

BEFORE THE HEAT

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EMK Beauty House



BEFORE THE HEAT

here is a moment before everything changes.

Before the style is set. Before the season turns. Before the heat of summer arrives and the instinct to protect, braid, and prepare the crown takes over.

That moment is what this volume is about.

The shift between spring and summer has a feeling of its own. The days grow softer, the air grows warmer, and something begins to change. It is the kind of season that makes you want to prepare for what comes next.

That instinct is not new. Across African and African diaspora communities, protective styling has been practiced for thousands of years, passed between generations and adapted across cultures and climates as an essential part of textured hair care.

Yet many people still hesitate. Textured hair and braided styles are too often shown as either highly editorial or misunderstood in everyday life.

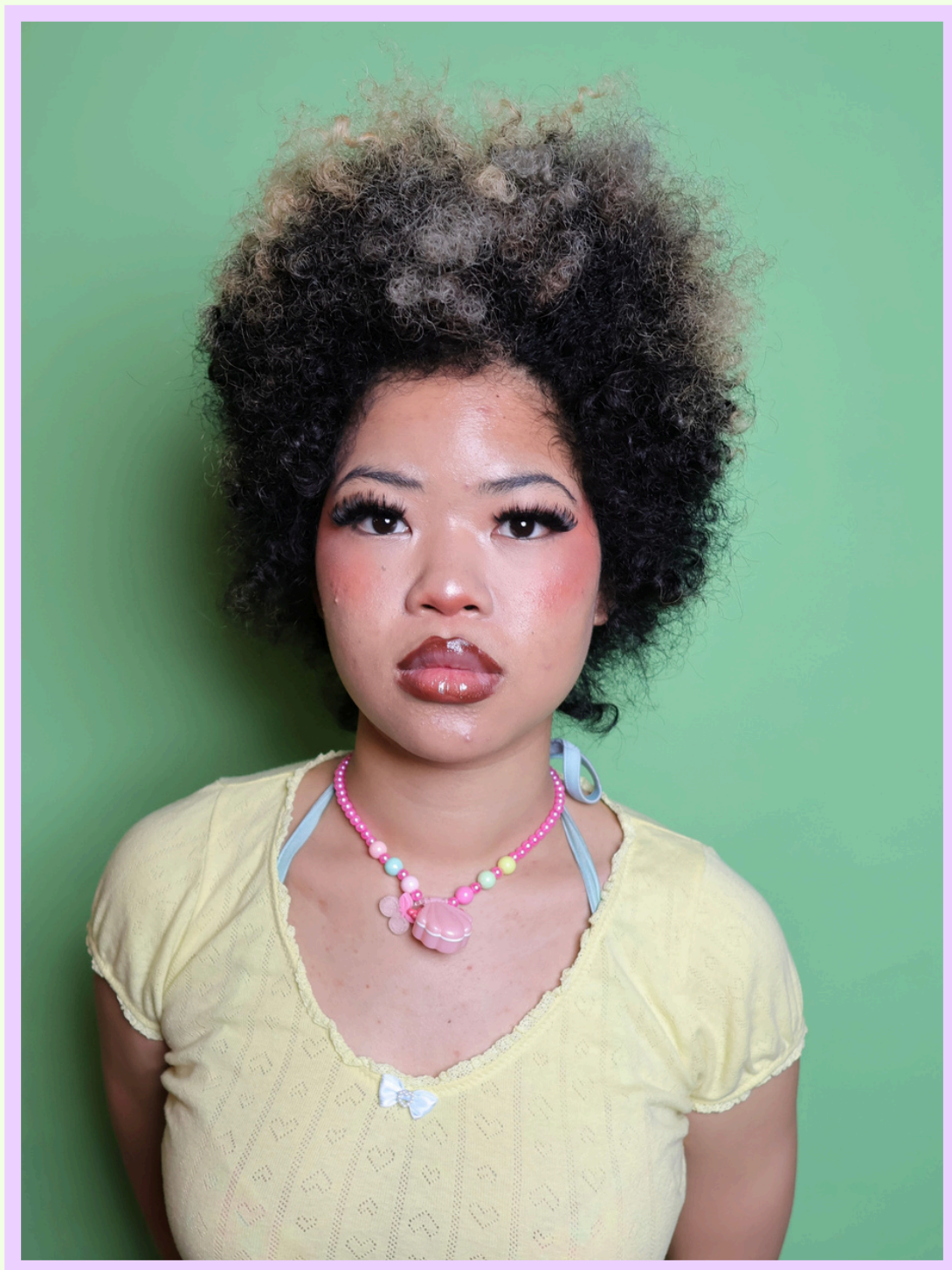
We created EMK Beauty House to help change that. Not through campaigns or statements, but by documenting textured hair as it is—wearable, versatile, and naturally part of everyday life.

The EMK Lookbook is our seasonal record of that journey.

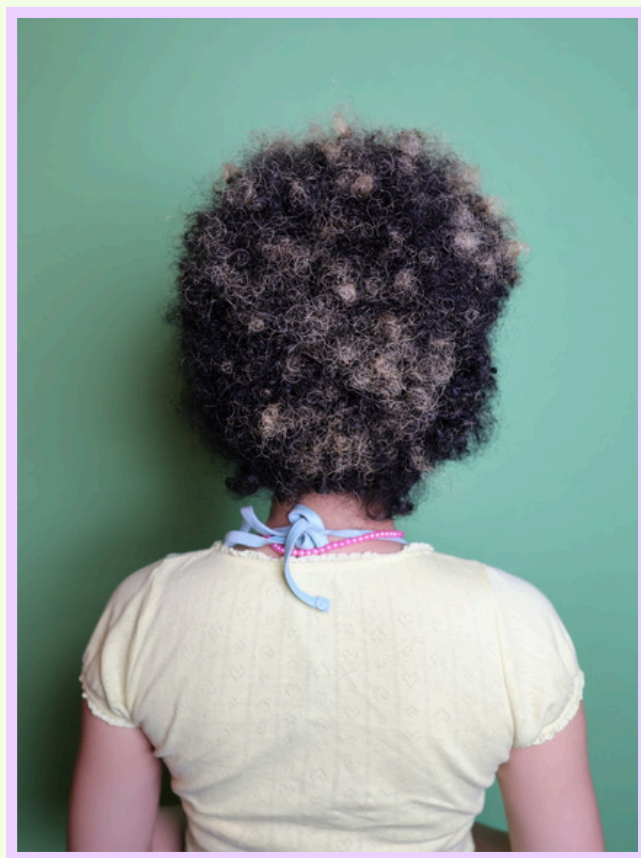
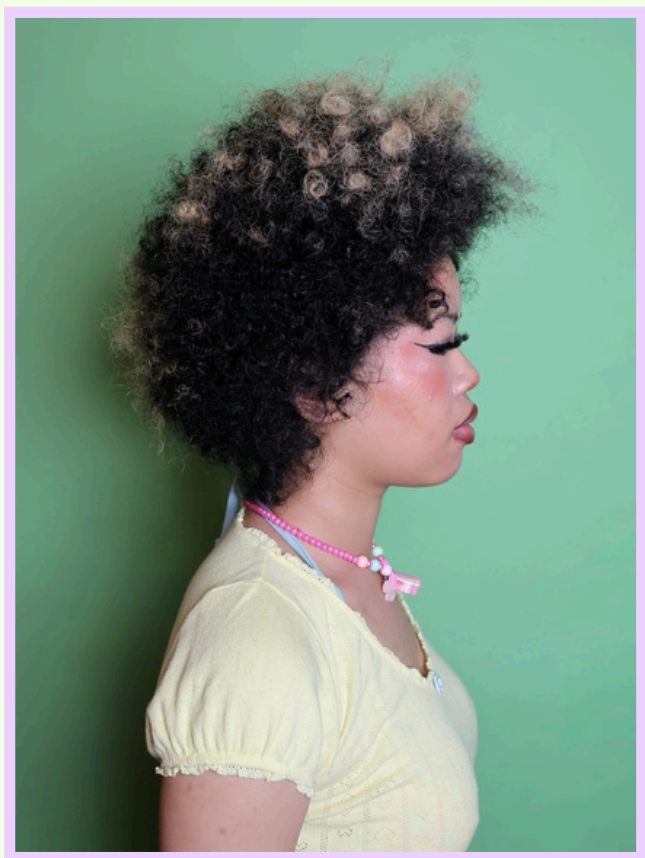
Volume 001, Before the Heat, begins where every great style begins: with the crown itself. A fresh cut. Natural texture. Simple styling. A foundation prepared for everything that follows.

This is where we start.

BEFORE



BEFORE



EMK CROWN ID : MX+ · 3 · L · F · M · S ✦ CL

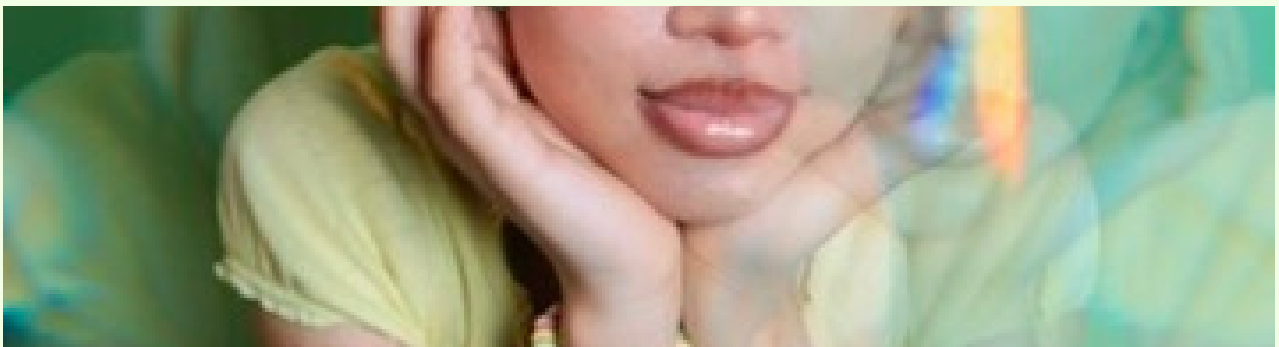
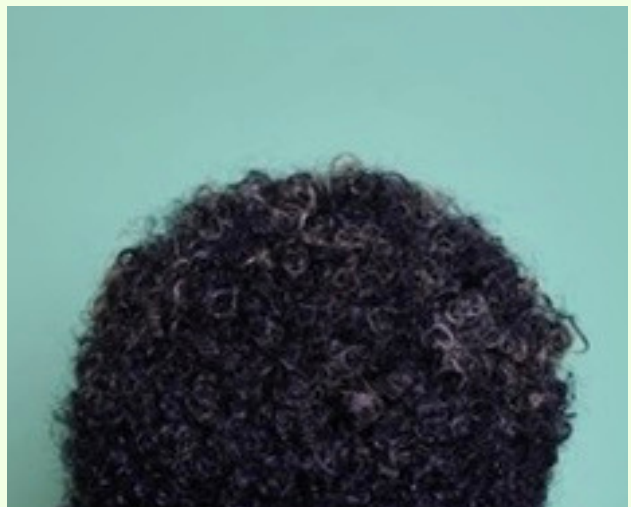
ROOT

Before protection comes preparation.
Every season begins with a return to the crown. A fresh shape, healthy ends, and hair allowed to exist in its natural rhythm.
This is not the moment before the style.
It is the beginning of it.



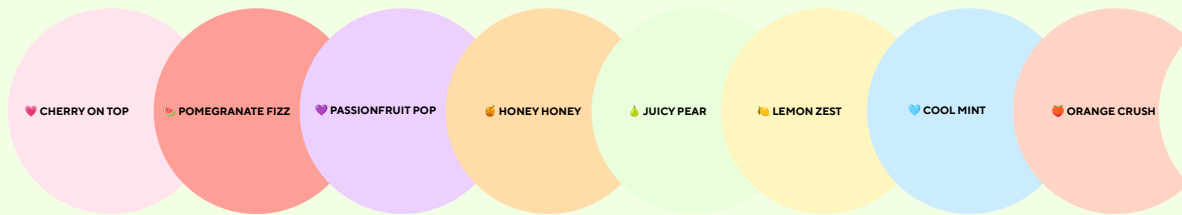
ROOT

EVERY CROWN TELLS ITS STORY FROM EVERY ANGLE.
MOVEMENT.
SHAPE.
TEXTURE.
SEEN WITH CARE.



COLOR WEATHER™

Inspired by the EMK GLOWtone™ philosophy, where color is experienced through feeling, atmosphere, and season rather than hue alone.



INSPIRATIONS

Before the Heat was inspired by moments of
newness.

Fresh flowers carried home from the market.

Warm bread tucked beneath one arm.

The first truly warm afternoon after spring.

Open windows.

Light cotton fabrics.

Longer days.

The quiet feeling that something beautiful is about
to begin.



ROOT

Fresh flowers.

Warm bread.

A crown restored.

Some seasons ask us to slow down before they ask us to bloom.

ROOT™ celebrates textured hair in its natural expression. Healthy, shaped, and ready for whatever comes next.





ROOT

The best styles become part of everyday life.

Simple.

Healthy.

Effortless.

A crown that feels just as beautiful carrying flowers home as it does standing in front of the camera.

BOUND

Every style begins with intention.

A simple part becomes a pattern.

A few sections become structure.

BOUND™ celebrates the quiet beauty of preparation, where the smallest details begin shaping the final expression.



BOUND

Summer never arrives all at once.

It begins with small rituals.

A section.

A parting.

A careful touch.

The season starts long before the first braid is finished.



BOUND

SOMETIMES ALL IT TAKES IS A FEW SIMPLE SECTIONS TO CHANGE HOW A CROWN FEELS.

BOUND™ EXPLORES THE BEAUTY OF THOUGHTFUL PLACEMENT, SOFT STRUCTURE, AND PLAYFUL STYLING THAT LETS NATURAL TEXTURE REMAIN PART OF THE STORY.



Play Never Left

*Growing up doesn't mean leaving play behind.
The colors we choose, the accessories we wear, and the ways we style our crowns continue to tell stories about who we are.*

Sometimes joy is found in the smallest details.

BOUND



BEFORE



BEFORE



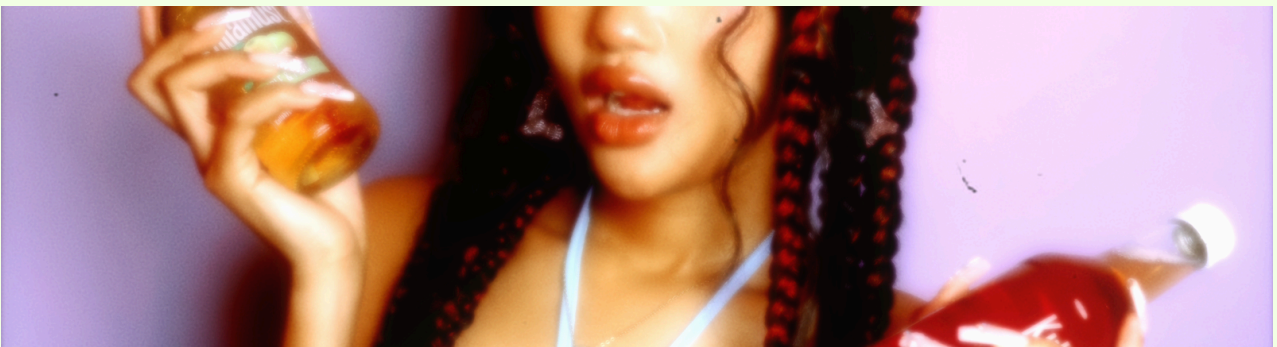
CROWN ID: TC+ · 3 · H · X · L · M ✦ RF

BLOOMLINE CLASSIC™

A style is never just a style.
It becomes part of how we move, express ourselves, and carry
our crowns through everyday life.
BLOOMLINE™ CLASSIC is where timeless protective styling
meets quiet confidence.



**PROTECTIVE STYLING IS BOTH CRAFT AND EXPRESSION.
EVERY PARTING, EVERY SECTION, AND EVERY BRAID CONTRIBUTES
TO A DESIGN THAT FEELS EFFORTLESS WHILE BEING CREATED
WITH INTENTION.**



BLOOMLINE CLASSIC™

Some styles quietly become part of who we are.
Worn through ordinary days, unexpected moments, and new
memories, they carry more than hair.
They carry the season with us.





BLOOMLINE™ CLASSIC

Beauty doesn't have to wait for special occasions.

Sometimes it looks like sunny afternoons, colorful drinks, easy conversations, and a crown that lets you enjoy every moment with confidence.

BLOOMLINE™ BLOOM

Every crown tells a different story.

BLOOMLINE™ BLOOM invites playful expression through thoughtful details, transforming a timeless braid into something uniquely your own.



BLOOMLINE™ TWIN

Style is meant to be explored.

Pulled higher.

Worn differently.

Made your own.

Sometimes a new perspective is all it takes.



One Style, Many Stories

Protective styling doesn't end when you leave the salon.

How you wear it, accessorize it, and make it your own becomes part of the story. Every adjustment creates another expression of the same foundation.

BLOOMLINE TWIN



THE SEASON IN OBJECTS™

Every collection leaves behind small reminders.
The flowers eventually fade.
The bread is shared.
The clips return to a drawer.
The braids become memories.
These ordinary objects quietly become part of the story.





Kullamibst
APPLE & BLACK ELDERBERRY
97%

BEHIND THE COLLECTION

Volume:001

Before the Heat

Season

Early summer

Featured Collections

ROOT™

BOUND™

BLOOMLINE™ Classic

BLOOMLINE™ Bloom

BLOOMLINE™ Twin

Creative Direction

EMK Beauty House

Photography

Emmy/Addition B

Hair

Emmy/Addition B

Model

Coco (Root + Bound)

Mulan (Bloomline)

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