

BRIDE Vibes

Wedding season is in full swing, so browse through *Scratch's* selection of nuptial nail styles to perfectly complement your bridal client's dress

BY REBECCA HITCHON



Pure Nails educator, **Nicole Dowling**, opted for beautiful lace detailing on this bride's nail enhancements to match her dress.

While the wedding industry revolves around love, the past two years have seen it dominated by heartbreak. But after countless cancellations and delays due to the pandemic, wedding season is underway – and appointment books are filling up fast.

The dress may be what brides-to-be ponder over most, but what is a bridal look without the perfect nail style to match? After all, countless photos will be taken of the ring – so the hands and nails will be getting plenty of attention.

"Ask a lot of questions during the consultation," advises Sophie Elizondo-Darwin, INK London educator. "Ask the bride if she is seeking a natural look, what her colour scheme is for the big day and which nail style and products she usually chooses, and find out what her dress is like. It is also crucial to get a list of dates, such as the hen party, wedding and honeymoon, so you know how long the nails are required to be worn, or for how long they will be worn before the wedding. This allows you to advise on appropriate aftercare products."

A thorough consultation also allows you to determine which service plans or tailored packages are best to achieve the bride's nail goal, explains Laura Chree, Louella Belle brand ambassador. "Consider whether the client needs to go to natural nail rehab and book regular manicures, or would suit enhancements if she is struggling to grow her nails," she comments.

Take a look at nail styles and products to suit six bridal styles, with top tips for nailing the looks and enhancing your bridal services along the way...

Classic



NSI Polish Pro Gel Colour in Lace Corset £10 + VAT
www.nsinails.co.uk



OPI Infinite Shine in Alpine Snow £5.65 + VAT/RRP £14.30
www.trade.opiuk.com



Salon System Gellux Builder Gel in Light Natural £11.95 + VAT. Available from wholesalers nationwide.



Light Elegance Smile Line Brush £13.95 + VAT
www.sweetsquared.com



The GelBottle Inc Gel Polish in Daisy £14.50 + VAT
www.thegebbottle.com



Magpie Beauty educator, **Sarah Mills**, opts for a classic French manicure style for her client, created using products available via www.magpiebeauty.co.uk

Glossify brand ambassador, **Abi Ellwood**, creates this classic look using **Glossify Naturabuild Gel in Nude** £14.99 inc VAT
www.glossify.co.uk



Jessica Prout

"I was a bride six years ago and know that trends change quickly. However, a French or neutral nail style stands the test of time," says Jessica Prout, Georgie Smedley Group ambassador. "They are classic and timeless looks that allow the focus to stay on the wedding ring in photos."



Jaz Moger

Salon System nail expert, **Jaz Moger**, agrees. "The classic French mani isn't going anywhere and the micro-French on short natural nails is always a hit with brides. Builder gel bases in sheer pinks or nudes with a skinny white or ivory tip and perfect cuticle prep is a must-have for lots of brides who require long wear," she comments.



instagram.com/drybylondon

A regal affair

For her wedding to Prince Harry, Meghan Markle chose west London salon, DryBy London, to create her elegant mani. Meghan opted for one layer

of warm nude hue **CND™ Shellac™** in Unmasked, followed by two layers of light pink shade **CND™ Shellac™** in Negligee.



CND™ Shellac™ in Negligee £13.95 + VAT
www.sweetsquared.com



Artistic Nail Design Pink Concealer Correction Gel £17.95 + VAT
www.louellabelle.co.uk



instagram.com/frenchiesnailsdurhamwest

@frenchiesnailsdurhamwest showcases a stunning French pedi, glammed up with crystal additions on the big toes.



Halo Gel Polish in First Love £5.49 + VAT
www.purenails.co



Jessica Custom Colour in Bare It All £5.50 + VAT/RRP £11
www.gerrardinternational.com

Traditional with a twist

Julie-Anne Larivière, Salon System expert, opts for an abstract bridal look, merging the traditional French with glitter tips and line work.

Glitter, swirls and silver trinkets adorn this dazzling design by Nailchemy educator, **Helen Clayton**, using a base of **Bridal Fiber Gel** £13.99 + VAT
www.nailchemy.co.uk



The GelBottle Inc brand ambassador, **Alexandra Teleki**, adds gold details to the French smile line using **FoilX Gold Foil** £5.95 + VAT
www.thegebbottle.com



Georgie Smedley Group ambassador, **Georgina Duffy**, jazzes up the traditional French with triangular tips, glitter tip outlines and marble nail art.



Something blue

"I've had a few brides following the famous rhyme 'something old, something new, something borrowed, something blue, a sixpence in your shoe'," reveals Jessica Prout. "Pedicures have been a great way to add that something blue, which is also a great shade for the honeymoon."

Lecenté Blue Diamond Stardust Glitter £6.95 + VAT
www.lecente.com
www.sweetsquared.com
www.ellisons.co.uk



The GelBottle Inc Gel Polish in Porcelain £14.50 + VAT
www.thegebbottle.com



Turn to page 86 for a 'something blue' inspired step-by-step by creative nail expert at The GelBottle Inc, **Sadie Jordan**.

In need of a classic bridal colour collection?

Created by the team at Georgie Smedley Group, the Bridal Edit is made up of six pre-existing Gelish shades that are particularly fitting for wedding season – Barely Buff, Tell Her She's Stellar, Sheer and Silk, June Bride, Call My Blush and Some Girls Prefer Pearls.



Gelish Bridal Edit £60 + VAT
www.gsgrouk.com

Lovely in lace



A wedding dress staple, lace is one of the most sought-after dress details – but the lace themes don't have to stop there! With a range of handy products to create lace-inspired nail designs, the possibilities are endless for brides wanting to recreate the delicate detailing on their dress.



Nailchemy Lace Foils (10 pack) £5.99 + VAT
www.nailchemy.co.uk



Halo Create White Lace Foil £4.69 + VAT
www.purenails.co



Glitterbels 5pc Gel Art Brush Set £26.99 inc VAT
www.glitterbels.com



:YOURS Loves Fee Vintage Lace Stamping Plate £4.25 + VAT & **Stamping Polish in White Light** £4.95 + VAT
www.sweetsquared.com



TOP TIP

"For lace nail designs, make sure you use good detail brushes to get a precise fine line and gel paints with a highly pigmented colour," recommends Bekki Woolnough, Georgie Smedley Group ambassador.



Bekki creates this oh-so pretty lace look using **Gelish Art Form Gel in White** £9.99 + VAT
www.gsgroupuk.com



NSI Tech-Gel Colour in White Lace 10.50 + VAT
www.nsinails.co.uk



Artistic Colour Gloss in Bride £12.95 + VAT
www.louellabelle.co.uk



@kalliopeveniou_beautyhall embraces lace on the toes of this bridal client to create a sophisticated and standout bridal pedi.

Instagram.com/kalliopeveniou_beautyhall



This spellbinding lace design by **@paiwaloves** features intricate white detailing and gold crystals over a sheer, natural base.



Entity Color Couture Soak Off Gel Polish in Spotlight £10.95 + VAT
www.thecreativebeautygroup.co.uk



The GelBottle Inc Gel Polish shades in Wisteria, Love Letter & Ball Gown £14.50 + VAT each
www.thegelbottle.com

Lace Bridal Maxi Dress in Ivory, Monsoon

Dearest readers,
Let it be known, the social season is upon us and the world is abuzz with Bridgerton mania for season two of the Netflix show. If your bridal client is swooning over the Regency era and wants to capture the attention of the "Ton on her wedding day, delight her with The GelBottle Inc's spring/summer collection, Regency Bloom. Find out more about the collection on page 22.

Building bridal packages

Bridal and bridal party packages introduce new and existing clients to more of your treatments, in turn increasing your profit margins.



Carla Mitchell

"You can add services like waxing, tinting or lashes to your bridal packages, or tailor them to a bridal party so that the bridesmaids and mothers of the bride and groom can have their nails done," explains Nailchemy brand ambassador, Carla Mitchell.

"A more unique upsell would be to offer the groomsman manicures, as the groom's hands usually feature in close-up wedding shots," she continues. Jaz Moger agrees, adding: "There's nothing worse than a close-up wedding ring shot of the groom's overgrown cuticles!"



Julie-Anne Larivière

"Customisable bridal packages are a good way to open up to the bridal market," comments Julie-Anne Larivière, Salon System nail expert. "Offer interchangeable options so the bride and her party don't feel pressured into booking in for services they may not need or want."



Layla Tourh

"Some of the services a bride will have booked in for will require a safe, professional removal, so why not offer a post-wedding appointment in your package?" notes Layla Tourh, founder of Beauty Boss HQ, an online platform dedicated to supporting beauty bosses in the running of their business. "Maybe the client is undecided on whether they want to continue having lash extensions, for example, so this extra appointment is helpful and can encourage them to return as a regular client."



Giorgia Capella

"I also think it's a nice touch to offer your clients some bubbly in their treatment package, making the experience different to a normal nail appointment," adds Giorgia Capella, The GelBottle Inc educator and brand ambassador. "Posting images of your bridal set-up, for example photos of your pedi station with a glass of Champagne, will encourage new customers who want a full bridal experience!"



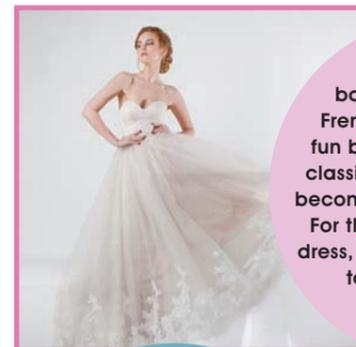
Helen Clayton

TOP TIP
"Ask brides if they can send professional shots taken on the wedding day to use for your marketing, with permission from the photographer," recommends Helen Clayton, Nailchemy brand ambassador.



Turn to page 47 to find out about bridal henna.

Ombre



We couldn't not mention the baby boomer, aka the French ombre or fade – a fun but elegant take on the classic French mani that has become an iconic bridal style. For the bride with an ombre dress, what better way is there to achieve cohesion throughout the bridal look?

En Vogue Build In A Bottle Gel in Opaque £15.95 + VAT
www.nailandbeautynetwork.com



Nailchemy Peach Ombre Pigment £2.99 + VAT
www.nailchemy.co.uk



OPI Nail Lacquer in Passion £5.65 + VAT/RRP £14.30
www.trade.opiuk.com



JimmyGel Boomer White Building Base Gel £19.45 + VAT
www.sweetsquared.com

For this cool-toned almond-shaped set, Light Elegance brand ambassador, **Gabi Williams**, used **Light Elegance JimmyGel in Boomer White** £19.45 + VAT
www.sweetsquared.com

Lecenté Ombre Powders in Pink & White £8.95 + VAT each
www.lecente.com
www.sweetsquared.com
www.ellisons.co.uk

Nail artist, **Alina Khavronina**, creates a sparkling baby boomer using **Magnetic Nail Design PowerGel Sparkling White** £33.95 + VAT
www.magneticnails.uk



Glossify brand ambassador, **Abi Ellwood**, opts for a barely-there French fade for this understated but stylish bridal look.



Georgie Smedley Group educator, **Amy Martin**, blends a warm pink hue into white to create a subtle but timeless ombre.

Nailchemy's Ombre Professional Nail Art Brush £12.99 + VAT
www.nailchemy.co.uk



Market in the right places

1. Bridal shows. "These are a great way to explain to potential clients what you can do for them, so perhaps offer mini manicures or hand hydration treatments and show examples of your work in pictures and on nail pops," recommends Laura Chree.

2. Wedding venues & shops. "Reach out to local wedding venues, such as hotels and bridal shops and ask to leave some of your business cards and price lists," advises Amy Martin, Georgie Smedley Group educator. "This means you can be put on their recommended lists, allowing you to tap into the bridal market and gain clients," adds Georgie Capella.

3. Social media groups. "Gather your best bridal nail images in a gallery and use this to advertise your business on local bridal groups, offering a small discount to members if they book before a certain date," suggests Julie-Anne Larivière.

4. Publications. "You could get in touch with bridal magazines to see if they will publish your work and help you reach a wider audience," says Niamh Hartley, Halo VIP.

Team up

"You could collaborate with a local make-up artist and hairdresser to offer a package, which is a great incentive for bridal clients as it means that everything they need is booked under one bundle," recommends Amy Martin.

Julie-Anne Larivière says that networking with other bridal services can be hugely beneficial. "If you build a good relationship with those businesses, they will likely recommend you to their customers and vice versa," she says.

This can also allow you to benefit from their services, as Carla Mitchell explains. "If you know any budding photographers or wedding photographers, offering to do a collaboration can provide you with great photos, for example student photographers might be happy to work with you for a small fee," she comments.

"With online collaboration tools, you can also massively increase your visibility," adds Layla Tourh. "The new collaboration tool on Instagram allows you to have two authors for one piece of content, which means if you were to do this with a fellow wedding specialist, both accounts would get brides viewing the content and potentially following each account."



This nail design, courtesy of WowBao Nails, uses traditional bridal colours, pairing milky white and clear enhancements with glitzy gold foil.



WowBao Pro Acrylic Brushes from £29.95 inc VAT each www.wowbaonails.com

Sparkle & shine

Georgie Smedley Group ambassador, **Georgina Duffy**, covers the tips of these baby pink nails with silver glitter – a popular choice for brides looking to match their nails and jewellery!



Help cement your bridal client as the centre of attention on the big day by adding a dose of sparkle or shine to nails.



Looking for a sparkly gold to match your client's wedding ring? Check out **Mii Cosmetics Colour Confidence Nail Polish in Champagne Celebration** £6.75 + VAT/RRP £13.50 www.gerrardinternational.com

OPI Nail Lacquer in Quest for Quartz £5.65 + VAT/RRP £14.30 www.trade.opiuk.com



@katiealice_nail_design chooses full-on wedding glitz in this design using **Lecente's Olympia Multi Glitz Glitter** £3.99 + VAT www.lecente.com / www.sweetsquared.com www.ellisons.co.uk



Light Elegance ButterCream Colour Gel in Under The Veil £15.45 + VAT www.sweetsquared.com



ProGenX Nails Dip Powder in PG44 £23 inc VAT www.gopretty.co.uk



Nailchemy Clear Opal Crystals (approx. 200) £4.99 + VAT www.nailchemy.co.uk



Glitterbels Pre-mixed Glitter in Marry Me £9.95 inc VAT www.glitterbels.com



"For anyone wanting to slightly break away from tradition, elegant rose or milky white quartz designs (either on their own or lined with gold or silver foil) are great complements to the wedding ring or colour scheme," says **Jaz Moger**, who is behind this rose quartz-inspired look using Gellux products, available from wholesalers nationwide.

"Lots of brides want nails that can last the duration of the honeymoon, and a pedi with a sprinkle of sparkle is popular," reveals **Sophie Elizondo-Darwin**, the tech behind this design.

NSI Perfectly Pretty Acrylic Powder in Maple Leaf £7.95 + VAT www.nsinails.co.uk



Louella Belle brand ambassador, **Georgia Hart**, creates a mesmerising pearty and satin-look design using **Artistic Nail Design Chrome Pen in Pink Opal** £6.95 + VAT www.louellabelle.co.uk



Sheer



For the minimalist-loving bride who seeks a subtle coating of colour, or an edgy bride who's taking her inspiration from a dress that isn't afraid to show a bit of skin, a sheer nail look is classy on its own or the perfect base for a pop of nail art.

Nailchemy Fiber Gel in Glass £13.99 + VAT www.nailchemy.co.uk



Izabelle Hammon Gel & Go Amour £13.50 + VAT www.izabellehammon.com



@thefairynailmuva creates a simple and sweet bridal mani using candy pink shade **OPI Infinite Shine Long-wear Lacquer in Bubble Bath** £5.65 + VAT/RRP £14.30 www.trade.opiuk.com



A collection to consider "Pure Nails offers the La Parisienne collection from Halo, which is a sheer collection of polishes to suit all skin tones," reveals Pure Nails educator, **Nicole Dowling**. "Elise on its own is a popular choice for a natural nail look in my salon."

Halo Gel Polish in Elise £5.49 + VAT www.purenails.co



Alternative

The GelBottle Inc brand ambassador, **Alexandra Teleki**, reveals that this heart flame design has been her most popular style among bridal clients.



Match the fingers to the flowers

Is your client lacking nailspo for their big day? Consider co-ordinating their bouquet or flower arrangements to their nail design for a unique look that they'll treasure forever.

Holly Morris-Last of Hollystic Nails has worked with a bride who wanted her nails to match her bouquet for her autumnal wedding. "Her dress was elegant and understated so she wanted vivid nails to inject pops of personality into her nails," comments Holly.



Mani match! Check out this gorgeous diagonal red and black lace tip design by Nailchemy brand ambassador, **Helen Clayton** – the perfect complementary nail look for this alternative bridal dress.

Jasmine Printed Maxi Dress in Red, Monsoon



Nailchemy brand ambassador, **Jodie Taylor**, puts a standout 3D spin on a floral bridal nail design.



Want to effortlessly create floral nails? Consider foils... **Halo Create Vintage Floral Foil** £4.69 + VAT www.purenails.co

Bridal henna

While henna is a tradition of Indian wedding celebrations, Pavan Ahluwalia-Dhanjal BEM has put the London henna bar she founded, Pavan Henna Bar, on the map by bringing henna into the mainstream, making it accessible for all and creating her own product range.

"Bridal henna kick-started my henna business," she smiles. "I have been offering bridal henna as a service for 20 years now, and it has transcended into an essential beauty offering, which is ever evolving. Bridal henna symbolises health, wealth, luck, prosperity – all the good stuff!"

Pavan is on a mission to educate beauty therapists about creating henna art. "My business offers training for therapists and an educator programme, where therapists can hold their own training classes. We ensure that you are educated in the background as well as the practical and theory of all things henna, which opens up a whole new world of service and revenue," she reveals. Find out more here



While important that bridal henna and nails complement each other for the most dynamic look, Pavan admits that any nail colour looks great with henna. "Brides tend to go for traditional red, but whether you go for a nude look so the henna stands out more or a bold colour to make a statement, either one would look great paired with a trending henna design," she says.

Complement bridal henna with **Glitterbels Acrylic Powder in Wifey** £8.95 inc VAT www.glitterbels.com

