

NOVO CABELO

BEHIND THE SHOOT

SALONEVO WENT BEHIND THE SCENES AT NOVO CABELO'S LATEST CREATIVE SHOOT, HELD IN HIDDEN HEIGHTS STUDIO. WITH AN AWE-INSPIRING 'GODS AND GODDESSES' THEME, THIS EDITORIAL SPREAD WAS MORE THAN A PHOTOSHOOT – IT WAS A POWERFUL STATEMENT ABOUT IDENTITY, ARTISTRY AND THE FUTURE OF HAIR REPLACEMENT SYSTEMS.

There are photoshoots – and then there are moments of magic. At Hidden Heights Studio, in Gateshead, nestled just outside the creative hub of Newcastle, SalonEVO was lucky enough to witness the latter. Novo Cabelo's latest editorial shoot, 'The Olympus Collection,' wasn't just a feast for the eyes – it was a soul-stirring celebration of the radical artistry of longer hair replacement systems.

The man behind the movement? Rob Wood, founder of Novo Cabelo, and an unstoppable force in the world of hair replacements. "The theme was Gods and Goddesses," he explained. "I wanted to take everyday people and transform them into these powerful, almost celestial beings. The team pulled together brilliantly – we've created something that's not just beautiful, but meaningful too."

Creative Vision, Real Impact

From the start, Rob knew this wasn't going to be a standard hair shoot. It was about vision. Representation. Visibility. "It's empowering," he said. "We haven't just created looks – we've crafted stories. And no one's done it like this before."

For Rob, the shoot's success wasn't just measured in pixels, but in posture. "You could literally see the change in the models – their energy, their confidence. They stood taller. It was emotional," he shared. "This is exactly why we do what we do – not just for the aesthetic, but for the transformation."

Photography//
Marie Harkness.

Hair//
Rob Wood,
Kirsty Woolnough,
Cliff Cook,
Sarah Marie,
Lewis-Hughes.

Models//
Faith Hiles,
Emily Smith,
Ian Portsmouth,
Helen Rowlands.

Makeup//
Chris Howells.

Fashion//
Meg Fletcher.

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That transformation isn't limited by gender, age or identity. "This isn't just for men or women – it's for everyone in between, including children. It's about choice," Rob said. "If someone wants hair, they should be able to have hair. Full stop."

Repping Representation

Model Emily, 26, has lived with alopecia since she was 19. She admitted that being part of the shoot was a milestone moment. "It means the world," she said. "When I was diagnosed, I didn't know things like this even existed. Especially to be able to wear my hair up – I thought that was impossible for me."

Representing a softer, more romantic Greek goddess, Emily described the experience as "inspiring, empowered and beautiful." But beyond the glamour, it was about representation. "Hopefully people can see this and realise they've got options. Especially young people. You can find something that suits you – and it can look incredible."



Beauty That Elevates

Creating ethereal, goddess-like beauty meant more than just good lighting. For make-up artist Chris Howells, based in Swansea, the challenge was to complement – not compete with – the powerful hair and wardrobe aesthetics.

"My role was about enhancing," he explained. "Fresh, dewy skin, soft definition around the eyes – just to bring the look together without overpowering it."

Despite having only recently joined the Novo Cabelo team, Chris said the shoot surpassed all expectations. "I was blown away by the finish. It was creative, fun and empowering."

But it was the models who left the biggest impression. "They came in with their shoulders up a little, a little unsure. By the time we were done, they were glowing – absolutely glowing." ▶





Systems That Change Lives

Behind every great shoot is great technique – and stylist Kirsty Woolnough brought both. A hair replacement system specialist from Beccles, Kirsty became a Novo Pro after training with Rob and has never looked back. “We just clicked,” she said. “Same mindset, same energy. He’s been amazing to work with.”

Kirsty’s model represented elegance, a more refined take on the goddess brief. But the tools she used were anything but delicate. “Not every hair replacement method suits everyone,” she explained. “For people with full alopecia, you need something seamless. Something flexible. Something transformative.”

It’s not just about giving clients hair, Kirsty said – it’s about giving them agency. “It’s unlocking a whole world of possibilities. They can wear their hair up, down, however they like. It’s giving them their identity back.”

Beyond the Shoot

The creative shoot wasn’t just an editorial milestone for Novo Cabelo – it was a platform. A demonstration of what’s possible when hair systems

meet high fashion, and when client-first innovation drives every strand of the process.

Rob was clear about where he wants to take the brand next. “We offer training for stylists who want to empower their clients. Real models, real education, real results,” he said. “It’s not just about applying a system. It’s about giving someone back their confidence. That’s the most rewarding part.”

As for the final images, Rob couldn’t wait to see the results. “No one will ever know it’s not their real hair – and that’s the point,” he added. “This shoot is about beauty, but also about breaking boundaries. We’re just getting started.”

A New Standard in Hair Empowerment

As the day wrapped up and the lights dimmed, there was an unmistakable sense that something extraordinary had taken place. It was more than editorial content for a lookbook – it was the launch of a new era in hair replacement systems. Novo Cabelo continues to pave the way not just in technique, but in heart. Their work champions visibility, diversity and joy. And in a world where beauty standards are finally starting to broaden, that kind of leadership is not just welcome – it’s necessary. •

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