

airwrap i.d.

Dyson launches its first connected
Beauty device, the Airwrap i.d.TM
multi-styler and dryer

The only connected
multi-styler to program
perfect curls every time,
with a push of a button

The multi-styler and dryer
for all hair types with
no heat damage adds
three new attachments to
its range, enhancing its
versatility and performance



dyson

Program perfect curls with **i.d.curl**

Connectivity meets Beauty with Dyson's first connected device – the Airwrap i.d.™ multi-styler and dryer.

The device that is globally awarded for a reason is now enabled with Bluetooth® wireless technology for easier and optimised styling. Users can personalise their hair profile, and with a push of a button, wrap, style, and set their curls automatically.

The Dyson Airwrap i.d.™ multi-styler and dryer does not rely on heat alone to change the bonds within the hair structure, resetting them into a new style. Using air helps to achieve volume in the curl, avoiding heat damage. The tool features Intelligent Heat Control to measure and regulate heat. By keeping the temperature below 150°C, it helps protect hair from heat damage and maintains shine across all hair types.

Improved versatility comes to the Dyson Airwrap i.d.™ multi-styler and dryer, with three new attachments to bring its full range of attachments to 19. The Conical barrel offers tighter and more defined curls at the root, the Wave+ Curl diffuser disperses airflow in two different ways to enhance waves, curls and coils, and the Blade concentrator has more precise airflow for smoother, more aligned hair². Available in Vinca Blue and Topaz or the Ceramic Patina and Topaz.

"User feedback has shown that they appreciate convenience so for us, connectivity is about developing ways to help them get the very best out of Dyson machines. And i.d. curl™ delivers the ease of use and a truly personalised journey and experience. The app guides users through each step, based on the user's profile to make curling easier. Adjustable temperature settings change the high and low heat temperatures for thermal comfort, based on their personal preference and maintenance notifications reminders guide them to clean their filter. New attachments also reiterate how the styling tool is truly for all hair types and with no heat damage."

Low Chen Nyeow
Associate Design Manager, Dyson Beauty



Dyson engineers have developed i.d. curl™ as a personalised curling sequence, to be used with the machine's barrels. Program your hair profile on the MyDyson app to include hair type, hair length and skill level, and a perfect curling routine will be recommended.

Through one push of the power button, i.d. curl™ will activate three steps for perfect, consistent curls. It will wrap, style, and set to make curling foolproof. Heat and airflow are intuitively controlled based on the user's styling preferences.



¹ vs. the Airwrap™ 30mm barrel

² vs. air drying

Attachments for every style

Three new attachments add to the versatility of the machine to cater for all hair types.

Conical barrel for more defined curls



The barrel shape and geometry is designed for styling close to the root of the hair. Multi-directional barrel creates clockwise and anticlockwise curls with just one barrel. Coanda airflow attracts and self wraps hair.

Wave+ Curl diffuser to shape your natural curl pattern



Harnessing the Coanda effect, air is projected from the apertures and clings to the inner surface of the dome, towards the base. Airflow converges in the base of the dome creating a gentle swirl. This enhances and defines the natural wave pattern with rounder ends.

Blade concentrator for smoother hair



The Blade concentrator harnesses Coanda airflow to accelerate air over two curved surfaces. Two jets of air converge to make one even sheet of air – to deliver a smoother more aligned finish.

“Achieving perfect curls just got even easier – the Dyson Airwrap i.d.[™] takes the guesswork out of getting ready, with just the push of a button.”

Matthew Collins
Dyson Global Styling Ambassador

The multi-styler now has 19 attachments for improved versatility, to suit different hair needs and wants.

Barrels



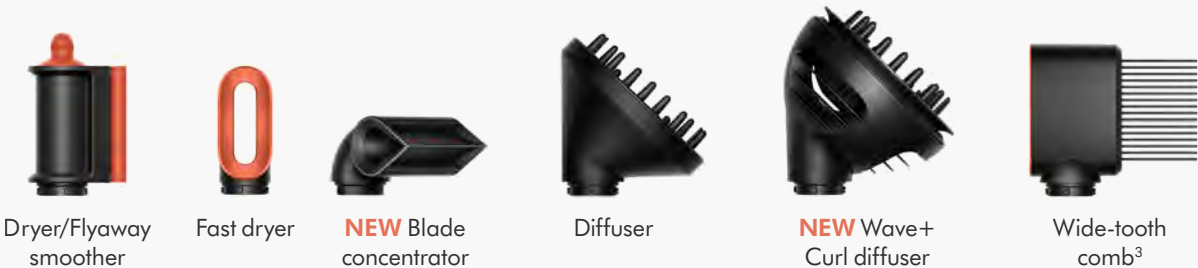
Smoothing brushes



Round volumising brushes



Dryers



Each set comes with six attachments in a Dyson-designed presentation case. Owners can also explore the full range of standalone attachments to complement their set.



³ Wide tooth comb is available in West markets, India and ANZ only

Getting the best out of your machine

Regular maintenance for your Airwrap™ keep it working at its best. Users can now check their filter status, and view guidance for filter cleaning and fault actions through the MyDyson app but a flashing white LED on the machine also indicates when it's time to clean the filter. To aid the user experience, there will be a phone/tablet holder on the presentation case lid to make the initial connection and i.d. curl™ set-up process easier for this connected Beauty device.

Buy Direct from the people who made it.

The Dyson Airwrap i.d.™ multi-styler and dryer with new attachments is available in bold colour palettes - the Ceramic Patina and Topaz, and the Vinca Blue and Topaz.

To buy, learn more and experience the Dyson Airwrap i.d.™ multi-styler and dryer, visit your local Dyson Demo Store or Dyson website.

To help the styles you love last longer, Dyson's first ever wet line styling products, the Dyson Chitosan™ formulations range, have been engineered to work with Dyson's hair tools. Powered by chitosan, a complex macromolecule derived from oyster mushrooms and engineered with Dyson Triodetic™ technology, the formulations range is the result of over a decade of investment in hair health. The move into formulations represents a new frontier for Dyson, with a move into ingredient research.

