

## CHIARA FERRAGNI CHOOSES NEONAIL TO CREATE FASHIONABLE AND INSPIRING MANICURE TRENDS

*The beauty collaboration to watch out for in 2024 for top nails!*



It has been months now since Chiara Ferragni revealed details about her iconic manicures, but the waiting is over: **Italy's most famous entrepreneur chooses NEONAIL**, the semi-permanent nail polish brand that was created to make professional quality manicures accessible to all. In her debut manicure, Chiara decided to go bold with a rich burgundy hue, Wine Red, accentuated by a half-moon design in the sultry shade of Sexy Red. Brace yourself for the trend of red-on-red manicures gaining momentum this holiday season.

Nails are increasingly taking center stage in the beauty scene, serving as both a language and a means for self-expression and memorability. With its products, NEONAIL takes on the role of a trend interpreter paving new paths for self-expression. The shared journey with Chiara Ferragni is not just a collaboration; it's a quest, a discovery, and the development of **projects that surpass conventional trends, aiming to ignite individuality and inspiration.**

It resembles an enchanted treasure trove where possibilities abound, a space where transformation is unnecessary, but rather an opportunity to embrace one's true self. In the coming years, we'll see increasingly bold and visionary nails designs in the spotlight: being at the forefront it means for Chiara Ferragni and NEONAIL offering innovative products and paving the way for the **full expression of one's uniqueness and style.**

A revolution that is also about sharing. Chiara Ferragni's nail looks are among the most beloved on the web, and they will no longer be held a secret: every month, on the Neonailitalia profile, a tutorial will be published where an expert manicurist will guide the community in creating the nail design launched by the Italian style icon and NEONAIL.

What other colors and nail art will Chiara Ferragni choose next year? Through which nail designs will she shape her very own idea of freedom of expression? We will find out month by month on her Instagram profile: [www.instagram.com/chiaraferragni/](https://www.instagram.com/chiaraferragni/). And this is just the beginning of an explosive collaboration that will see big surprises throughout 2024, also in the international market.

*„We are delighted and honored that Chiara Ferragni has chosen us as a partner and we can't wait to reveal to you the new things we are already working on together“. Chiara has consistently employed communication to affirm each individual's right to self-expression, irrespective of external expectations: for this reason, she represents a real ambassador for us.“ declares NEONAIL Communication Manager Vittoria Lolli. “We are a lively and imaginative brand that was created to spread this message and support people with affordable, safe and easy-to-use products. Freedom is creativity: it is fashion that becomes expression, fun, vitality and change. Everyone can give themselves the opportunity to express themselves in every gesture, through color and imagination without constraints“.*

And the surprises do not end here, the brand and the entrepreneur announce **big news for 2024**: stay tuned!