



ABOUT THE CATEGORY

In this category we want you to showcase a total look that is visually striking and evokes high fashion by expressing creativity. The hair cut should feel modern and transformative with a primary focus on suitability taking into consideration face shape and features to craft the perfect shape for the individual. The color palette should be inspired by Monochromatic color trend and the finish inspired by the layered textures of fabric from the trend inspiration.

THE MONOCHROMATIC COLOR TREND IS:

MULTIDIMENSIONAL TONE-ON-TONE COLOR inspired from modern minimalism, blends personalization, and refined tone-on-tone color with the elevated naturals palette, grounding earth tones, and punchy expressive shades to harmonize with client's skin tone, and personality.

In beauty, consumers are moving away from overwhelming routines toward streamlined, purposeful choices, without compromising on performance. They look for simplicity & personalization. It's a movement towards Refined beauty.

In color, it translates into lower contrast, tone on tone and natural-looking shades, that will look effortless but still elegant: the monochromatic trend - Personalized tone-on-tone color to elevate your natural beauty. We want to see beautiful hair and colors that compliment and uplift the unique beauty of the model.

KEY TAKE OUTS:

- Showcase a clear transformation of both cut and color, Haircut transformation should be the primary focus but color should still be a feature
- Hair Up dos, fake hair/extensions/hair pieces allowed (max 30% of the total look)
- Showcase a total look visually striking that evokes high fashion by expressing creativity
- Upload as a carousel
- Completed look/before photo & video incl. before and after
- Remember to add this text in caption: "By posting this photo, I agree to assign my intellectual property rights to Wella Company."
- Use these tags: #Editorialaward26_NE, #NE_NTVA26 and tag @local IG Wella Education account and on the photograph
- Complete the competition form on education.wella.com

For more information about the categories, please visit NTVA Bootcamp and the Rules & Regulations on education.wella.com