

ALEXA RAE SMAHL
PORTFOLIO



GET LOST IN A
 FEVER DREAM

of your own creation with our new
TECHNICOLOR DREAMS collection.

inspired by the uncanny visions stirred
 while floating through a lucid dream
 state, our new collection offers up a soft
 + serene palette of cremes perfect for
 crafting a surreal escape all your own.

whether your head is clouded with
 romantic visions of vivid gradients +
 vibrant skittles, or nightmares of nail art
 unexplored, we encourage you to use
 your dreamy new shades to push the
 boundaries of your imagination.

campaign messaging + product names + marketing copy
TECHNICOLOR DREAMS collection for
MOONCAT



WHEN EVERYTHING IS F★CKED.
BUT MAKE IT FASHION.

THIS FRIDAY ✨



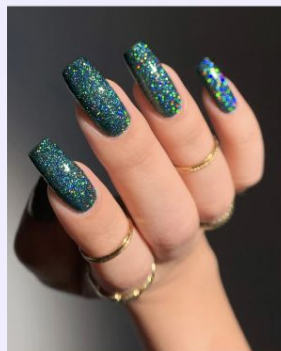
MEET A FEW FALLEN STARS. ✨



TOXIC STARDUST

five v IN YOUR FACE new holographic glitter lacquers.

[SHOP NOW +](#)



SUPERCLUSTERFCK



KISS MY ASSTEROID



**GRAVITY, HOLD ME
BACK**



I'M A MF SUPERNOVA

campaign messaging + product names + marketing copy
TOXIC STARDUST collection for **MOONCAT**




Winnie
HARLOW
X
PM
PAUL MITCHELL

Bend the Rules

Get the Look

digital + editorial copy



Winnie x Paul Mitchell campaign for **Paul Mitchell Professional**



Iconic Shag

Don't call it a comeback. The shag—the look of the moment—is ever-enduring for a reason: it's full of energy, buzzing with attitude + can be shaped into a head-turner on just about anyone.

A transcendent icon, just like Winnie Harlow herself, the iconic Shag has hints of the past + whispers of the future, for an edgy, of the moment look.

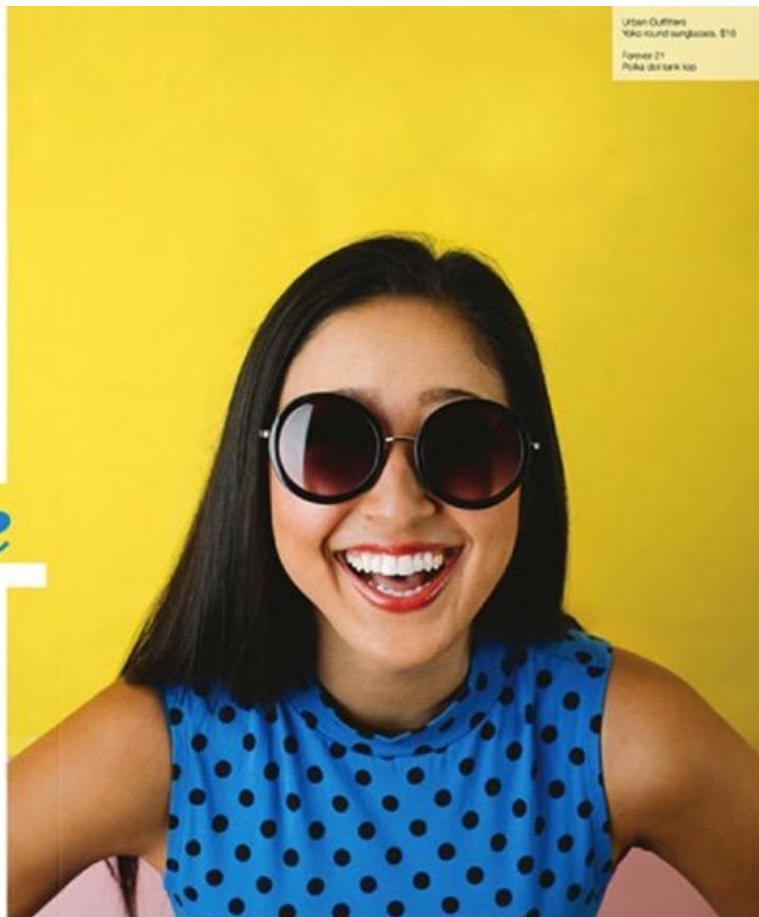


TIP:

Slightly bend the ends when smoothing with the Express Ion Style+ to give the hair more body + attitude.

let there be
BRIGHT

*photos by Alexa Smahl
with styling contributions by Sam Reed*



feature headline + photos


Prime Magazine editorial spread showcasing spring accessories

PAUL MITCHELL protocols

GET IT WHILE IT'S HOT



Grab our limited edition Express Mini[™] Smooth Iron while you can—available for the special salon price of

\$26.80



OR FREE

when you buy a full-size Express Ion Smooth + or Express Ion Style +.*



promoting the return of the hotly coveted LE Express Mini Smooth

40 years of people, product & planet

THREE PRODUCTS STARTED IT ALL

In 1980, with just \$700 in their pockets, Paul Mitchell and John Paul DeJoria launched a revolutionary three-step system, comprised of three products that remain favorites today.




40th anniversary campaign spotlighting the original product line

PAUL MITCHELL PROFESSIONAL


UNITED *in* SAVINGS

It may be Independence Day, but, let's face it, some things are just better together. That's why we're celebrating America's birthday by offering up to 35% off your favorite JPMS[™] liter duos all month long. Cue the firecrackers.


★ ★ ★




PAUL MITCHELL[®]



TEA TREE




NEURO[™]



MITCH[®]

STOCK UP

4th of July email for a promo on duos / SL: Red, White & Duos 

 FIND A SALON OR PAUL MITCHELL SCHOOL NEAR YOU

Happy
Birthday!

Ditch the birthday hat for a revitalizing birthday hair treatment—
our gift to you! Enjoy a deep conditioning **3.4 fl.oz. Keratin
Intensive Treatment**—free with any order.**



\$19
VALUE

USE CODE:
BDAYTREAT

GRAB YOUR GIFT

copy for a birthday trigger email
for the **Paul Mitchell** D2C site



Dickens Writer's Chair



\$628

Shipping surcharge: \$75
White Glove Service: \$99

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ADD TO CART



Add To My
Registry



WHY WE LOVE IT

Perfect for the artist with great expectations, our Dickens Writer's Chair offers a sophisticated and luxurious retreat. This charming Victorian-inspired design features a tale of two chairs, with an elegant linen upholstered front and a handsomely deconstructed, exposed back. Delicately lined with brass tacks, this gorgeous chair will prove a quickly beloved piece in any room.

PRODUCT INFORMATION

Dimensions:
25" W x 28" D x 45" H
Seat Height:
19"

Materials:
Wood, linen, burlap

Care Instructions:
Do not use household cleaners. Upholstery requires professional cleaning.

Assembly:
Fully assembled

SHIPPING & RETURNS

Estimated Delivery:
Mar 23 - Apr 01

Delivery Type:
White Glove Standard

Return Policy:
14-Day Return Policy

“
...for the artist with great expectations...our Dickens Writer's Chair...
”

Almost Famous

Finding the Bay Area's best kept musical secret—former PITS frontman, Joseph Tyler—on the eve of his new EP's debut.



The thought of fame has never driven Joseph Tyler. It may have driven him away.

The musician's studio is tucked in a rural pocket of a nondescript East Bay town, sandwiched between the end of a monotonous suburban development and a series of sprawling uninhabited hills. Working nestled away suits him. Removed from the elevated stages of the Bay Area clubs that his charismatic presence and powerful, expertly controlled voice is known for filling, the average Joe is surprisingly quiet, thoughtful, and contained.

I ask him about the possibility of fame, Tyler considers this prospect deeply for a long moment. His light blue eyes heavy with thought. "I would much rather perform in—and fill—a tiny room consistently, than to pack a giant room once, only to have all those people move on to the next cool thing that surfaces the next week," he says.

To in-the-know Bay Area music fans, Tyler, a perpetual star on the rise, has always seemed destined for a breakthrough. *It's Been Too Long*, his raw, much-anticipated solo effort may finally prove the tipping point.