CRESPO, HEAD OF EDUCATION (AMERICAS)





SUNSET HUES

Energetic oranges fading into tomato reds and amber golds, gradient tips and glazed finishes turning nails into wearable golden-hour light.

CLAY

A muted, grown-up tone — a softer, more sophisticated take on terracotta, bringing earthy warmth without tipping into oud, rustic territory.

VIBRANT BLUE
Electric cobalt, saturated cyan and deep sea tones bring bold, high-shine confidence — a punchy pop against pastel and neutral nail trends.



SS27 IN DETAIL

GIORGIA CAPPELLA, HEAD OF PRODUCT & EDUCATION

For SS27, nail trends will become even more connected to what we're seeing in fashion, with color, texture and finishes taking inspiration from the runway. When working on new shades or collections, we constantly take inspiration from color combinations, patterns, fabrics, materials and accessories, and think about how these can be translated into nails.

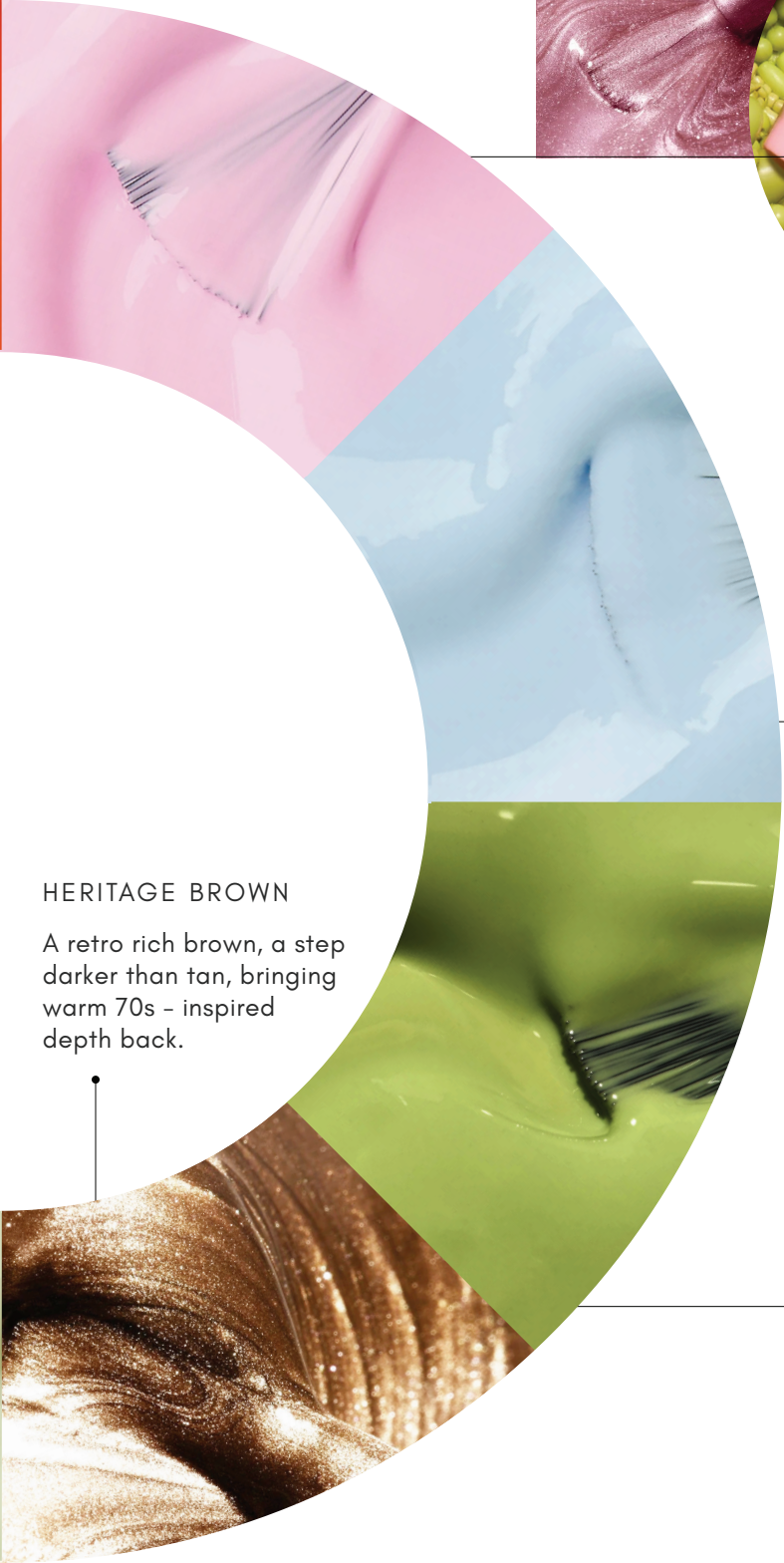
The beauty of nails is how inclusive they are. Social media and nail content are pushing that further, and we're seeing people become much more experimental with their sets. Nail art content is hugely popular, and constant product innovation across metallics, magnetic effects, shimmers and different textures means there's always something new for clients who want an interesting, individual set.

LIME SORBET

The new neutral. A muted, pastel tone — soft, creamy, a fresh move on from pistachio and matcha, without tipping into loud, acidic territory.



+26.6%
MAGNETIC GEL SALES
GROWTH BY UNITS)
SOURCE: DKBL INTELLIGENCE



HERITAGE BROWN

A retro rich brown, a step darker than tan, bringing warm 70s - inspired depth back.



NOSTALGIC PINK

Y2K pink returns for SS27 in a dustier bubblegum tone — nostalgic, slightly muted, glossy or chrome-finished, bringing playful 2000s energy back without tipping into candy-sweet territory.

+235%
**YOY SEARCH
FOR ICY BLUE
CHROME NAILS**

SOURCE: PINTEREST
PREDICTS 2026

GLACIAL BLUE

An ice-cool, crystal-clear tone. Fresh, crisp, sheer or chrome-finishes, bringing a cool-toned lift to beauty without tipping into washed-out pastel territory.



MEADOWLAND

Soft sage meets fresh moss, muted and earthy rather than bright, pulling nails toward matte, botanical finishes that feel grown and organic, rather than painted.



TGB Predicts

**MEDIUM COFFIN
NAIL SHAPE OF SS27**



“We’re always thinking about what nail techs actually want to use, what will make their work easier or more creative, and what products, colors and finishes we can develop to help them.”

GIORGIA CAPPELLA, HEAD OF PRODUCT & EDUCATION

TGB CONTENT CREATOR

AMBER HERBERT | @AMBERJHNAILS

Social media is where a lot of these trends actually take shape. Amber, one of TGB’s Content Creators, shares how she turns what’s trending into something original for her audience.

“I’m constantly looking at what’s gaining traction across social platforms, but the key for me is finding a way to make a trend feel original and relevant to my audience.

I’ll often take a trending concept and put my own spin on it through nails, rather than simply recreating what’s already out there. Staying ahead is about experimenting and paying attention to what excites your audience.”



TGB INSIDERS

Trends don’t stop at the mood board. We spoke with four nail technicians from our TGB Insiders Brand Advocacy program, run via DUEL.

Here’s how their clients bring inspiration into the chair, and how much of it comes down to life, not just the season.

BECKY REMZI — TGB INSIDER [UK]
@BYBECKY.___

“...I think clients are increasingly taking inspiration from trends and then personalizing them, rather than simply following something because it’s popular. For SS27, I can see personalized nail art, soft chrome and sheer finishes continuing to grow — nails that feel wearable but still have that little something different.”

STEPHANIE D SULLIVAN — TGB INSIDER [US]
@FRECKLED.OPAL.NAILZ

“...For SS27, I think we’ll see more soft, wearable looks with something unexpected added in — cat eye, chrome, jelly colors, layered effects and subtle 3D details. TikTok especially has become a huge source of inspiration, and clients will often send me a video rather than just a photo.”

UZAIFA AHMAD — TGB INSIDER [US]
@THE_NAILDON

“...For SS27 I think we’re getting back into maximalism: vibrant colors, fun patterns and lots of 3D. A lot of my clients bring in photos of nail art they’ve seen, or even a pattern from a recent fashion show.”

LYDIA ROSE WOOLLARD — TGB INSIDER [UK]
@BYLYDIAROSE__

“My clients’ nail choices are often influenced by what they have coming up in their lives – weddings call for classy, timeless sets, festivals bring out 3D nail art and playful statement looks, holidays bring seashell details and bright colors. For SS27, I think we’ll see a big return of animal print with a more modern, elevated twist – clients are moving towards statement nails that feel fun and expressive, while still being wearable.”

COSMO PROF

As we look toward 2027, professional beauty is moving toward a more personalized, performance-driven definition of great hair. From ingredient innovation and scalp health to evolving color, high-shine finishes and AI-assisted inspiration, the trends ahead point to clients becoming more informed about both how they want their hair to look and what they expect the products they use to deliver.

For beauty professionals, that means balancing trend expertise with a growing role as an educator; helping clients navigate new products, technologies and inspiration and translate them into solutions that work for their individual hair.



PRODUCT & BRAND TRENDS

WHAT WE'RE SEEING ACROSS PRODUCT INNOVATION, BRAND POSITIONING AND PROFESSIONAL HAIR CARE.

COLOR GETS RICHER AND MORE INDIVIDUAL

Rather than one dominant shade defining the year, color is becoming increasingly seasonal, dimensional and personalized. Richer brunettes, dimensional blondes, warm coppers and reds, nuanced neutrals and evolving silver tones point toward color that feels current while remaining wearable. At the same time, the resurgence of vivid color signals a renewed appetite for experimentation and self-expression, giving clients another way to make color distinctly their own.

Grey and silver are also moving further into the mainstream—not simply as “going natural,” but as intentional color choices that can be blended, enhanced and customized.

GLASS HAIR RAISES THE BAR

The ultra-glossy “glass hair” aesthetic is likely to continue into 2027, but the expectation is evolving beyond shine alone. Clients increasingly associate polished, reflective hair with smoothness, frizz control, repair and overall hair condition. For professionals, achieving the look may increasingly involve a combination of gloss services, bond-building treatments, moisture protection and finishing products rather than styling alone.

CUTS CONTINUE TO SHORTEN AND EVOLVE

Shorter, shape-driven cuts continue to gain visibility, with styles such as the bixie—a hybrid of the bob and pixie

reflecting interest in cuts that feel expressive while remaining versatile. For professionals, evolving cut trends create opportunities to personalize shape, texture and maintenance to the individual rather than recreating a trend exactly as it appears online.

AI ENTERS THE CONSULTATION

That makes professional expertise even more important. Stylists will need to help clients distinguish between what can be digitally visualized and what can realistically be achieved based on hair history, condition, texture and maintenance expectations.

FROM SOCIAL INFLUENCE

TO PROFESSIONAL VALIDATION

1.

Social media will continue to be a powerful engine for product and trend discovery, but visibility alone does not determine staying power. For professionals, products ultimately must perform consistently across real clients, services and hair types—not simply deliver a compelling result on camera.

2.

As clients encounter more products, ingredients and recommendations online, the stylist increasingly serves as a filter between inspiration and application. Professional recommendations provide context that social influence alone cannot, considering hair type, condition, chemical history, desired results and maintenance needs.

3.

As trend cycles continue to accelerate, that distinction becomes increasingly important. Social conversation may create initial curiosity, while performance, professional credibility and repeatable results help determine which products and trends have lasting relevance.

THE 2027 OUTLOOK

Across both product innovation and client behavior, personalization is the common thread shaping 2027. Products are becoming more targeted, ingredients more intentional and routines more individualized, while clients are seeking colors, cuts and finishes adapted to their own hair and lifestyle.

At the same time, faster trend cycles and an abundance of online inspiration are making professional expertise increasingly valuable as a source of context and validation. Discovery may begin on social, but professionals can help clients determine what is appropriate, achievable and worth incorporating into their routines.

For professionals, the opportunity is not simply to keep up with what is trending, but to translate trends into informed, achievable and personalized results behind the chair.



milk shake

JOHN MORONEY, SVP OF GLOBAL EDUCATION

Every season, I watch hundreds of stylists and educators test what actually works on real hair, not runway hair. What’s coming through consistently for SS27 is a shift away from control and toward texture. It’s not a passing look; it’s a technique shift. This season, the industry stops chasing perfect and starts chasing believable. Underdone is the new sexy. Touchable is the new texture.



RUNWAY AND EDITORIAL CONSENSUS ARE CONVERGING ON ONE IDEA.

Styling that looks intentionally undone, not overworked. Sleek, blown-out control is losing ground to lived-in movement. milk_shake Bodifying Cream is built for exactly this sort of look – soft definition and movement, not sleek hold. Perfect for the hand-tousled styling that SS27 will demand.

COLOR IS FOLLOWING THE SAME INSTINCT, WARM IS OVERTAKING COOL.

Rich copper and warm mocha tones are replacing flatter, cooler bases as the palette of the season.

milk_shake’s Gloss (salon-exclusive) is the perfect color tool to achieve rich, warm-toned shine with real conditioning behind it, so copper and mocha tones read as depth, not flat dye.



“Texture is the new finish. Shine is the new color statement. At milk_shake, we have the regimens perfect for it.”



AS WE’VE SEEN WITH THE RETURN OF THE BIXIE, STRONG SHAPES WILL CONTINUE BUT REWORKED.

Unlike the sharp, sleek versions of the last ten years, 2027 will bring us strong shapes that are tousled, loose waved and textured at the ends. Statement cuts that read effortless but demand real hair health underneath it, not just a lot of styling products.

milk_shake Everlasting Bonds will be the care routine that every “undone” look needs to read as healthy and intentional instead of damaged. You can’t fake this sort of texture on compromised hair.



PETRA STRAND, MAKEUP ARTIST & FOUNDER

For me, beauty has always been about enhancing, not masking. I want makeup to help you look and feel like yourself, just the best version of yourself. Looking towards SS27, I think we'll continue to see more freedom in how people use colour and texture, with healthy looking skin at the heart of it.

I see people continuing to gravitate towards tactile, intuitive formulas, creamy sticks, balmy textures and sheer, buildable colour that you can apply with your fingertips and make your own. There is a real joy in makeup again, but people also expect their products to work harder. Skincare ingredients within colour are becoming an expectation, because we want makeup to enhance how our skin looks and feels, not simply cover it.

A natural flush, warmth across the skin or a touch of luminosity can make you feel instantly more like yourself. It doesn't need to feel overly perfected or prescriptive. I've always believed beauty should be effortless, skin loving and fun to use, while still allowing you to look like you.

That idea of enhancing what is already there, rather than masking it, is something I believe will only become more important.



“For me, color is where personality comes through.”



PAUL ARCHER, FOUNDER & CEO

For a decade, community has been the word every brand wants on its strategy deck but the word almost none can define. While advocacy too is often misrepresented, usually as a new variant of influencer campaign or a loyalty scheme, it's the relationship between them that most brands get backwards. It's time for the truth: community is not the input, it's the output. Brands cannot build community at all costs, as it only emerges when they get advocacy right – when customers, creators and employees promote a brand because they genuinely want to, not because they're incentivised to do so.

Much of this change is being driven by AI. When an AI answers a shopping question, rather than citing brand ads, it cites Reddit, YouTube, forums and other social platforms. A Profound study found Reddit alone accounts for 46.7% of Perplexity's citations on commercial queries, and Ahrefs research across 75,000 brands found brand mentions correlate three times more strongly with AI visibility than backlinks do.

“The most valuable source of data comes straight from the words of customers, something that money simply cannot buy.”

In a sense, brands have lost an element of control. But that's a good thing. It now lives in millions of everyday conversations between customers and, increasingly, in the AI systems learning from them. The future of community and advocacy is a measurable, intelligent, long-term growth system built around the people who genuinely love, share and defend your brand. Brands that fail to recognise that won't last the decade.



