



It's September! And these Fall 2026 beauty trends are no surprise

What the people want, and how you can get it.

Hello AE Friends!

Elegant, effortless fall. I rather like the sound of that, don't you?

It's September and that means that I can really, *legally* talk about pumpkins. But I'm not going to. Not because anyone told me I shouldn't (I didn't really ask) and not because I have suddenly fallen out of love with pumpkins (be serious). I am going to waive my right to talk about pumpkins in September because at this moment I have

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If you have not booked your hair reservations through the holidays, DO IT TODAY.

Let me be clear, we're not selling hair right now. However, we are being a bit selfish. Before you slam this email shut in disgust, let me explain.

Selfishly, it makes us happy if you're happy. We pour so much love and attention into guest service at the AE. And the single, most important job of guest service is to make sure you're happy. We can't do that job...

...if you don't book your holiday reservations, like now.

If there's something we know to be true it is that our beloved guests who try to book their holiday hair reservations *during the holidays* are often unhappy. We don't want that to happen you, dear reader.

So, against our better judgement, we're going to put this button here. In a few lines of text, you will have the opportunity to "book now".

But we want you to come back for the rest of the email. Will you promise to return for the rest of the email?

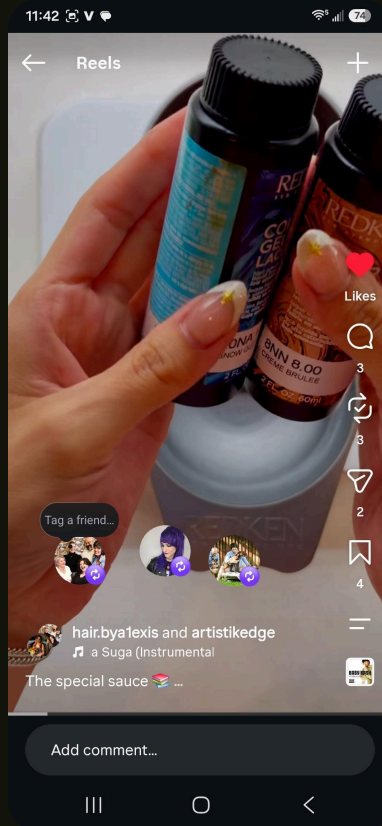
If you don't promise, you must stay and "book now" at the end of this email, where we have put another button. Or you could call us after you're done reading. But please book soon if you haven't already, for your own happiness and ours.

Book Now

We're so glad you came back! You'll be happy you came back, too, because our very own Alexis "Ruby" Salazar...

(Level 3 Studio Stylist - see how cool it is to know all of the stylists!?)

...she has an Insta reel that's going viral! It's like ASMR if you know what that is. If you don't, it's easy-watching video content that makes you want to watch it again and again. Like salon-flavored hypnosis with cool-toned music while you watch her mix color in our very own color bar.



Now, I have good news and bad. The good news is, well, you just read the good news. The bad news is Instagram still doesn't want to connect to our weekly emails. So, you know the drill. Not-so-heavy lifting. Check it out on our Instagram! We'd love to have your interaction help her thrive.

It seems fitting to say here I use the word "thrive" and it's not a stretch. Instagram really is a big deal nowadays for our stylists and for our business.

In a world that is stuck to their phones, new guests are often more comfortable finding and messaging prospective stylists online or on Insta (or even tik-tok!) than any other method. Well, every other method than referrals, that is. But I'm sure we've mentioned that before. (Pssst... Tell your friends about your favorite stylists and your salon, y'all. We literally live by it.)

Now how about some of those fall beauty trends? We'll get you informed real quick. All we ask is that you let us be the first place you go to get your trend on.

Get THE CUT

"say goodbye to big chops; it's the little details that count"

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The Bob, But Softer

Bobs are having a moment, especially chin-length cuts and shoulder-grazing lobs. Think easy to style, soft around the edges, and just enough movement to make it feel effortless.

Cloud Bangs

Soft, wispy, and a little undone, “cloud bangs” are the low-commitment way to add something new without completely changing your look. They’re especially good with bobs and lobs, but can work beautifully with longer hair, too.

Not Ready to Cut It All Off?

You don’t have to. Soft, long layers and face-framing pieces are giving longer hair that same relaxed, lived-in feeling. And they add movement without sacrificing your length.

The Throwback Is Real

We’re seeing a definite return to ’90s elegance and early-2000s texture—think soft layers, bouncy blowouts, and hair that looks polished without looking overly done.

The overall vibe?

Healthy hair. Soft movement. Great shape. An elevated finish. And just enough

nostalgia to make it feel familiar again.

Get THE COLOR

"lived-in color gives that effortless look, and it's easier to maintain, too"



Rich & Natural Fall Vibes

This fall, hair color is getting **softer, richer, and more lived-in**. Instead of dramatic changes, we're leaning into color that feels natural, dimensional, and really beautiful in the light.

Rich Brunettes

Brunettes are getting warmer and more dimensional, with rich amber and caramel tones woven throughout. Think deep, glossy color with just enough warmth to keep it from feeling flat.

Creamy Blondes

Blondes are softening up, too. Creamy beige tones are replacing overly icy finishes, creating a blonde that feels warmer, healthier, and a little more effortless.

Enhance What You Have

The biggest shift this season? Working *with* your natural color instead of fighting it. We're utilizing the best glazes have to offer, as well as adding dimension, enhancing your existing tones, and creating color that grows out beautifully.

The overall vibe?

Rich. Soft. Dimensional. Fall.

Get THE DETOX

"start fall with a clean slate - and healthy hair"



If you have hard water, your hair may be dealing with more than you think. Minerals in your water can build up on the hair and cause your color to shift—and if you're blonde, that can mean unwanted brassiness showing up sooner.

If your color seems to be changing faster than it should, **your water might be part of the problem.**

A good clarifying shampoo can help remove some buildup at home, but sometimes your hair needs a deeper reset. **That's where a professional detox comes in.**

Enter: L'Oréal Metal Detox.

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At Artistik Edge, we offer an **in-salon L'Oréal Metal Detox treatment**. It can be added to any appointment, including color services. The treatment has multiple steps; it takes 5 - 10 minutes and costs \$40. There is no better way to help remove chemical and metal buildup and get your hair feeling clean, healthy, and ready for your color service.

Detox at Home: This line also has a full at-home regimen designed to help care for hair exposed to metal buildup, with everything from shampoo and conditioner to a mask, styling cream, and hair serum.

Get THE LOOK

"fresh fall beauty secrets from tip to toe"



Hair isn't the only thing getting a fall refresh. Beauty and fashion are moving in the same direction this season: **less perfectly polished, more intentional, dimensional, and personal.**

..."The SKIN"

Real skin is IN. The goal isn't a completely covered, perfected complexion. Think hydrated, healthy-looking skin with a natural finish—letting freckles, texture, and a little dimension show through.

..."The MAKEUP"

Fall makeup is bringing back richer color without requiring a full face. Think soft with a little drama. Deep berry and burgundy lips, soft smoky eyes, espresso, plum, olive, and chocolate tones are all making an appearance. The look is manicured, but diffused, with a lived-in feel.

..."The COLORS"

Traditional fall shades are getting some competition. Burgundy, olive, chocolate, and warm neutrals are still beautiful, but this season is also bringing in **royal purple, electric blue, cherry red, and even butter yellow.**

..."The TEXTURES"

Fall is meant to be felt. Suede, velvet, leather, silk, knits, fringe, and feathers are showing up everywhere. There's also a return to richer, more tactile pieces paired with simple silhouettes—which keeps things feeling elevated without looking overly styled.



..."The JEWELRY"

Jewelry is getting a little more expressive this fall. **Mixed metals, chunky gold, sculptural earrings, layered necklaces, and statement rings** are all making their way into the mix. Pearls are getting a modern update, and vintage-inspired pieces add that collected-over-time feeling that makes an outfit feel like one in a million.

The best part? **You don't have to pick one metal or follow one rule.** Mix gold and silver, layer old with new, and wear the pieces that feel like you.

..."The SHOES"

Fall shoes are leaning polished but interesting. **Loafers, sleek knee-high boots, ballet flats, and pointed-toe shoes** are still strong, but they're getting updated with richer textures, unexpected details, and a little more personality. Think suede, glossy leather, buckles, hardware, and deep fall shades. And yes, sneakers are still very much invited.

..."The BAGS"

The perfect fall bag doesn't have to match everything. **Slouchy shapes, structured top-handle bags, oversized totes, and textured leather** are all having a moment.

Rich brown, burgundy, olive, and oxblood feel especially right for the season, while a

pop of red, purple, or unexpected hardware can make a neutral outfit feel completely different.

But the true accessory rule this fall?

You don't need a whole new wardrobe. We'd say that you should start with great hair. (Obviously). After that, a great bag, softer knits & fabrics, a balanced silhouette with your own personal style as a guide, and one unexpected pop (or bling addition) can make last year's favorites feel brand new.

Get THE GOODS

"fill your shopping cart at the AE"



So you've got the fall hair, the colors, and the vibe. Now let's talk about the little things that make the whole look come together, and how we can help!

HAIR MAINTENANCE

[Subscribe](#) to our email list.

[Vitamino Color Spectrum shampoo + conditioner](#) or [Redken Color Magnetic shampoo + conditioner](#) to help keep your color looking fresh between appointments.

THE TOOLS

Want to recreate those soft layers, bouncy blowouts, and lived-in waves at home? The [DomDom Roller Styling Kit](#) is perfect for volume and movement, while a [1-inch curling iron](#) gives you plenty of options for creating soft waves or polished curls.

THE FINISH

For heat styling, [Redken Thermal Spray 22 Hot Sets](#) helps prep your hair for heat and hold your style. When you want that effortless, undone texture, [Aveda Tousle Texture](#) is the finishing touch.

MAKEUP, BUT MAKE IT EASY

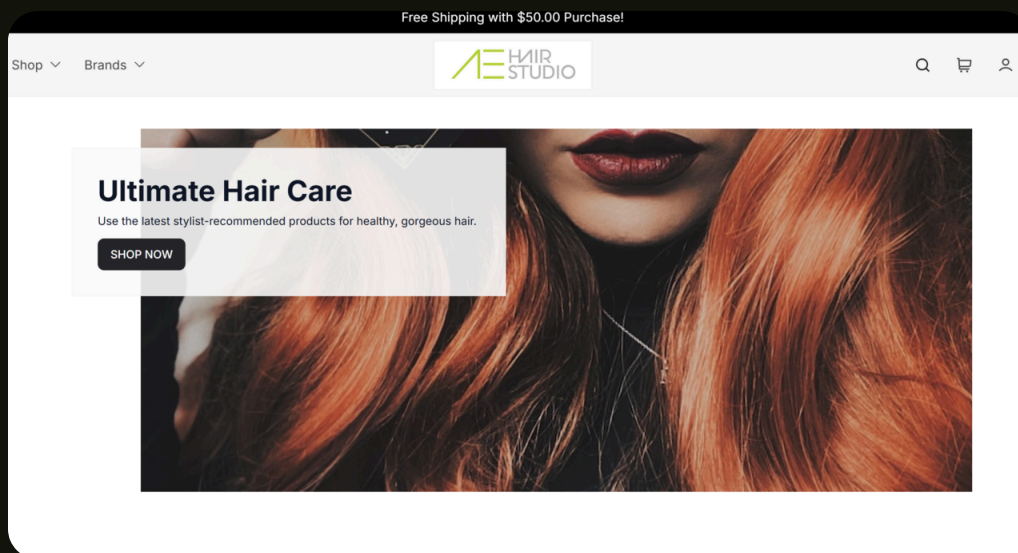
We're also loving a natural, fresh-faced makeup look this fall. **Smashbox** has the pieces to build it: [Photo Finish Primer](#), [Tinted SPF 25 Moisturizer](#), [under-eye cream](#), [easy eye pencils](#), and [lip color](#) in whatever mood you're in—from your everyday natural to a bold, berry moment.

AND YES, THERE'S JEWELRY.

Because sometimes the outfit just needs *one more thing*. Find [earrings](#), [rings](#), [bracelets](#), and [stackable charm necklaces at the AE](#) to layer, mix, match, and make your own...

We think great hair is the foundation. But add the right products, a little makeup, and some jewelry? **That's the whole look. And you can find it all here at the AE.**

**The newest in hair products at the AE is BIG:
NOW YOU CAN SHOP ONLINE**



We've been meaning to do this for y'all for a long time. Sometimes it takes waiting until the right opportunity presents itself to make the leap. We're happy to say that when that opportunity came about, we were ready to say, YES.

And we did.

[Click here to check it out!](#)

Not following us on Instagram yet?

Please, Please, Please Help Us. We are trying to build our Instagram friendlist!

FOLLOW US ON INSTAGRAM

For great hair, shared joy, and updates on studio events and specials,
but especially because...

You becoming our friend on Instagram helps our business by helping us communicate with guests like you and by getting the Artistik Edge name within reach to future guests who are looking for hair love and support.

Use the buttons below to follow us on Instagram OR look us up

@artistikedge



Add us to your Calendar!

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In conclusion...

Fall 2026 is turning out to be just like us:

A little nostalgic. A little glamorous. And a little undone. No regrets, y'all.

We'd love to see you soon! Whether it's for that elevated, effortless fall look, therapy, color, a refresh on those layers, a smoothing treatment with our new Keratin Alpha Sleek line by L'Oréal, your birthday blowout, a brow wax, stylist convos, or simply to get out of the heat, we see you! And we appreciate you.

P.S. If you haven't already. **GET BOOKED FOR THE HOLIDAYS TODAY.**

Always, always, always. Thank you for supporting us at the AE.

With love and vision for your best hair yet,

BJ & The AE Team

Check out our updated website for policies.

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Book ONLINE using the link below or call us for your next reservation today at
(214) 349-3888

Book Now

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artistik@artistikedge.com



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