

December 2020

2021 Spring/Summer Nail Design Trend “COSMOS” ~Order and Harmony; Planet Earth of the Universe~

NPO Japan Nailist Association unveil 9 new styles for new trend

NPO Japan Nailist Association (“JNA”; Address Chiyoda-ku, Tokyo; Chairperson: Sachiko Nakasone) has announced the 2021 Spring/Summer Nail design trend theme 「COSMOS ~ Order and Harmony; Planet Earth of the Universe~」, and will be introducing theme designs.

Nail design trend incorporates global fashion trends and is announced twice a year by the “JNA Nail Trend Project (Project Director Mihori Kinoshita)”. This trend theme is carefully considered and created by JNA Trend Design Team (top nail product brands and nailist selected from JNA certified product companies) and the experts JNA welcomed from various industries (Aya Aso, Saori Kanno, SAKURA, Chisa Murakami, Goro Yamada *honorifics omitted) .

Concept of the theme “COSMOS”

Amid unprecedented global environmental changes, human beings have fallen upon a time to shift to new ways of life. How do you express yourself and how would you create a new future? The fingertips are a small universe of self-expression.

The challenge of expanding a new future of Nails begin by returning to the origin and opening the door to a new world.

Main Colors of the theme “COSMOS”

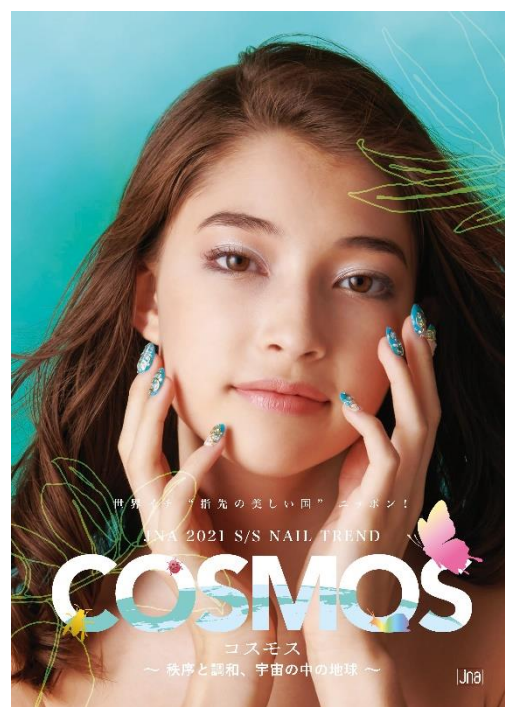
Blue/Green

Essence/Passion for Nail Trends theme “COSMOS”

The theme “COSMOS” is grandeur and deep, it is an overflow of passion toward Nails from the Trend Project members. “COSMOS” is not just an image of the universe, but the planet earth of the universe and the earth seen from the universe. In some sense we are in an era of opportunity where all human beings can become one, as earth people. This theme was derived with this thought of the “new earth”.

Nails play a big part in self-expression and speaks more than words now that we wear masks.

This is why we are inspired by this theme, and as Nail industry, we propose excitement, sparkle, and a sense of balance and fulfillment across all generations. Are we not more aware of pretentious “sustainability” and starting to truly



understand the importance of the earth, friends & families, oneself, nature, and environment? The key colors are blue & green of the earth, which comes from images of beautiful blue, green and white marble, like the clouds swirling around our earth. (Project Director Mihori Kinoshita)

★Style Introduction Page <https://www.nail.or.jp/nailtrend/2021ss/index.html>

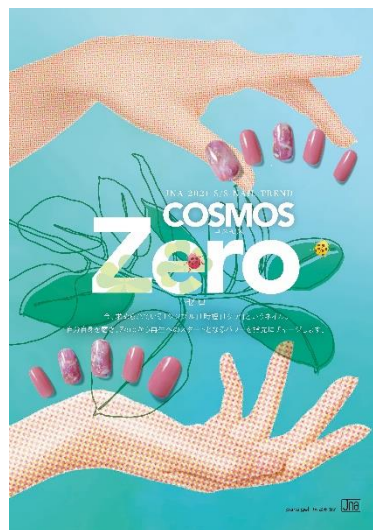
★Style Image Video <https://youtu.be/t9o44TpJ49w>

4 Sub-themes of the trend



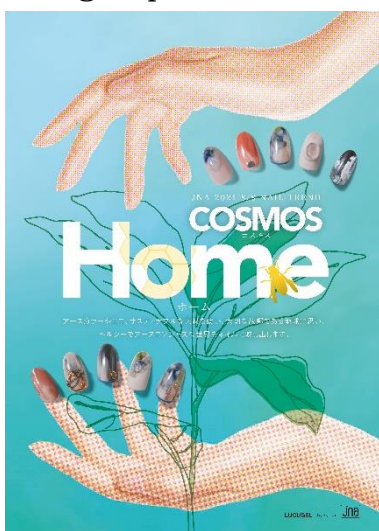
●Colors●

Create new values by expressing diversity and individuality that transcends human boundaries and preconceived ideas. The harmony of various colors sends energy from your fingertips.



●Zero●

General trend is toward “simplicity”, “time-saving”, and “self-caring”. Polishing oneself, returning to “zero” to restart will charge power to your fingertips.



●Home●

Using earth colors, eco-friendly and sustainable materials, with thoughts of our home earth, creating a healthy and earth-conscious world on the nails.



●Rainbow●

The brilliance of the seven colors that symbolizes “coexistence.” By drawing a fantasy world view, we bring peace and healing, and invite you to the dream world that will be a bridge of hope for tomorrow.

About JNA Nail Trend Project

With the slogan "From Tokyo to the world," this project is composed of JNA members and the experts who are active in various fields. In the JNA Nail Trend Project (Project Director Mihori Kinoshita), the JNA Trend Design Team is in charge of production based on the trends created by discussion with outside experts (Aya Aso, Saori Kanno, SAKURA, Chisa Murakami, Goro Yamada).

The theme and designs are widely promoted through various medias such as stage shows at nail events, press releases, newsletters, homepages, and social media, with introduction of Tokyo born Nail designs and Japan's Nail skills & technologies to the world.

NPO Japan Nailist Association HP <https://www.nail.or.jp/>

【Contact Information】

NPO Japan Nailist Association Public Relations Office

[TEL] 03-3500-1580 [FAX] 03-3500-1608 [E-mail] press@nail.or.jp