

TRENDVISION2018

award



Release your potential

14 YEARS OF CREATIVITY
AND AWE-INSPIRING HAIR

Be part of something truly amazing, as you embark on an exciting journey that fuses fashion, music, creativity and most importantly **FANTASTIC HAIR...** a journey that develops your skills and craftsmanship.

This dynamic industry competition is your opportunity to put your talent to the test as you bring your own hairdressing vision to life!



Create your look

New for 2018, Create Your Look session gives you access to unique Wella resources to support you to your best entry.

Taking place at the state-of-the-art Wella Studios, your session begins with an inspirational welcome from the Wella team, then it's over to you to bring your vision to life with an industry photographer.

Your session will include 2 hours to create your look - all cutting and colouring must be pre-done, only hair, make-up and outfit styling on the day - and a 15 minute slot with the photographer to capture your look and a digital file of your image will be sent to you after the event, ready for submission.

There is limited availability so contact your Wella Account Manager or the Wella Events Team (UK: 0845 6018 128 or Ireland: 01-4160900) today to avoid missing out.*

CREATE YOUR LOOK SESSIONS

- Wella World Studio London: Sunday 18th Feb
- Wella World Studio London: Monday 19th Feb
- Wella Studio Manchester: Sunday 25th Feb
- Wella Studio Dublin: Sunday 25th Feb
- Wella Pop Up Studio Scotland: Monday 19th, Tuesday 20th and Wednesday 21st Feb

*UK sessions are £20 (excl. VAT) and Ireland sessions are €20. All competitors will receive a goodie bag worth £30.



NOT ABLE TO ATTEND A CREATE YOUR LOOK SESSION?

Fear not there are top tips on how to shoot like a pro and inspirational mood boards from our mentors available on Wella eEducation. Attendees' entries will not be given any additional guidance or preferential treatment in the judging phase.

Release your imagination

Are you ready to make 2018 your year to shine at Wella TrendVision Award? Make the best possible start to your journey by attending a Discovery Workshop.

Each inspiring workshop includes a bite-sized clinic with hints and tips on how you can create a winning TrendVision Award entry.

Get the trends insights and thought-provoking ideas about seeking inspiration that will release your imagination and ignite your creativity.



TO BOOK YOUR PLACE, CONTACT YOUR WELLA ACCOUNT MANAGER OR CALL YOUR NEAREST WELLA STUDIO:

Wella World Studio London: 0203 650 4700
Wella Studio Manchester & Wella Pop Up Studio
Scotland: 0161 834 2645
Wella Studio Dublin: 01 4160900

The Categories

International Categories

COLOR VISION

Showcase a trend-led and beautiful colour focused look. Your creation should be wearable and reflect salon relevant hair.

CREATIVE VISION

Express your creative vision by styling an on-trend cut and finish or hair up, with an editorial catwalk feel.

UK & Ireland Categories

MALE GROOMING

Create a total men's look exhibiting excellence in craftsmanship. Your cut, colour and finish must be inspired by current men's grooming trends.

RUNWAY

Exude creativity in a complete on-trend modern runway look. You can use hair extensions and pieces to create a beautiful style and finish.

SPONSORED
BY 



RUNWAY

©TONI&GUY



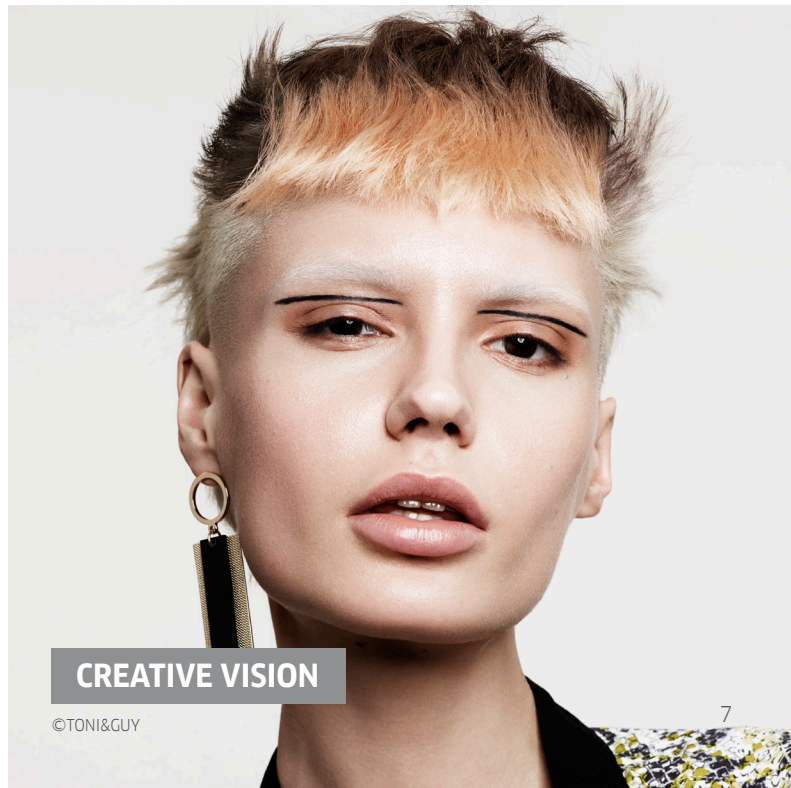
MALE GROOMING

©HOB Salons



COLOR VISION

©Robert Eaton



CREATIVE VISION

©TONI&GUY

QUICK AND
EASY ONLINE
ENTRIES!

How to Enter

**IT COULDN'T BE SIMPLER TO ENTER
TRENDSVISION AWARD 2018.** DON'T MISS OUT
ON YOUR CHANCE TO BE IN THE PRESENCE OF
TRUE HAIRDRESSING ICONS AS YOU EMBRACE
THE CREATIVITY THAT MADE YOU FALL IN
LOVE WITH YOUR CRAFT. GO ON... RELEASE
YOUR POTENTIAL!

1

Choose your category

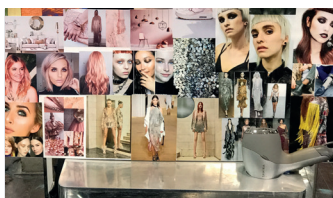
Choose from the four available categories,
then go online at [www.wella.co.uk/
trendvision](http://www.wella.co.uk/trendvision) to check out the rules and
regulations.



2

Research & develop your category

Research and develop the category and the inspiration for your look. Need inspiration... our **complimentary TrendVision Discovery Workshops** are available to help you release your imagination and don't forget to check out our TrendVision Award 2018 Mentor's mood boards online! See page 5 for more details...



3

Find Your Team

You'll need to choose the perfect model to bring out the best in your vision. Many successful entrants also have an assistant/make-up artist to support them.



4

Photograph your look

Create and shoot your look! Don't forget to take a 'Before' shot. Need inspiration... **Create Your Look sessions gives you access to unique Wella resources** to put your entry together. See page 4 for more details...

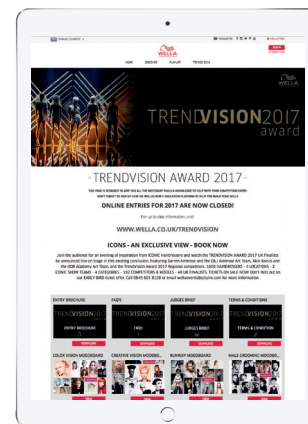


5

Enter Online

COMPLETE YOUR ONLINE ENTRY:
www.wella.co.uk/trendvision

**PHOTOGRAPHIC ENTRY DEADLINE:
MONDAY 26 MARCH (NOON)**



FIND OUT MORE

For more information on how to enter the TrendVision Awards visit wella.co.uk/trendvision. Contact the Wella Events Team on: UK: 0845 6018 128, wellaevents@cotyinc.com Ireland: 01-4160900

Mentoring

WE'RE EXCITED TO GIVE EVERY SINGLE ENTRANT THE OPPORTUNITY TO LEARN AND GROW AND FOR THE FIRST TIME, EVERY ENTRANT WILL HAVE ACCESS TO A UNIQUE DIGITAL MENTORING PROGRAMME.

A stellar line-up of award winning talent

The **2018 mentors** are a stellar line up of award winning talent, hand-picked to inspire you.



Bruce Masefield,
Bruce Masefield Hair



Charlie Taylor,
Charlie Taylor
Hairdressing



Paul Adamczuk,
Cheynes Hairdressing



Darren Lacken,
Crow Street
Collective



Darren Ambrose,
D&J Ambrose



Akin Konizi,
HOB Academy



Jayson Gray,
Karbon Kyd



Bruno Marc,
Marc Antoni



Robert Eaton,
Russell Eaton



Leonardo Rizzo,
Sanrizz



Cos Sakkas,
TONI&GUY



NEW FOR 2018

DIGITAL MENTORING

Innovative social media programme brimming with digital mentoring for everyone! Watch out for VTs, top tips and inspirational messages across our social media and e-learning platforms! Start today...

KICKS-OFF IN SEPTEMBER 2018

And of course Wella's renowned mentoring of Regional finalists kicks off in August 2018... watch this space. All developed to bring out the very best in you!

UK REGIONAL & IRELAND HEAT WINNERS

Experience the best possible preparation for the UK and Ireland Final with a 1 day inspirational mentoring programme.

UK & IRELAND WINNERS

Get ready for the International TrendVision Award Final 2018 and discover your very best self with up to 4 days of money-can't-buy mentoring from hairdressing's finest.

Shine

How to

WANT TO MAKE YOUR MARK IN THIS YEAR'S TRENDVISION AWARD? DISCOVER WHAT THE JUDGES WILL BE LOOKING FOR.

COLOUR WORK

Colour work should be beautifully executed and represent upcoming trends. The judges will be looking at the colour techniques and the finish.

Focus on: Suitability for both your model's features and the shape of the haircut.

HAIRCUT

Your haircut must showcase your skills in cutting and work in harmony with any colour placement. Be sure to bring out the very best in your model with the shape of the style.

Focus on: Creating a look that is fashionable and beautiful.

HAIR STYLING

Think balance, symmetry, texture, shape and the perfect choice of styling products to ensure your model's hair is glossy and gorgeous. Beware of falling into the product overload trap, though!

Focus on: Ensuring the finish is the same standard as the cut.

MAKE-UP, CLOTHES & ACCESSORIES

The styling can make or break the look. Ensure you and your make-up artist (or assistant) have a clear vision where the clothes and make-up bring out the very best in the overall image.

Focus on: Creating a total image – with the hair as the centrepiece.

YOUR MODEL

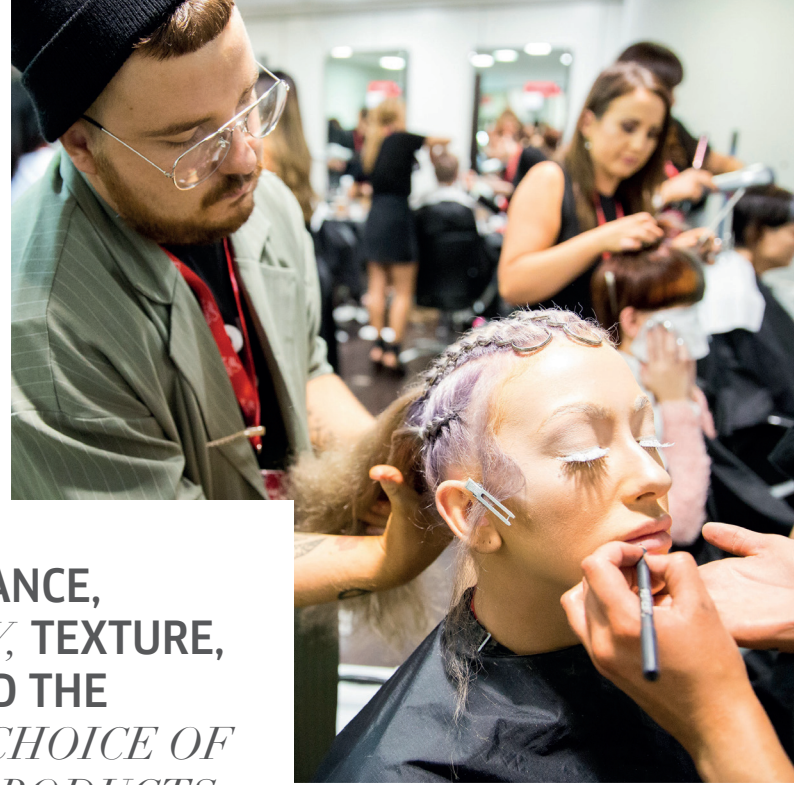
A professional model is not required, but be sure to choose the most appropriate model for your vision. Remember your model could be on stage with a professional so consider how they might compare.

Focus on: Choosing a model whose skin, eyes, bone structure and face shape will be enhanced by your vision.

INSPIRATION & RESEARCH

Your moodboard is fundamental to developing your image and you will be asked to showcase it at the Regional Heats and Final. Start to create yours as soon as you spot a trend that excites you – but remember your inspiration could come from outside the hairdressing industry.

Focus on: Developing a clear vision and recognising the key elements of your look, and check out the Wella TVA 2018 Mentor's mood boards online for more inspiration.



**THINK BALANCE,
SYMMETRY, TEXTURE,
SHAPE AND THE
*PERFECT CHOICE OF
STYLING PRODUCTS*
TO ENSURE YOUR
MODEL'S HAIR
IS *GLOSSY* AND
*GORGEOUS***



UK Regional & Ireland *heats*

Once you've made it through to the Regional UK & Ireland Heats, you'll be part of the exhilarating live competition!

Experience the ultimate buzz as you recreate your look live under the gaze of a panel of industry expert judges; then embrace the thrill of the show as you walk down the catwalk with your model in front of a vibrant crowd.

Not competing? Cheer on your friends and colleagues or simply sit back and enjoy an animated evening of hairdressing entertainment, including inspiring presentations from top hairdressing artists and the announcement of the Live Finalists.

For more information, contact your Wella Account Manager or call the Wella Events Team on:

UK: 0845 6018 128

Ireland: 01-4160900

EVENT DATES can be found at the back of this brochure. Tickets go on sale in March 2018.



The UK & Ireland *final*

MONDAY 8TH OCTOBER 2018

The Roundhouse, London

Join us for one of hairdressing's most exhilarating and entertaining nights of the year, the TrendVision Award 2018 UK & Ireland Final, where the winners of the 5 Regional & Ireland Heats come together to battle it out to win a prestigious prize. There are the spectacular shows from hairdressing icons, the delectable dishes, the networking opportunities and the full programme of creativity, hair and fashion that make this a night not to be missed.

As a finalist, you'll have the opportunity to come to London and compete against your fellow competitors and present your finished look to the industry expert panel of judges. Experience an unrivalled thrill as you take to the stage with your model for the evening show in front of an audience of more than 800 hairdressers at the legendary Roundhouse in Camden.

Don't miss out on this fantastic event, contact your Wella Account Manager or call the Wella Events Team to find out more:

UK: 0845 6018 128

Ireland: 01-4160900

Tickets go on sale in June 2018.

Further information coming soon!



The Prizes

UK & Ireland Winners

COLOR VISION & CREATIVE VISION GOLD AWARD

- Enjoy a once in a lifetime opportunity to be part of International TrendVision Award 2018.
- Experience your own iconic mentoring programme, including 4 days with industry artists.

Male Grooming & Runway

GOLD AWARD

- Take part in an iconic mentoring programme that includes 1 day with renowned industry artists.

Color Vision & Creative Vision

SILVER & BRONZE AWARD

- Learn how to take the next big step with one day's mentoring from one of hairdressing's finest.

People's Choice Award

- Enjoy 1 day with industry artists as part of our iconic mentoring programme.

Don't forget to take advantage of our amazing digital resources that are available throughout the competition to all finalists at www.wellamymarketing.co.uk.



**AS WELL AS THE KUDOS
*OF BEING THE UK
AND IRELAND'S FINEST,
WINNERS WILL ALSO
RECEIVE AN ARRAY OF
PHENOMENAL PRIZES.***

- Be invited to inspiring Wella events throughout the year.
- Receive your own tailor-made education development programme.
- Experience press profiling in print and online media.
- Take home a coveted TrendVision Award Trophy.



The Benefits

What's in it for you?

DEVELOP YOUR TALENT

Looking to get creative on a level beyond your client work? This is your chance to **STRETCH YOUR IMAGINATION AND TECHNICAL SKILL** to the maximum. When you challenge yourself to create your unique personal vision, you'll be amazed by the new skills and confidence you develop.

MENTORING

We want every entrant to develop and grow, so you will be involved enough to experience **DIGITAL MENTORING BY TOP INDUSTRY ICONS** just for taking part. Progress through the rounds and you will also get the opportunity to work with award-winning hairdressers.

SALON SUCCESS

We only grow when we're challenged and inspired. Evolve your skills and confidence on this spectacular platform and **CREATE A TALKING POINT** that will have your clients as excited by your progress as you are. Be supported every step of your journey with our new online marketing and mentoring digital programme!

What's in it for your salon?

REPUTATION

Who doesn't want to be talked about for all the right reasons? Elevate your salon's profile by being known as the team that is making a statement in one of hairdressing's most esteemed competitions.

REWARDS

Success breeds success. Let the excitement of competing at the highest level create a buzz that resonates through your whole salon – and just watch as the rest of the team get involved and up their game too.

RECRUITMENT

Stylists want to be part of forward-thinking, progressive salons, so encouraging team members to be part of the UK & Ireland TrendVision Award 2018 is a fantastic way to attract a new generation of talented, ambitious team members.



*WHEN YOU
CHALLENGE
YOURSELF TO
CREATE YOUR
UNIQUE PERSONAL
VISION, YOU'LL BE
AMAZED BY THE
NEW SKILLS AND
CONFIDENCE YOU
DEVELOP*

Dates

January

ATTEND 'RELEASE YOUR IMAGINATION' SEMINAR

(see page 5 for details)

February

'CREATE YOUR LOOK' EVENT - NEW FOR 2018

SUN 18 AND MON 19 FEBRUARY - LONDON
Wella World Studio London

SUN 25 FEBRUARY - MANCHESTER
Wella Studio Manchester

SUN 25 FEBRUARY - DUBLIN
Wella Studio Dublin

MON 19, TUES 20 AND WED 21 FEBRUARY - EDINBURGH
Wella Pop Up Studio Scotland

March

SUBMIT PHOTOGRAPHIC ONLINE ENTRY

DEADLINE - MON 26 MARCH (NOON)

April

PHOTOGRAPHIC JUDGING

THUR 5 APRIL

PHOTOGRAPHIC RESULT ANNOUNCEMENT

THUR 12 APRIL

May

COMPETE AT THE UK REGIONAL HEATS OR ATTEND THE EVENING SHOW

MON 14 MAY - SCOTLAND & NORTH EAST
GLASGOW, Hilton

TUES 15 MAY - NORTH
MANCHESTER, Hilton Deansgate

MON 21 MAY - SOUTH
LONDON, Grand Connaught Rooms

TUES 22 MAY - MIDLANDS
BIRMINGHAM, Hilton Metropole

August

COMPETE AT THE IRELAND HEAT OR ATTEND THE EVENING SHOW

MON 20 AUGUST - IRELAND
DUBLIN, InterContinental Hotel

September

REGIONAL & IRELAND HEAT WINNERS MENTORING DAY FOR UK & IRELAND FINAL

October

TRENDVISION AWARD UK & IRELAND FINAL AND INCREDIBLE EVENING CELEBRATION

Competition

SUNDAY 7TH & MONDAY 8TH OCTOBER, LONDON

Evening awards & celebrations

MONDAY 8TH OCTOBER, ROUNDHOUSE, LONDON

Winner's Mentoring Day,

Wella World London Studio - dates to be announced

International TrendVision Award

Information coming soon!

