

SLEEK / BOSIDENG / MILAN FASHION WEEK PRESS RELEASE

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Sleek setting the trends

SLEEK HAIR SPONSORS KEIICHIRO HIRANO AND THE HAIR TEAM ON THE BOSIDENG SHOW DURING MILAN FASHION WEEK, 24TH SEPTEMBER 2023.

MILAN, ITALY - Bosideng present their latest collection for the Spring / Summer 2024 collection at Milan Fashion Week at Vigna di Leonardo, Corso Magenta 65.



Sleek Hair are thrilled to sponsor the incredibly talented Keiichiro Hirano and his hair team for the Milan fashion catwalk!

Chinese brand Bosideng's latest collection unveiled weightless outerwear technology and the most stunning Italian lace details inspired by the Italian Renaissance period. The beautiful fashion show, held at admirable La Vigna di Leonardo, the vineyard of Leonardo da Vinci, had a very impressive number of models including the model Coco Rocha and freestyle skier and Bosideng Ambassador Eileen Gu; that Keiichiro and his team expertly styled.

Adding Sleek Human Hair EUROPEAN WEAVE (EW 7 PIECE CLIP-INS) AND EW INDIAN LUXURY products, for extra body

and volume to the hair, the looks featured gorgeous soft waves and textured waves. Pretty hair is often a feature as the must-have trend for spring summer looks, but Keiichiro's Bosideng hair looks are no exception with the most stunning effortless curls and chic edgy pulled out chignon.

Sleek's partnership with leading hair stylist Keiichiro during Milan Fashion Week, cements Sleek's status as an innovative and trend focussed brand.

Discover more from behind the scenes at the shows:

www.instagram.com/hairbysleek www.tiktok.com/@hair.by.sleek