WELLA PROFESSIONALS

TRENDVISION2017 award

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TrendVision Award Brochure 2017 / 81625788

JOURNEY OF A LIFETIME

13 YEARS OF CREATIVITY AND AWE INSPIRING HAIR – INTRODUCING WELLA PROFESSIONALS TRENDVISION AWARD UK & IRELAND.

A dynamic industry competition showcasing a fusion of hair, fashion and creativity throughout each stage.

Share a stage with true hairdressing icons and compete to win with your own vision on both a national and international stage.

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THE BENEFITS

THE BENEFITS FOR YOU

CHALLENGE
Challenge yourself to create your unique personal vision and develop your skills and confidence.

MENTORING
Be mentored by top industry icons throughout the competition and have the chance to work with inspirational and supportive award winning hairdressers.

CAREER
Raise your profile and progress your career by showcasing your creativity on a spectacular platform surrounded by an inspirational audience.

THE BENEFITS FOR YOUR SALON

PROFILE
Elevate your salon's profile by sharing the news about your involvement in one of the industry's most prestigious competitions.

FEEL
Feel the buzz of competing nationally and internationally. Get the whole salon team behind you and involved in the excitement.

TALK
Talk to your clients about being part of TrendVision Award. Show them that you are up to date with fashion and hair trends and always evolving your talent.

MENTORING

EXPERIENCE THE RENOWNED WELLA MENTORING PROGRAMME THROUGHOUT TRENDVISION AWARD WITH SOME OF THE INDUSTRY'S MOST ICONIC ARTISTS.

TRENDVISION INSIGHT EVENTS
Be inspired, watch and learn from leading industry Guest Artists.

UK REGIONAL & IRELAND HEAT WINNERS NEW FOR 2017
Prepare for the Final with a 1 day inspirational mentoring programme.

UK & IRELAND WINNERS
Experience up to 4 days of iconic money can't buy mentoring.

TRENDVISION AWARD 2017 MENTORS

- **Akin Konizi,** HOB Academy
- **Bruce Masefield**
- **Bruno Marc,** Marc Antoni
- **Charlie Taylor,** Charlie Taylor
- **Cos Sakkas,** TONI&GUY
- **Jayson Gray,** Karbon Kyd
- **Leonardo Rizzo,** Sanrizz
- **Robert Eaton,** Russell Eaton

THE PRIZES

UK & IRELAND WINNERS
COLOR VISION & CREATIVE VISION - GOLD AWARD
- Iconic mentoring programme – 4 days with industry artists.
- Represent your country and compete at the International TrendVision Award with an all-expenses paid weekend package.

MALE GROOMING & RUNWAY - GOLD AWARD NEW FOR 2017
- Iconic mentoring programme – 1 day with industry artists.
- Attend International TrendVision Award.
- Backstage experience at London Fashion Week with Wella Professionals EIMI.

COLOR VISION & CREATIVE VISION - SILVER, BRONZE & PEOPLE'S CHOICE AWARD
- Iconic mentoring programme – 1 day with industry artists.

ALL CATEGORIES - ALL AWARDS
- Opportunity to be invited to Wella events throughout the year.
- Wella tailor-made development programme.
- Exclusive trade press profiling in print and online media.
- TrendVision Award Trophy.

UK REGIONAL & IRELAND HEAT WINNERS NEW FOR 2017
- Iconic mentoring programme – 1 day with an industry icon to prepare you for the UK & Ireland Final.

PHOTOGRAPHIC HEAT WINNERS
- Compete at the UK Regional & Ireland Heat and join your model live on stage.

Marketing tools available throughout the competition to all entrants on www.wellamymarketing.co.uk

THE CATEGORIES

INTERNATIONAL CATEGORIES

COLOR VISION
Show us a beautiful, colour focused, trend-led look, which is wearable and reflects salon relevant hair.

CREATIVE VISION
Express your creative vision with an on trend cut and finish or hair up, with an editorial catwalk feel.

UK & IRELAND CATEGORIES

SPONSORED BY

MALE GROOMING NEW FOR 2017
Create a total men's look exhibiting excellence in craftsmanship. This cut, colour and finish must be inspired by current men's grooming trends.

RUNWAY NEW FOR 2017
Exude creativity in a total on trend, modern, long hair runway look. Show us beautiful style and finish with the option to use hair extensions and pieces.

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JUDGES BRIEF

COLOUR
Colour work should be beautifully executed and represent upcoming trends in the industry. Think about suitability for your model's features and synergy with the haircut and shape. The judges will be focusing on colour techniques and finish results.

HAIR CUT
Think suitability, ensure the shape of the haircut suits your model. It should be well executed, fashionable and beautiful. The haircut must showcase your skills in cutting and consider the synergy where colour has been used to enhance the shape.

HAIR STYLING
Work with the hair texture; consider balance and symmetry when creating your look. The key aim is to ensure the finish of your model's hair is glossy and beautifully executed. Ensure that the finish is up to the same standard as the cut and remember not to overload the hair with too many products.

MAKE-UP, CLOTHES & ACCESSORIES
The clothes styling, make-up and accessories should complement the overall look. The make-up artist's experience and how well you know them will determine how much direction is required from you. You may have specific ideas, but be open minded to suggestions from the make-up artist too.

Brief the make-up artist before a shoot so you all know what you are aiming for. Mood boards can be helpful for briefing. Remember, sometimes less is more – let the hair be the centre piece.

YOUR MODEL
You should select the most experienced and appropriate model for your vision. Consider height and dress size as they may be on stage against a professional model. If choosing a professional model bear in mind that you may be limited with hair options. The condition of your model's hair is extremely important to create a beautiful result.

You must base your look around the person wearing it. If your model doesn't like your overall look then this will show in their facial expressions. Your colour work should reflect the model's skin, eyes, bone structure and face shape. A professional model is not required.

INSPIRATION & RESEARCH
Start creating a mood board as soon as you have seen the Trends. You can use the Wella Professionals Trends as your starting point but find photos of anything that inspires you, whether it be hair, make up, fashion, architecture, nature or cinema. We want to see your personal vision.

INSIGHT EVENTS

WATCH OUR ICONIC ART TEAMS TRANSPORT YOU ON THEIR VISION OF THE NEW 2017 TRENDS.

Let their inspiration guide your ideas for your TrendVision Award entry and find out how to raise your game with inside industry secrets and top tips.

Discover all about the judge's brief and what is really going to make you stand out!

3 WEEKS. 3 SHOW TEAMS. 10 LOCATIONS. 1800 HAIRDRESSERS.
THIS IS A MUST ATTEND EVENT!

EVENT DATES can be found at the back of this brochure.

Secure your place by booking directly with your Wella Account Manager or call The Wella Events Hotline on UK: 0845 6018 128 / Ireland 01-4160900
Tickets cost: UK: £20.00 exc. vat. / Ireland: €30.00 exc. vat.

DISCOVERY SESSIONS

BITE SIZE SESSIONS INCORPORATED INTO OUR ON-GOING DISCOVERY SESSIONS, GIVING YOU TOP TIPS FOR ENTERING THE TRENDVISION AWARD.

Discover the Wella Professionals Trends for 2017 to get inspiration to delight your clients in-salon and support your winning look.

All Wella Discovery Sessions are complimentary to Wella accounts (valued at £/€100). Available at the Wella Studios and on location at a venue near you.

Book your place with your Wella Account Manager or call your nearest Wella Studio:

0203 650 4700, Wella World Studio London
0161 834 2645, Wella Studio Manchester & Wella Pop-Up Studio Scotland
01 4160900, Wella Studio Dublin

UK REGIONAL & IRELAND HEATS

ONCE YOU'VE MADE IT THROUGH TO THE UK REGIONAL & IRELAND HEATS, BE PART OF THE EXHILARATING LIVE COMPETITION

Re-create your look live on the day for our panel of industry expert judges in your chosen category. Have the opportunity to walk down the catwalk with your model on stage at the evening show.

Not competing? Join the audience for an evening of inspiration from top hairdressing artists and watch the UK or Ireland Finalists be announced live on stage in this exciting conclusion.

EVENT DATES can be found at the back of this brochure.
Tickets go on sale in March 2017.

For more information, contact your Wella Account Manager or call the Wella Events Team on: UK 0845 6018 128 / Ireland 01-4160900

UK & IRELAND FINAL

FEEL THE INCREDIBLE THRILL OF COMPETING AT ONE OF THE INDUSTRY'S MOST GLAMOUROUS EVENTS.

The top talent from the 5 UK Regional and Ireland Heats come together to battle it out to be crowned a prestigious winner of the TrendVision Award 2017, judged by a panel of esteemed judges.

Join your model live on stage in the evening show in front of an audience of over 800 guests at the legendary venue, The RoundHouse, London.

Watch spectacular shows from hairdressing icons throughout the evening, along with an event full of entertainment, creativity, hair and fashion.

TUES 5 SEPTEMBER. THE ROUNDHOUSE, LONDON.
TICKETS GO ON SALE IN JUNE 2017.

For more information, contact your Wella Account Manager or call the Wella Events Team on: UK 0845 6018 128 / Ireland 01-4160900

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HOW TO ENTER

FIVE SIMPLE STEPS TO ENTER
NEW FOR 2017 – ONLINE ENTRIES!

1. CHOOSE YOUR CATEGORY
Choose from one of four categories to enter and read the rules online at **www.wella.co.uk/trendvision**

2. RESEARCH YOUR TREND
Research your trend and attend a TrendVision Award Insight event or a Discovery Session.

3. CHOOSE YOUR TEAM
Choose a model and an assistant/make-up artist (optional).

4. PHOTOGRAPH
Create your look and take a before and after photograph of your model.

5. ENTER ONLINE
Complete the online entry form before Fri 24 March (noon).

ENTER ONLINE: **www.wellatva.co.uk**
PHOGRAPHIC ENTRY DEADLINE: FRI 24 MARCH (NOON)

For more information on how to enter TrendVision Award, contact the Wella Events Team on: UK 0845 6018 128, wellaevents@cotyinc.com / Ireland 01-4160900

DATES

JANUARY
Book to attend a TrendVision Insight Event.
Attend a TrendVision Award Discovery Session.

FEBRUARY
Attend a TrendVision Insight Event.

GUEST ARTIST SHOW – MARC ANTONI
MON 6 FEBRUARY – GLASGOW, Hilton Glasgow Grovesnor
TUES 7 FEBRUARY – NEWCASTLE, Baltic Centre
WED 8 FEBRUARY – SHEFFIELD, Doubletree Sheffield Park

GUEST ARTIST SHOW – CHEYNES
MON 13 FEBRUARY – LONDON, Wella World Studio London
TUES 14 FEBRUARY – LONDON, Wella World Studio London
WED 15 FEBRUARY – BOURNEMOUTH, Bournemouth Highcliff Marriott Hotel
THURS 16 FEBRUARY – BRISTOL, Bristol Double Tree By Hilton Bristol City Centre

GUEST ARTIST SHOW – SANRIZZ
MON 20 FEBRUARY – MANCHESTER, Wella Studio Manchester
TUES 21 FEBRUARY - MANCHESTER, Wella Studio Manchester
WED 22 FEBRUARY - DUBLIN, Wella Studio Dublin

MARCH
Submit my photographic online entry
DEADLINE – FRI 24 MARCH (NOON)

Photographic Judging
MON 10 APRIL

APRIL
Photographic Result Announcement
FRI 14 APRIL

MAY - JULY
Compete at the UK Regional & Ireland Heats or attend the evening show.

MON 8 MAY - MIDLANDS
NOTTINGHAM, EMCC

TUES 9 MAY – NORTH
MANCHESTER, Hilton Deansgate

WED 10 MAY - SCOTLAND & NORTH EAST
GLASGOW, Hilton Glasgow

MON 15 MAY – SOUTH
LONDON, Grand Connaught Rooms

MON 31 JULY – IRELAND
DUBLIN, Double Tree by Hilton

AUGUST
UK Regional & Ireland Heat Winners mentoring day for UK & Ireland Final.

SEPTEMBER
Compete at the UK & Ireland Final or attend the incredible evening celebration.

TUES 5 SEPTEMBER - TRENDVISION AWARD UK & IRELAND FINAL
LONDON, The RoundHouse

OCTOBER
TrendVision Award UK & Ireland Final Winner's Mentoring Days
LONDON, Wella World Studio London

International TrendVision Award, LONDON