

PROFESSIONAL
SEBASTIAN

ABOUT THE CATEGORY

For the Editorial Look by Sebastian, we're looking for hairdressers that are ready to step out of their comfort zone and challenge the hair status quo. As a brand, Sebastian is breaking grounds with their innovativeness and forth-going spirit, leading the way in the hair industry. Now, we want you to do it too.

For this category, we want you to embrace the Sebastian state of mind. To decide which technique to go for, you should take the model's face, hair and body shape into consideration while thinking big, bold and ground breaking.

The key to standing out and shining bright is to combine many tools in the creation of your look. We're talking blades, scissors, and blending shears fused altogether to create a unique look that breathes your personal craftsmanship.

STYLING - INTELLIGENTLY IMPERFECT, MULTI-TRANSFORMATIONAL LOOKS

- Change the perception of how people look at hair by playing and cocktailing with our products
- Push the boundaries to create new shapes and textures

PHOTOGRAPHY - PROVOKE EMOTION

- Choice of model is key. We're looking for a charismatic personality that shines through the lense
- Hair in focus with visible details
- Not too busy background
- Showcase a relaxed and effortless pose in still photos

MODEL - INCLUSIVE BEAUTY

- Sebastian stands for inclusiveness and representation
- We would love for you challenge the beauty standards upheld by society

This moodboard presents an overall concept for this category, the provided color swatches and styles do not need to be replicated in entry looks and are to be used as inspiration only