



Hair: Kobi Bokshish, Mel Nilbrock
 Janelle Snyman, Tarik Jasarevik and
 the Matrix Education team
 Photography: Lucas Dawson
 Styling: Carlos Mangubat
 Make up: Dean Nixon
 Creative: Cameron Pine

New Nostalgia

MATRIX AUSTRALIA COLLECTIVE 2021 COMPETITION WINNERS
 MEL NILBROCK AND JANELLE SNYMAN, ALONGSIDE CREATIVE DIRECTOR KOBI BOKSHISH,
 TOOK INSPIRATION FROM THE NOSTALGIA OF AN AUSTRALIAN SUMMER WITH THE
 BACKDROP OF THE UNASSUMING DRIVE-IN.

Left to Right
 Stefania
 Skirt Röhe
 Blazer Escada
 Rollneck H&M
 Polo Prada
 Shoes Zara
 Socks Chusette
 Sunglasses, belt Rubi
 Earrings Vintage Givenchy
 from Constantina Vintage

Rhiannan
 Dress Diane Von
 Furstenberg
 Stockings Stylists Archive
 Bag Rubi
 Earrings THE VAULT
 Sunglasses Szade

Milo
 Coat Burberry
 Rollneck THE VAULT
 Skirt Escada
 Socks Chusette
 Earrings Vintage Gucci
 from Constantina Vintage
 Bag Gucci
 Sunglasses Rubi
 Ring Model's Own

Ciena
 Blazer THE VAULT
 Skirt THE VAULT
 Shirt Hugo Boss
 Tie Stylists Archive
 Earrings Constantina
 Vintage
 Socks Chusette
 Shoes Stylist's Archive
 Sunglasses Rubi
 Bag Gucci

Magbul
 Rollneck H&M
 Shirt Roberto Cavalli
 Blazer Prada
 Trench Coat Burberry
 Trousers Salvatore
 Ferragamo
 Socks Chusette
 Earrings Adina's Jewels
 Loafers Salvatore
 Ferragamo
 Sunglasses Szade

Jonti
 Top Sonia by Sonia Rykiel
 Shirt Stylist's Archive
 Trousers The Internationals
 Shoes Prada
 Sunglasses Rubi
 Earrings Constantina
 Vintage
 Ring Stylist's Archive
 Tie Vintage Loewe from
 THE VAULT



Blazer THE VAULT
Skirt THE VAULT
Shirt Hugo Boss
Tie Stylist's Archive
Earrings Constantina Vintage
Socks Chusette
Shoes Stylist's Archive
Sunglasses Rubi
Bag Gucci



Top Sonia by Sonia Rykiel
Shirt Stylist's Archive
Trousers The Internationals
Shoes Prada
Sunglasses Rubi
Earrings Constantina Vintage
Ring Stylist's Archive
Tie Vintage Loewe from THE VAULT



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 Tie Vintage Loewe from THE VAULT

Magbul
 Rollneck H&M
 Shirt Roberto Cavalli
 Blazer Prada
 Trench Coat Burberry
 Trousers Salvatore Ferragamo
 Socks Chusette
 Earrings Adina's Jewels
 Loafers Salvatore Ferragamo
 Sunglasses Szade



Milo
 Coat Burberry
 Rollneck THE VAULT
 Skirt Escada
 Socks Chusette
 Earrings Vintage Gucci from Constantina
 Vintage
 Bag Gucci
 Sunglasses Rubi
 Ring Model's Own

Stefania
 Skirt Röhe
 Blazer Escada
 Rollneck H&M
 Polo Prada
 Earrings Vintage Givenchy from Constantina
 Vintage




 A large, red, retro-style sign for 'VILLAGE DINER' with a white border and a stylized 'V' logo on the left. The sign is mounted on a building facade.

Left to Right
 Rhiannan
 Top Stylist's Archive
 Trousers Stylist's Archive
 Sandals Prada

Jonti
 Skirt THE VAULT
 Top THE VAULT
 Cardigan THE VAULT
 Earring Vintage Givenchy from
 Constantina Vintage
 Sunglasses Rubi
 Rings Stylist's Archive

Stefania
 Jacket THE VAULT
 Skirt THE VAULT
 Rollneck H&M Bag Rubi
 Earring Constantina Vintage
 Stockings Chusette

Ciena
 Shirt Vintage Pucci from The
 Internationals
 Skirt Vintage Pucci from The
 Internationals
 Rollneck H&M
 Earrings Vintage Christian Dior
 from Constantina Vintage
 Bag Rubi
 Sunglasses Szade

Magbul
 Polo Shirt Prada
 Rollneck H&M
 Blazer Jack London
 Trousers Jack London
 Sunglasses Stylist's Archive
 Earrings Adina's Jewels

Milo
 Top Zara
 Trousers Zara
 Scarf Missoni from The
 Internationals
 Earring Vintage Givenchy
 from Constantina Vintage
 Sunglasses
 Stylist's Archive





Top Stylist's Archive
Trousers Stylist's Archive
Sandals Prada



Ciena
Shirt Vintage Pucci from The Internationals
Skirt Vintage Pucci from The Internationals
Rollneck H&M
Earrings Vintage Christian Dior from Constantina Vintage
Bag Rubi
Sunglasses Szade

Jonti
Skirt THE VAULT
Top THE VAULT
Cardigan THE VAULT
Earring Vintage Givenchy from Constantina Vintage
Sunglasses Rubi
Rings Stylist's Archive





JANELLE SNYMAN X MELISSA NIBLOCK-BELL X KOBI BOKSHISH



SHOWCASING THE COLOURFUL HEARTBEAT OF AUSTRALIAN CULTURE, IT TOOK A VILLAGE OF COLLABORATORS AND TWO MATRIX COLLECTIVE COMPETITION WINNERS MENTORED BY KOBI BOKSHISH TO RE-LIVE THE NOSTALGIA OF THE DINER DAYS. WE CATCH UP WITH THESE THREE CREATIVES ON WHAT CREATING SUCH A UNIQUE EDITORIAL AND AUSTRALIAN CULTURE MEANS TO THEM.

JANELLE SNYMAN – COLLECTIVE WINNER

How did diversity inspire you on this shoot?

Winning NSW Matrix Collective and being a part of this shoot has inspired me to use a variety of colours and different cultural ethnicity in my photographic work.

What were some of your go-to products for the shoot?

I enjoyed using the Matrix Vivid hair care line. This brought out the best results, adding high shine and luminosity.

What does creating editorial hair mean to you?

Creating editorial hair is a high priority in my business as this shows our market what's trending through visuals – achievements such as winning the NSW Matrix Collective Competition is inspiration for the general public.

What did you reference and create inspiration from to create these styles for Matrix?

My reference was taken from the Australian outback – driving through the desert whilst taking in the natural beauty of the warm sunset and red sand.

How would you describe your hair aesthetic?

Colourful, whimsical and playful.

Who is your editorial styling icon?

Errol Douglas.

What icons or characters did you think of or reference when creating the Matrix Session?

Retro 70s era.

What does nostalgia mean to you?

The feeling of wanting to go back to memory lane and being back there at that point and time. A scent or taste brings nostalgia back.



MELISSA NIBLOCK-BELL, COLLECTIVE WINNER

How were you inspired on this shoot?

A high level of inspiration came from the diversity of models and my aim to create an authentic and creative look. I felt like it was a collection for 'all people', not just your stereotypical editorial shoot.

What were some of your go-to products for the shoot?

My go-to-product was the Matrix Airy Builder - for every texture of hair, every look, light weight it was effective. The Matrix Style Link Texture Builder Spray was used to finish off every look.

What does creating editorial hair mean to you?

Creating editorial to me means polished, sexy, beautiful, classy, on-trend as well as trendsetting. There is always an element of hairdressing that brings our art to life.

What do you love about Matrix products when creating editorial hair?

I've been a part of the Matrix family for over 14 years, and it has never let me down. I know when I'm doing editorial hair that Matrix products are an extension of my talents to give me a high-quality end-result.

How does editorial inspire you differently to salon work?

Editorial is a creative collaboration. I love salon life, especially owning a business and having a team, but working on an editorial shoot is bringing a collective theme and idea to life.

How would you describe your hair aesthetic?

Texture, texture and more texture!

Who is your editorial styling icon?

Kobi Bokshish and Richard Kavanagh.

What icons or characters did you think of for reference when creating the Matrix Session?

It was a mix of iconic Australian VOGUE covers and the Matrix brief that had a huge amount of amazing imagery.

What does nostalgia mean to you?

Fond memories and reminiscing.

KOBI BOKSHISH – INTERSHAPE HAIR AND MATRIX AUSTRALIA CREATIVE DIRECTOR

How were you inspired on this shoot?

Diversity is the core of who we are at Matrix and it really drives everything we do to connect with all humans and all hair types.

Sometimes when you look at editorial shoots, it always feels like the same perfect hair and the same model but with this shoot we wanted to embrace the diversity that is welcomed in our salons daily. By sharing this message, we were able to bring that diversity we celebrate everyday to the shoot and showcase Matrix at the heart of it.

What were some of your go-to products for the shoot?

My go-to products varied for our different models. For those with curly hair we prepped them with our A Curl Can Dream range the day before, and then used the A Curl Can Dream Gel to elevate the look on the day. For the other models, we used the Matrix favourites of Texture Builder and Matte Definer, and then the Volume Fixer spray right as the models stepped onto set.

What does creating editorial hair mean to you?

Creating editorial hair is great because it sits somewhere between everyday salon looks and the more Avant Garde styles.

It lives in between highly artistic styles created for competitions like the Matrix Collective that deliver amazing looks created more for your peers, but also delivers more creative than what you might be creating in your salon each day.

What did you reference and create inspiration from to create these styles for Matrix?

The overall inspiration for the styles came from the brief of the shoot being that nostalgic but very cool 'American diner', but with an Australian spice. However, the biggest inspiration came from the diverse models and the style they walked in the door with. All of the models had their own look, and we wanted to embrace their style and just elevate it for the shoot.

How would you describe your hair aesthetic?

My hair aesthetic is fundamentals to the core but with a spice. I like to push the boundaries but also keep it beautiful. For example, with my cutting technique I always

have that core fundamental technique driving it, but with my own creative edge. I'm a chameleon and love experimenting over lots of different looks be it gender, hair length or hair types, which speaks back to the diversity Matrix brings as well.

Who is your editorial styling icon?

I take inspiration from Eugene Souleiman who has done amazing editorial work for the likes of almost every magazine in the world with every model in the world. He always delivers these styles that push the boundaries, but also create beautiful covers for these magazines. He can do everything from a soft blow dry to something very creative but still in the editorial space.

What icons or characters did you think of or reference when creating the Matrix Session?

I was inspired to bring in references from classic Americana like Grease, but with a more modern feel across the diversity of the models and their looks they have.

What does nostalgia mean to you?

Nostalgia for me is everything, literally everywhere. It's both who we are and what we are, and drives fashion, design and everything creative. It's that sense of a wheel going around and bringing us back, for example the fashion trends coming back from years ago but they're now elevated with a more modern feel.

