



National

TREND **VISION** AWARD

2023

CRAFT
VISIONARY

RULES & REGULATIONS

ABOUT THE HAIRDRESSER/TEAM

1. The Craft Visionary category is open to all hairdressers/ colorists of all ages. There is no age limitation the assistant. The model should be above 16 years old.
2. No immediate family members (siblings, parents, children, partners) of employees working for Wella Company, will be allowed to enter the competition. If such connection is discovered, relevant entrants will be automatically disqualified.
3. The competition team consists of a hairdresser and a model, and can be supported by one assistant (to assist with hair cutting only). However, only the hairdresser whose name is on the entry form can create and apply the colour and hair styling and receive the award.
4. The hairdresser must be a qualified hairdresser employed by a hairdressing salon; there is no such obligation for the model or the assistant. The assistant and model do not necessarily have to be employed by the participating salon.

ABOUT THE SALON

5. Salons are allowed to enter as many competitors as they like, but only one competitor is allowed per entry form.
6. Competitors are allowed to submit as many entries as they like across all categories. If a competitor is selected in several categories then the entry with the higher score will determine their category.
7. The salon name that appears on the entry form will be the salon that the hairdresser must represent during the competition. Should a competitor leave his/her employment (i.e. move to a different salon) during any stage of the competition, he/she will lose the right to compete. In the case of withdrawal of a competitor, after photo entry, the salon loses the right to compete.

ABOUT PRODUCTS AND TOOLS

8. Only Wella Professionals products may be used for the look created for NTVA. All products used (colour, care, styling, tools) must be documented in the application form and category package.
9. Use of fake hair is forbidden throughout the whole competition (no hairpieces, extensions, etc., are allowed).

ABOUT THE ENTRY FORM

10. The Craft Visionary entry form consists of:
 - All information regarding entrant, salon, and model
 - Signed disclaimer
 - Three color photographs of your model:
 - 1 x before head and shoulders of the model
 - 1 x after head and shoulders of the model
 - 1 x full body of the total look.
 - Completion of the below questions:
 - > Reasons outlining why the overall look fits the individual vision, is suitable for the model, wearable, innovative color work and beautiful salon-wearable look
 - > Explanation of cut/style techniques used and why
 - > Explain how the color complement the haircut
 - > Outline the selected shades/mixture with names and numbers
 - > List all Wella Professionals products used
11. There will be a \$25 AUD fee to enter payable at the end of the submission of the application, fees and conversations may apply for New Zealand.
12. To enter the Next Generation Award, please ensure you have selected that you are entering. Next Generation are considered those who have less than five (5) years experience starting from September 22nd 2018. You will be asked to provide evidence of this to upload, can be in the form a letter from your employer or a copy of your certificate completion date. Failure to select this option will result in your entry not being considered for the award and cannot be modified once the entry has been submitted. There is one award winner across both categories.
13. Deadline for entry is 22nd September 2023, and photos must uploaded to <https://register.wellatrendvisionanz.com.au/>. Entry forms received after this deadline cannot be accepted.
14. On the October 16th, 2023 it is recommended you post your before and after image with the appropriate hashtags: #craftvisionaryANZ and tag @wellpro_anz @wellahair on Instagram
15. Entries/photos that have been previously published can NOW be considered. This rule only applies if the entry has not taken part in an photo rights during the other hair competition are reserved for Wella Professionals.

16. All photographs taken and received become the property of Wella Professionals and may be used for publicity purposes. Photos will not be returned.

Pictures will be judged on:

- Significant change between before/after model picture
- How cut and color complement each other (shape and length)
- Hair cut and styling is suitable with model face shape
- End result is beautiful, wearable, salon relevant.

ABOUT THE COMPETITION

17. This is a Digital competition where the judges will assess the total transformation via on line application pack process.

18. All images should be captured in high resolution with a minimum 300dpi. For uploading we will require the following resolution/size, file type, and size:

- 1250p (w) x 1000p (h) at 72dpi
- JPEG
- Not exceed 1MB

ABOUT THE JUDGING

19. The competitor will be judged for his/her total individual vision:

70% CRAFT TECHNIQUE

- Technique, commercial usability explanation
- Visible consideration of how the look compliments the color
- Cut and color that complement each other while creating a beautiful, wearable, salon relevant look
- Finished color result

30% OVERALL VISION & LOOK

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

20. The judges will specifically be looking for the highest hair craftsmanship skills, creative interpretation of the individuals vision of "what's beautiful, wearable and inspiring" for salon relevant hair taking inspiration from Signature Blonde Trend Collection, art, fashion as well as the candidates own vision, while achieving a beautiful end result.

21. The requirements for a successful entry will include:

- Cut and color that complement each other while creating a beautiful, wearable and salon-relevant total look
- Hair Up/Up do's ARE allowed in this category
- Inspiration that has been taken from many sources
- Work that reflects the professional expertise and ability of the artist to create a tailor-made end result
- Hair is shiny and in excellent condition with the highest professional finish
- Models are not necessarily professional but most appropriate for creating an authentic look that fits with their personality, face, and bone structure.
- Models must be sufficiently confident to carry the look on the catwalk
- Makeup and clothes styling that complement the overall look, working in synergy with the hairstyle showing the highest level of craftsmanship

22. The judges' decision is final. No correspondence will be entered into. Entrants have no right to legal recourse.

23. Finalist are announced 16th October 2023 and winners 12th November 2023, and all will be announced via social.

PLEASE NOTE

Any failure to comply with the rules and regulations will render the competitor liable for disqualification. The NTVA gold winner will be invited to participate in an international opportunity. If for any unforeseen reason the gold winner can't participate in an international opportunity, it may result in disqualification and an alternative finalist may be chosen to compete.

CRAFT VISIONARY

Clients are looking for high-quality service and expertise; this is your time to showcase your artistry and craftsmanship to provide your model with their best hair look and feel that they desire.

A focus on cut, transformational blonde colour and styling using colour techniques and placement to achieve striking colour to enhance the precision of the haircut.

This is all about the before and after transformation, whilst maintaining condition.

Showcase your model's authentic beauty by transforming them to their best self.

NATIONAL PRIZE

GOLD WINNER

Represent Australia or New Zealand at an International Wella Company Event
National Creative Retreat with Wella Ambassadors
Photoshoot with the editor of The Journal, David Mannah
Winners Trophy
Salon Decal
\$1000 worth of Wella Professionals Education

SILVER WINNER

National Creative Retreat with Wella Ambassadors
Salon Decal
\$750 worth of Wella Professionals Education

BRONZE WINNER

Salon Decal
\$500 worth of Wella Professionals Education

NEXT GENERATION AWARD

National Creative Retreat with Wella Ambassadors
Salon Decal
\$250 worth of Wella Professionals Education

WIN WITH YOUR VISION

ENTER NOW:

Applications Close

22/09/2023

Finalist Announced

16/10/2023

Winners Announced

12/11/2023


To enter online and to find more information.

 [Wella.com.au](https://www.wella.com.au)

 [@wellapro_au](https://www.instagram.com/wellapro_au)

 [@wellahairanz](https://www.tiktok.com/@wellahairanz)

 [@WellaProfessionals](https://www.facebook.com/WellaProfessionals)

 [#wellalife](https://www.instagram.com/hashtag/wellalife) [#ITVA](https://www.instagram.com/hashtag/ITVA) [#trendvisionANZ](https://www.instagram.com/hashtag/trendvisionANZ) [#craftvisionaryANZ](https://www.instagram.com/hashtag/craftvisionaryANZ)