



ABOUT THE CATEGORY

For this category, we're looking for a hair color that is inspired by the Golden Hour trend. This trend is inspired by a golden glow evoked by sunset rays, ranging from wheat blonde to soft brick hues. We want to see beautiful hair colors that compliments and uplifts the unique beauty of the model. The hair should have a high level of shine and movement, using complementary and harmonized tones. Let's create a new generation of world class color, showcasing the beauty that evolves classic looks but twists them into a new era showcasing endless possibilities.

THE LOOK:

- Showcasing your color craftsmanship
- Should fit and enhance the model's features
- Excellent overall quality, style, finish & healthy looking hair

THE TECHNIQUE:

- You choose the technique that complements the haircut and styling.
- The technique is executed with excellence.
- Clever placement shows the hairstyle to its best and complements the model's features.
- Overall color and style are in harmony and look effortless.
- Color is applied precisely and in a professional way.

THE COLOR:

- The full Wella Professionals color portfolio is available at your disposal
- Showcase innovative coloring skills with tones inspired by the Golden Hour trend
- Complementary and harmonized shades and tones used to match complexions