



CRAFT VISIONARY



ABOUT THE CATEGORY

For our Craft Visionary Awards, we're looking for artistry and impeccable craftsmanship with a personal touch. We want to see your best color techniques, placements, and services to achieve high-quality hair color results inspired by Golden Hour Trend while delivering an excellent haircut and styling that screams professionalism.

THE LOOK:

- Showcase your craftsmanship and personality through the look
- Give your model a transformation that complements and enhances their features
- The look should feature cut, color & styling

THE TECHNIQUE:

- Beautifully crafted with professional execution
- Quality, style and finish of the hair is flawless
- Design is well thought through
- Clever use of texture
- Applicable for all hair lengths
- Looks effortless with soft geometry and seamless transitions
- Overall cut, style and color are in harmony

THE COLOR:

- Color that enhances and shows off cut and styling
- Shiny and healthy looking
- In harmony with the overall look *The full Wella Professionals color portfolio is available at your disposal