



UK & IRELAND DIGITAL FINAL

COMPETITOR BRIEF

CONGRATULATIONS ON GETTING THROUGH TO THE TRENDVISION AWARD
2020 UK & IRELAND FINAL.

In these unprecedented times TrendVision Award UK & Ireland Final will be held digitally for the first time in its history. To help you with your entry we have prepared this detailed brief so you can start working on your look in anticipation of being crowned UK & Ireland Gold, Silver or Bronze winner of 2020.

DIGITAL SUBMISSION

#1



Your contact details

#2



Eight images of the look created on a model
model or head block

#3



Two videos, each two minutes long

#4



An image of your
mood board

#5



A photo of yourself against a
white background

#6



A list of all products and
colour formulas used to
create the look

On 8th September you will receive a link to the submission platform via email where you will need to upload all the materials anytime between then and 23rd September (5pm). Late submissions will not be put through to be judged, so we suggest that you get started on the brief as early as you can and leave enough time to upload your digital entry onto the platform.

All competitors will be invited to take part in the **digital briefing** which will be hosted by Wella Educators and Guest Artist Judges via Zoom at 10am on 24th August. Competitors will receive guidance on the competition brief (tailored to each competition category), tips on photographing their model on a mobile device and video-editing apps that could be useful for filming the video. We will send you an invite to the briefing session on Zoom from wellaevents@cotyinc.com. If you are not able to join the briefing, you will be sent a recording of this session the following day.

Please also read the frequently asked questions [here](#) (FAQs) before you start preparing your look. If you have any questions, please email us at wellaevents@cotyinc.com.

#2 LOOK IMAGES

In order to compete in the TVA UK & Ireland Final we ask you to create a new look on a model or on a head block (if you are impacted by social distancing/COVID-19 lock downs).

This look should be different to the look that you submitted during the Photographic Entry. If you use the same model or head block, there should be a distinct difference between the TVA Photographic and TVA Final looks. If you are using a model, make sure that your model is happy for you to use their photograph in your submission, as the images may be used in a variety of marketing materials, such as the TrendVision Award website, social media and trade press.

Please submit images of the “Before” and “After” looks:

“BEFORE” – 3 images: front, side and back shot in head & shoulders format

“AFTER” – 5 images: a front shot (head & shoulders format), 2 side closeup shots showing the detail of the cut & colour, a back shot (head & shoulders format) and a full-length shot, showing haircut, makeup & clothes styling.

ENTRIES ON HEAD BLOCKS

If you are creating your look on a head block, you will need to include your vision of the makeup and clothes styling in your mood board and video.

Please refer to the Judging Criteria section of the brief to see why judges will be taking this into account.

EXAMPLE IMAGES COMING SOON

The competitor is responsible for cutting, colouring and styling the hair – this applies to all competition categories. The competitor may choose to have an assistant who can help with makeup and clothes styling. Your assistant can also help you to film your video by holding your camera/mobile device.

#3 THE VIDEO

You will need to submit two videos of your work, each no longer than two minutes in length.* (up to 250MB each)

These must be broken down as follows:

FIRST TWO MINUTES

- Talk about the inspiration behind the look you are going to create
- Capture the **preparation** stage on your model's hair - cover the topics relevant to your category below.
- Please do not mention your name or the name of your salon or use any salon branding in the background, to ensure a fair judging process.

SECOND TWO MINUTES

- Capture the **process** of creating the look on your model - cover the topics relevant to your category below.
- Include a 360-degree clip of the finished look (full length and closeup).
- For entries on head blocks, include here clothes that you have picked for your look. Please refer to the Judging Criteria section of the brief to see why judges will be taking this into consideration.

* This is due to size limitations of the software we are using to process your submissions.

EXAMPLE VIDEO COMING SOON

TOPICS FOR YOUR VIDEO

COLOUR SPECIALIST



PREPARATION STAGE

-Demonstrate the sectioning pattern of the colour technique, using both distance and close-up shots. Highlight the colour formulations used to create the desired colour.

Please note: A haircut can be pre-cut before the video is filmed.

PROCESS STAGE

-Demonstrate the application, using both distance and closeup shots. Show multiple stages throughout development and removal.

COLOUR ARTIST



PREPARATION STAGE

-Demonstrate the sectioning pattern of the colour technique, using both distance and close-up shots. Highlight the colour formulations used to create the desired colour.

Please note: A haircut can be pre-cut before the video is filmed.

PROCESS STAGE

-Demonstrate the application, using both distance and closeup shots. Show multiple stages throughout development and removal.

CRAFT ARTIST



PREPARATION & PROCESS STAGES

-Demonstrate the sectioning pattern of the colouring technique followed by the application of the colour through development and removal, using both distance and close-up shots.

-Include sectioning patterns of the haircut and some content around the haircut and styling being completed.

-Please highlight the colour formulas and preparation products that will be used.

EDITORIAL LOOK



PREPARATION STAGE

-Demonstrate the sectioning patterns of how you created the look. Use both distance and close-up shots to show any detailing you will be creating to the look.

-Please note: All colour and cutting work to be done prior to filming.

PROCESS STAGE:

-Demonstrate the creative process using both distance and close-up shots. Show the use of any tools, product, equipment and accessories used to create the look.

-Please note: the model's own hair is the basic working material. The use of artificial hairpieces, extensions, padding, wefts and accessories are allowed to create the look but no full-head wigs are allowed.

STYLE MASTER



PREPARATION STAGE

-Demonstrate the sectioning patterns of how you created the look. Use both distance and close-up shots to show any detailing you will be creating to the look.

-Please note: all colour and cutting work to be done prior to filming.

PROCESS STAGE

-Demonstrate the creative process using both distance and close-up shots. Show the use of any tools, product, equipment and accessories used to create the look.

-Please note: use of fake hair is forbidden throughout the whole competition (no hairpieces, extensions, etc. are allowed). Hair should be free flowing with a minimum on 80% of the hair being loose. Hair accessories may be used.

MEN'S HAIR



PREPARATION STAGE

-Demonstrate the sectioning pattern of the haircut and any electrical equipment that will be used to create the look.

-Please note: all colour work must be done prior to the filming.

PROCESS STAGE

-Demonstrate the creative process using both distance and close-up shots.

-Show any detailing in the haircut in close-up shots.

-Please note: at least 1cm must be removed off more than 50% of hair at the time of creating your final look.

#4 MOOD BOARD

You can create your mood board however you wish, but you will need to take a picture of the mood board to upload it with your submission. The mood board should give judges an idea of your inspiration and creative process.

ENTRIES ON HEAD BLOCKS

If you are creating your entry on a head block, please include examples of the makeup and clothes styling you have in mind in your mood board. Please refer to the Judging Criteria section of the brief to see why judges will be



#5 PHOTO OF YOURSELF



Please submit your photo against a white background (head & shoulders only). If you are a TrendVision Award UK & Ireland gold, silver or bronze winner, this image will be featured in marketing materials.

#6 PRODUCTS & FORMULAS

Please list all products and formulas that were used to create the look in the appropriate field in your submission form. Please note: only Wella Professionals/Sebastian Professional/ Seb Man products may be used for the look created and judged at the UK & Ireland Final. If you are not a Wella stockist, please contact the Wella Events Team at wellaevents@cotyinc.com.



JUDGING CRITERIA

COLOUR SPECIALIST



Beautiful and natural looking balayage with a soft transition from dark to light and harmonious shades selection.

80% of the total vote will come from the balayage technique:

- Balayage technique is executed with excellence
- Overall colour and style are in harmony and look effortless
- High quality end result that show a soft transition from dark to light

20% of the total vote will come from the overall vision and look:

- Fits the models features and individuality
- A look that shows the model as their best self (hair, style, finish, makeup, clothes/fitting)
- Overall quality of the hair, style and finish are excellent

COLOUR ARTIST



Beautiful and salon relevant hair with a focus on colour.

80% of the total vote will come from the colour technique:

- Technique, application, colour selection, commercial usability explanation
- Visible consideration of how colour compliments the styling (shape and length)
- Colour and styling that complement each other while creating a beautiful, wearable, salon relevant look
- Finished colour result

20% of the total vote will come from the overall vision and look:

- Total look (style, finish, makeup, clothes/fitting)
- Relevant individual vision/interpretation/creative personalisation
- Professional finish

CRAFT ARTIST



Beautiful cut and style transformation that will express the model's true self.

40% of the total vote will come from:

- Positive change between the "before" picture and the look, created within the competition time limit, that fits the individuality of the model and reveal the authentic beauty

40% of the total vote will come from:

- Imaginative cut/styling/colour techniques

20% of the total vote will come from:

- End result beautifully crafted with a professional execution (hair, style, finish, makeup, clothes/fitting)

EDITORIAL LOOK



Editorial image that reflects the Sebastian Professional identity.

70% of the total vote will come from:

- Technique, shape, balance, overall mastery

30% of the total vote will come from:

- Suitability of the look and how it reflects a charismatic personality of the model
- Link to Sebastian Professional brand identity. The look should be young, edgy and inspirational.
- Link to the editorial hair

STYLE MASTER



Exceptional styling execution to produce a modern, wearable look reflective of the 'ghd girl': confident, bold and fearless; yet poised, empowered and polished.

70% of the total vote will come from the styling technique:

- Technique, execution, finish, commercial appeal
- Visible consideration of how styling compliments the haircut
- Cut and colour that complement each other while creating a beautiful, wearable, commercially relevant look
- Finished styling result

30% of the total vote will come from the overall vision and look:

- Total look (colour, makeup, clothes styling, model choice)
- The ghd girl identity - energetic, bold and fearless, yet poised, calm and polished

MEN'S HAIR



Charismatic model showing a trendy male haircut reflecting the Seb Man identity.

70% of the total vote will come from:

- End result is a variety of barber fundamentals and on-trend men haircut

30% of the total vote will come from:

- Suitability of the look
- Overall look fit with SEB MAN's on the go identity
- Rational utilisation of the SEB MAN products

We wish you the best of luck!

#WELLATVA #TRENDVISION2020