



a touch of
luxury

a rainbow of colour

Welcome to A Touch of Luxury — an eBook dedicated to helping you create perfectly preened nails. From daytime and night time looks, to wedding nails with the wow-factor, to the hottest trends for 2017, this is your one stop shop for some serious nail inspiration.

You may also be tempted to pick a polish colour that suits the season. During the spring, fresh, pale hues are your best bet, such as pastel blues and greens, while the move into summer means you can brighten things up a bit with more vibrant shades, like hot pink and neon orange. As you enter autumn, you could swap your colourful lacquers for burgundy reds, eventually taking it one step darker for winter with deep purples or even black.

When it comes to styling up your nails, it's all about one thing — colour.

The truth is, your chosen polish shade can reveal a lot about you and your personality.

Red = confident

Yellow = happy

Orange = sociable

Pink = romantic

Purple = spiritual

Black = powerful





daytime details

Regardless of whether you're at work, out with friends or running errands, there's no reason why your nails can't look on point during the day. There's something about perfectly painted fingernails that can make you feel more together and ready for anything, so why not pick out a polish and give your hands a fresh new look for the day ahead?

the 9-5

When you're at work, why not ensure your nails mean business too? If you work in an office and you're keen to keep your look professional, you could go for a sophisticated slick of deep navy or dove grey. Do you work from the comfort of your own home? The choices are endless. You could pick anything, from a sweep of classic crimson red to a totally out there coat of zesty orange, such as essie's 'Meet Me At Sunset'.

hello baby

A baby shower is a fun time to celebrate the impending arrival of a little one, so to get in on the excitement, you could paint your nails for the occasion. If you already know the gender of the baby, you could coat your fingernails in a pink polish for a girl or a blue varnish for a boy. Whether you're the mum-to-be or not, this is an oh-so sweet and sentimental way to mark the occasion.

a spot of afternoon tea

If you're going to be nibbling tiny sandwiches and sipping on cups of tea, surely your digits deserve to look their best, right? So, before you head out for a spot of afternoon tea, make sure your nails look undeniably cute by giving them a cover of varnish in a totally chic shade, such as pale peach, light blue or dusky rose.



night-time nails

If you're heading out for the evening, bare nails just won't cut it. Instead, you'll want to polish up by manicuring your nails to perfection. Treating your nails to a fresh coat could really help to give you a luxe look for your night out.

ready to party

If you want to be the life and soul of the party, you've got to have fun-loving nails. Don't be afraid to experiment with unusual colours. From hot pink to ultra-cool white, there's a plethora of party-ready shades for you to pick from.

wine and dine

Heading out for an evening of fine dining? Step up your look for the occasion by coating your nails with a fitting polish colour. To show off your sophistication and style while you wine and dine, you could opt for a deep red 'Bordeaux' or a pop of purple, such as 'Bahama Mama'.

first date

Whether you and your suitor are going to the cinema to watch the latest flick or you're going head to head with a game of bowling, there's no need to feel nervous for your rendezvous if you're well put together with perfectly preened nails in a cute colour of your choice. Why not show your romantic side with a subtle shade of pink, such as essie's 'Muchi Muchi', or a slick of pale lilac, like 'Island Hopping'?



wedding nails with the **wow-factor**

If you're a blushing bride-to-be, painting your digits is a great way to give your wedding look a gorgeous, flawless finish. When it comes to picking out the perfect polish for your big day, it's all about colour coordinating with the finer details. For example, you might find it useful to consider what types of floral hues are featured in your bridal bouquet, or you could look at the shade of your bridesmaids' dresses for some colour inspiration.

You could also consider your wedding theme. If you're aiming to throw a lavish, glamorous affair, you might want to go for a coating of shimmery champagne, such as 'Beyond Cozy', while a classic French manicure could be more your style if you're planning to keep it timeless and traditional when it comes to your nuptials.

Want your nails to last? You could try essie's range of gel couture polishes. Offering luxurious wear for up to 12 days, these varnishes will ensure your digits continue to look their best throughout your entire honeymoon too.

Even if you've been invited as a guest to someone else's special day, there's no reason why you can't dress your nails up for the occasion too. Whether you're wearing a pretty pastel summer tea dress or a vampy floor-length maxi, go for a varnish that's going to complement the style and colour of your outfit.

something old, something new, something borrowed...

Looking for your something 'blue'? Dare to be different on your big day by coating your nails with a blue-toned polish to put a cute and quirky twist on this wedding tradition. Something like 'Borrowed And Blue' could be the perfect choice.



nailed it: the trends of 2017

To make sure your nail game is nothing but strong for 2017, it's important to pay attention to the latest trends.

pastel rainbow

Pastels are making a massive comeback — but with a twist. Instead of having to opt for just one of your favourite candy-coloured varnishes, this trend allows you to paint each of your nails in a different shade, creating a striking rainbow effect across each hand. Pretty, simple and the perfect look to put a spring in your step as the weather warms up.

From sky blue, to mint green, to delicate pink, to sunny yellow, pick out your preferred pastels to recreate this charming look. You could go for a solid slick of a different polish on each nail, or you could alternate between two shades on every other finger.

colour blocking

Last year, brightly coloured fashion pieces were all over the catwalk, and it seems it's going to be one of 2017's hottest nail trends too. Colour blocking is all about contrast, so whether you pair pale yellow with pillar-box red or couple lime green with pastel blue, don't be afraid to mix up your shades to create a totally unique look.

This trend usually refers to having two or more clashing colours on

each fingernail. From uniform lines to geometric patterns, you could use nail striping tape to create super cool, arty designs. As long as you're using mismatched colours, you can't go too far wrong in nailing this look.

the 'au naturel' effect

Natural looking nails are set to be a big hit over the coming months. This simple, fuss-free look is easy to wear and just about anyone can pull it off. What's more, pale coloured polishes are thought to have an instant lengthening effect on the appearance of your nails — a bonus if yours are a little on the shorter side.

From rich, creamy nudes to light blush pinks, there are a wide range of gorgeously feminine nail polish hues for you to choose from. 'Ballet Slippers' and 'Allure' are great examples. A glossy layer of your chosen varnish and you're good to go, and while these colours work well when worn alone, they also make the ideal base for sweet and simple nail art designs. Why not grab a nail art pen and get creative? You could go for anything, from tiny hearts to petite flower shapes.







nail care 101

Aside from making sure your nails have the perfect polish, it's important that you take good care of them.

trim, file, buff, repeat

Preparation is key. Trimming, filing and buffing your nails is extremely important if you want your nails to look spot on.

care for your cuticles

When it comes to nail care, looking after your cuticles is a must. To help you get the results you want, you could use a specially designed cuticle peel. These products help to smooth the skin around your nail, making it easier to push the cuticle back and ensuring a beautifully finished manicure.

start with a base coat, seal with a top coat

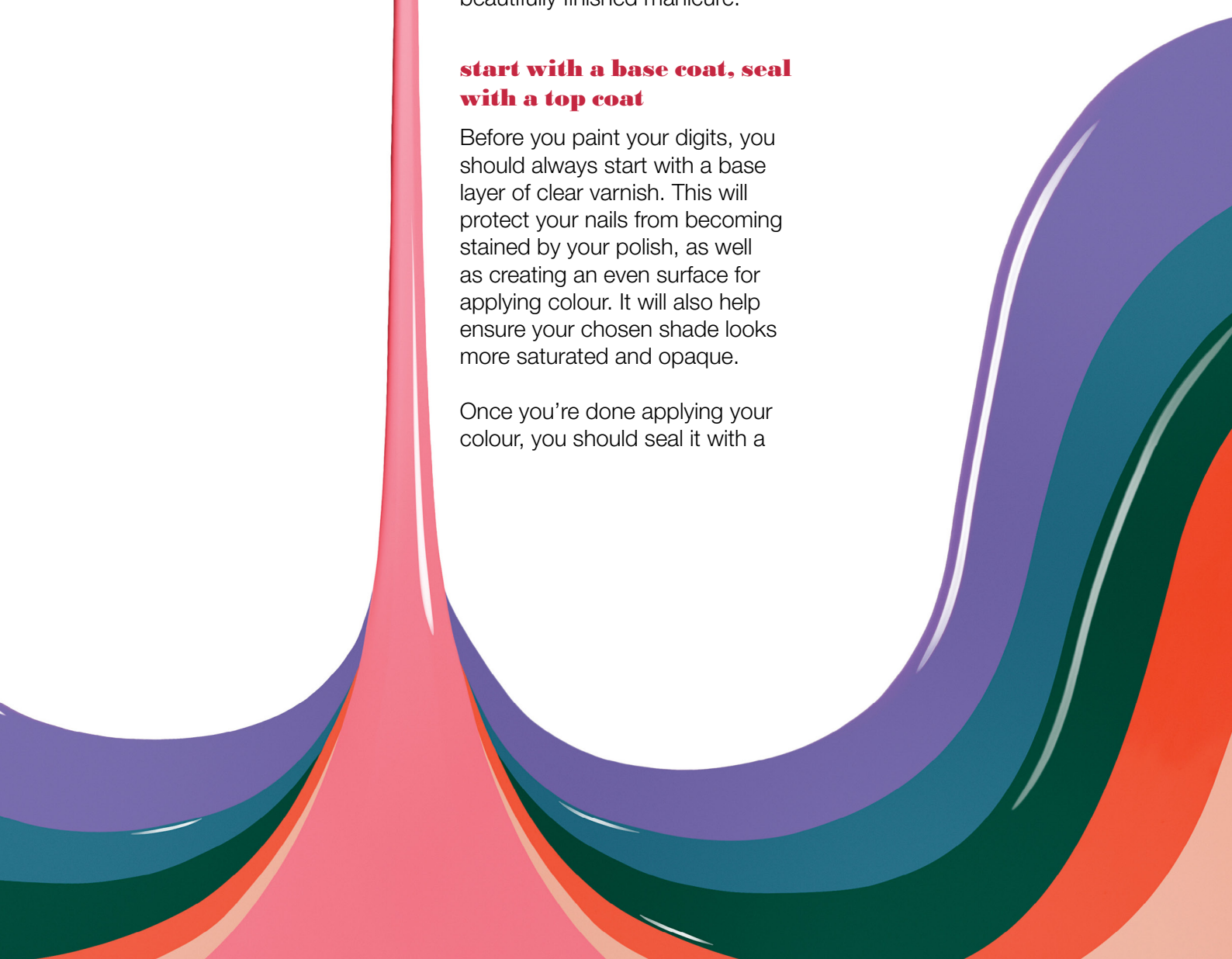
Before you paint your digits, you should always start with a base layer of clear varnish. This will protect your nails from becoming stained by your polish, as well as creating an even surface for applying colour. It will also help ensure your chosen shade looks more saturated and opaque.

Once you're done applying your colour, you should seal it with a

top coat. Like the base coat, this should be a clear varnish. This last step will help to add a subtle gloss finish to your nails.

give it a rest

Even if you're utterly obsessed with painting your digits, it's important to give them a break. Between applying polish and practising your nail art techniques, your fingernails can become dry, brittle and discoloured, so in order to keep them looking and feeling their best, it's crucial that you let them rest and repair from time to time.



thank you for taking the time to read this
eBook. We hope it's provided you with the
inspiration to give yourself a totally
killer manicure.

Essie