At Wella Education is different. We focus on bringing your needs and dreams to life by shaping your mastery. We liberate from conventions and approach education through creative freedom, expressing beauty ideals together. Teaching and learning from one another— together we shake things up to shape the industry.

Dear Future Professional,
The 2015 competition season is here!

In Spring 2015, Wella Professionals celebrates simplicity, purity and effortless beauty with The “JOURNEY OF ENLIGHTENMENT” Trend Movement and the Distilled Collection. Bring your inner beauty to the surface with a natural fluidity of lines and movement for a graceful lightness of being.

Layers of color are revealed in hair by a distillation through de-pigmentation of color – lifting red to a rich amber or cognac, black to deep violet the enlightened core of a cell. This sensual reduction creates a new premium purity.

At Sebastian, Shaper comes to the rescue and takes care of all your hair emergency’s while taking inspiration from the melting pot of globalization. We examine the crafts of yesterday, deconstruct them and blend them to shape the style of tomorrow. TOTEMIC is far from traditional, but it’s grounded in tradition. It honors the handcraft of hair artistry and celebrates the limitlessess of style. We twist the signs and symbols of traditional culture to summon a global tribe that is uniquely Sebastian.

Remember, wherever the destination, the biggest journey is the one into yourself...

“TrendVision opened up a door for me, and now I will never stop competing. Education is the key to success, and I advise all hairdressers to never give up faith. Win or lose, you will always learn and grow from your experiences.”

― Shirley Gordon

Award-winning Wella Top Artist

“The key to achieving your winning look is investing in the right model. Always start with an inspiration and keep this vision throughout the entire photoshoot, from the beginning to the final image. Remember, you are an artist. Let your imagination run wild and free.”

― Ashley Thom

Gold medal winner at ABS 2013
WHAT IS INSPIRATION?

**INSPIRATION:**
* Something that makes someone want to do something or that gives someone an idea about what to do or create
* A force of influence that inspires someone

HOW ARE TRENDS BORN?

TRENDS DON'T JUST COME OUT OF NOWHERE

INSPIRATIONAL SOURCES
Most often different trends arise from fashion
• Haute Couture fashion
• Catwalk fashion
• Street Style fashion

Also sociocultural happenings influence on trends:
• Themes in art, movies, music, architecture
• Demographic phenomena, such as economic situations, influence on trends

To enter, go to: https://www.bloom.com/wellastudent
HAUTE COUTURE

- Avant-Garde — Art that’s not been seen before
- Not wearable
- Ultimate craftsmanship
- Futuristic, surprising, fantasy-like
- Highly inspirational

WHAT INSPIRES YOU?

Cut out or draw a few pictures of things that you find inspiring!

ART / FASHION

CATWALK TRENDS

- Wearable fashion
  - Commercial; possible to sell to consume day use
  - Easy to find something for everyone

As with clothing, the same goes with hair fashion. There is also Haute Couture-styled hairdressing and Trends.

MUSIC / LIFESTYLE

ARCHITECTURE / NATURE
TREND COLLECTIONS

- Trend collections are wearable fashion
- Beautiful but with new to the eye element
- Inspiration for both Salon stylists / Consumer
- Often two collections a year
  - Autumn/Winter and Spring/Summer
  - Usually 2-3 looks per trend in season

WHAT ARE THE TRENDS IN SALON FOR?

- Constantly bring something new and inspirational
- Enhance the hairdressing profession by making it more professional
- Driving the salon and stylist image

TRENDS ARE NOT TO BE FOLLOWED TOO STRICTLY.
TAKE PIECES AND IDEAS WHICH ARE SUITABLE FOR YOUR CUSTOMERS!

WHAT DO CLIENTS WANT?

- 8 out of 10 clients like when their hairdresser recommends a seasonal color that fits with their personality
- More than 8 out of 10 clients are inspired by the latest fashion
- 6 out of 10 would change hairdresser to get a more updated look

EVERY STYLIST AND CLIENT CAN HAVE HER OWN INTERPRETATION OF A TREND!
The biggest journey is the one into yourself. Meet the essence seekers looking for personal enlightenment, whose ultimate goal is refinement to your purist premium self. Self-examination takes many forms, but always has one goal — to bring your inner beauty to the surface.

The growth of living, biological science with cell-inspired beauty technology enables you to dive deep into your DNA to explore the layers of your self. Now you are free to shine a light on your true core: reduced to its essence, then magnified. Once you’ve arrived at your true self, beauty becomes effortless: With a natural fluidity of lines and movement, you’re radiating a refined optimism and a graceful lightness of being. Celebrate your individuality — and the individuality in others: We distill to become less to become more.

DISTILLED COLOR

Reduce for a magnified effect: S/S 2015 seeks out refinement to the purist “Premium You” as the ultimate goal. Cell-inspired beauty technology makes this beauty enlightenment possible — living, breathing science that explores and addresses the specificities of hair in both color and styling. Taking inspiration from pure and healthy skin, the look brings out the sensuality of your inner beauty DNA.

For more inspiration visit the Wella website at Wellausa.com and Wella interactive.
SEBASTIAN: TOTEMIC

The melting pot of globalization is a constant source of inspiration for hair and fashion. Instead of mixing, matching and replicating existing trends, we examine the crafts of yesterday, deconstruct them and blend them to shape the style of tomorrow. TOTEMIC is far from traditional, but it’s grounded in tradition. It honors the handcraft of hair artistry and celebrates the limitlessness of style. We twist the signs and symbols of traditional culture to summon a global tribe that is uniquely Sebastian. Hair becomes decoration, armor and art—a ritual symbol of identity and strength. The exaggerated shapes of masks and fabric are worked into new ways of weaving and roping. We blur the lines between headdress and hair, between ceremonial beauty and a battle cry for artistry. Every twist and every textured strand echoes its inspiration and moves us forward.

THIS IS TOTEMIC.
THIS IS WHAT’S NEXT.

For more inspiration visit the Sebastian website at Sebastian.com and Wella interactive.
CREATE YOUR OWN MOOD BOARD

Choose items that inspire you and gather them as a mood board.

Use pictures from magazines, pictures of celebrities, fabrics, color samples, material from nature... whatever you like!

ONCE YOUR MOOD BOARD IS READY:

1. Create a hairstyle, choose clothes and make-up for your model which represents the trend inspired by your mood board.

   What would be the personality of your model?

2. Create a Haute Couture / Fantasy look inspired by your mood board.
HELPFUL HINTS FROM THE PROS

MAKEUP TIPS:
• Pressed and finishing powders can “sit” on the surface of the skin, giving a dusty appearance in the final photo so apply sparingly.
• Blend at every step of the application – eyes, lips and cheeks – to give the model’s skin an airbrushed look. A good powder brush is an excellent blending tool.
• Highlight and contour your model’s natural bone structure.
• Use individual and single lashes rather than full strips to create a more realistic look on eyes.
• Matte eyeshadow and lipstick will add definition to your finished look.
• Before applying lipstick, exfoliate the model’s lips to diminish lines.

MODEL SELECTION TIPS:
• Your model choice can make or break your Trend Vision entry.
• Pick a model who looks like a model – study body type and how lines, angles and cuts of clothing reflect the trend.
• Study your model’s features and natural likeness for a particular trend.
• Measure your model’s bust, waist, hips and inseam prior to shopping for your Trend Vision wardrobe.
• Study your model’s body shape and height, and find clothes that complement those lines, angles and general shape.

WELLAPROFESSIONALS

PHILIP FERREIRA
Wella Artist

MARK DEBOLT
Wella Artist

WARDROBE TIPS:
• Create a storyboard of inspiration, incorporating fabrics, color and a variety of textures that best reflect your trend.
• Accessories can tell a story and should carry the design element through to complete a picture without overwhelming the overall image.
• Use your imagination to create accessories out of nontraditional materials (e.g. recycled fabrics to reflect a “green” theme).
• Remember the emphasis should be on haircolor; choose clothing colors that enhance your haircolor selection.

SEBASTIAN PROFESSIONAL

MARYLLE KOKEN
Core Team Member

MAKEUP TIPS:
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PHOTOGRAPHY TIPS:
• Use your photograph to tell a story, show a relationship and provide inspiration.
• Once you have defined your concept, figure out how the final still image can best capture it.
• Consider the play of light, composition, background and balance.
• Remember, hair and haircolor should be your focal points and need to come across strongest in the photograph.
• If budget allows, find a photographer who specializes in live model shoots – not food, furniture or animals. There’s an art and specialty to photographing people.
COMPETITION GUIDE

WHAT'S NEXT AWARDS

America's Beauty Show®

STUDENT COMPETITION WELLA® SEBASTIAN

KEY DATES
- Entries Open: October 1, 2014
- Entries Close: February 1, 2015
- Finalists Announced: March, 2015
- Finals Live on stage in NYC: April 12, 2015

TWO CATEGORIES
- STUDENT: PROFESSIONAL
- NEW THIS YEAR: STUDENT TRIBE (OCT 31 DEADLINE)

REQUIREMENTS
Create a look inspired by Sebastian's Fall 2014 Collection

TO ENTER
Enter at https://www.facebook.com/Sebastianwhatsnextawards

FOR MORE INFO AND TO ENTER
Enter at https://www.facebook.com/Sebastianwhatsnextawards

WELLAVISION 2015

KEY DATES
- Entries Open: December 2014
- Entries Close: February 6, 2015
- Finalist Posted: February 13, 2015
- Finals Live on stage: March 22 & 23, 2015

TWO CATEGORIES
- WELLA PROFESSIONALS
- SEBASTIAN PROFESSIONAL

REQUIREMENTS
Create a look that defines what Wella and Sebastian means to you

FOR MORE INFO AND TO ENTER
Enter at https://bloom.com/wella/student

ECHO

KEY DATES
- Entries Open: Spring 2015
- Entries Close: Summer 2015

THREE CATEGORIES
- STUDENT
- YOUNG TALENT
- COLOR

REQUIREMENTS
Create a look based on your interpretation of Wella’s 2015 Trends

FOR MORE INFO AND TO ENTER
Enter at https://wellaschoolprogram.com/index.php/competition-main

Please watch for additional online student competitions throughout the year.