GO BEYOND
THE EXPECTED
You’re invited to take part in one of the most prestigious events in the hairdressing calendar – the Wella Professionals TrendVision Awards. Showcasing your skills against the best stylists and colorists in the industry, you’ll have the unique chance to bring your personal vision and craftsmanship to life.

The Wella Professionals annual TrendVision Award offers a spectacular platform for true creativity where up-and-coming stylists, as well as the most masterful colorists in the industry, are duly recognized. Join the group of competitors to feel the incredible thrill of competing in one of three categories: Color Vision, Creative Vision or Student category.

A fantastic array of prizes, and ultimately, the chance to really make your mark in the industry await you. The Color Vision, Creative Vision, and Student categories will each be awarded a Gold, Silver, and Bronze award at the North America TrendVision Awards.

NEW CATEGORY FOR WELLA PROFESSIONALS TRENDVISION AWARD 2016!

This year we are evolving the Young Talent category by replacing it with new CREATIVE VISION which will open up opportunities for more stylists to get involved.

If showcasing your talents in cutting, styling & dressing hair is your passion then CREATIVE VISION is the category for you. Offering you the freedom to express your creative vision by either a cut & finish and/or dressing hair with an editorial feel. A new challenge for you to show the world your CREATIVE VISION.
DETAILS
CATEGORIES
Be inspired, showcase your craft and create your vision of what’s new, cool and inspiring.

COLOR VISION
The Color Vision category is open to hairdressers of all ages. This category recognizes the best-in-class color work.

CREATIVE VISION – NEW CATEGORY
CREATIVE VISION offers you the freedom to express your creative vision by either a cut and finish and/or dressing hair with an editorial feel. A new challenge for you to show the world your CREATIVE VISION.

STUDENT CATEGORY
The Student Category is open to students and recent graduates (up to 12 months). This category recognizes best-in-class overall look.

PRIZES
A fantastic array of prizes, and the chance to make a name in the industry, awaits the winners of the NA TrendVision Award.

GOLD AWARD
> Represent Canada at the International TrendVision Award (Attendance only for Student winner)
> Have a guaranteed spot on Wella’s New York Fashion Week team (Color Vision winner only)
> Gain an exclusive preview of Trends for 2017
> Winner’s Trophy

SILVER AWARD
> $1,000 worth of Wella Professionals training vouchers
> Winner’s Trophy

BRONZE AWARD
> $500 worth of Wella Professionals training vouchers
> Winner’s Trophy
HOW TO ENTER

Apply online now at www.Bloom.com/Wella/Trendvision

STEP 1
Choose the category you want to participate in (Color Vision, Creative Vision, or Student) and carefully read the rules and regulations for that category.

STEP 2
Get inspired by the Wella Professionals Trends and create a unique look that demonstrates a significant change to a model’s hair.

STEP 3
Select your team. Choose a model and assistant (optional, but recommended).

STEP 4
Prepare your registration package, including:
> One photo of your finished look and one “before-photo” (see photo details in the corresponding categories rules and regulations)

TOP TIPS FOR YOUR MODEL PHOTOS
Professional photographs are not necessary for entry. All photographs must be 8” x 10” / 20 x 25 cm. The following tips are for guidance only.
> Consider the pose you choose
> Overuse of Photoshop will result in disqualification. Use it only to even out skin tone, tidy up clothing or remove an errant hair. Do not use it to create, enhance or manipulate the hair
> All entrants must submit a before- and an after-photo to give our judges the opportunity to view the transformation

IMPROVE YOUR CHANCES OF WINNING BY ATTENDING A TRENDVISION EDITORIAL SEMINAR
> Deep dive into the world of trends and understand how they relate to architecture, design, make-up and fashion
> Learn how the elements of design correspond to the world of photography
> Learn competition secrets from the pros
> Automatic entry into the North American TrendVision Awards

Wella Education Centre Mississauga
March 13-14, 2016
ABOUT THE HAIRDRESSER/TEAM

1. The Color Vision category is open to all hairdressers/colorists of all ages. There is no age limitation for the model and the assistant.
2. No employee of Wella Professionals, or their families, will be allowed to enter the competition.
3. The competition team consists of a hairdresser and a model, and can be supported by an assistant (to help with the hair cutting). However, only the hairdresser (whose name is on the entry form) can do the color and the 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.
5. Between the photo entry selection and the national/regional competition, the model can be changed. The assistant may be changed at any stage during the competition.
6. The assistant and model do not necessarily have to be employed by the participating salon.

ABOUT THE SALON

7. Salons are allowed to enter as many competitors as they like, but only one competitor is allowed per entry form. Competitors may only submit one entry and in only one category – either Creative Vision or Color Vision.
8. 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

9. Only Wella Professionals products may be used. The products used (color products included) must be documented in the application form and category package.
10. Use of fake hair is forbidden throughout the whole competition (no hairpieces, extensions, etc., are allowed).
11. Each hairdresser/team is responsible for providing his/her own personal equipment, such as scissors, brushes, combs, makeup, and clothing for completing the finished look.
12. Wella provides blow dryers, straightening irons and a selection of styling/finishing products. Other electrical equipment required by the hairdresser (e.g. curling and crimping irons) must comply with all health and safety regulations, must have a valid safety certificate and be approved by the NTVA team on site.
13. Wella Professionals accepts no responsibility for loss of and/or damage to electrical equipment.
14. It is the competitor’s responsibility to perform a skin sensitivity evaluation 48 hours before the color application. The model must sign the provided on site hair service consent form.

ABOUT THE ENTRY FORM/PHOTO STAGE

15. The Color Vision application form consists of:
- Completed entry form
- Signed disclaimer
- Two colored model pictures, each 20 x 25 cm (one head-and-shoulders picture of the model before and one head-and-shoulders picture of the model afterwards with the final look)
- Completed the Color Vision package, outlining the Color Concept, which must include:
  > Reasons outlining why the overall look fits the individual vision, is suitable for the model, wearable, and innovative color work
  > Explanation of Color Techniques used and why
  > An outline of how the color works with the haircut (shape, length)
  > Suggested shades/mixtures with names and numbers
  > The Wella Professionals products used
  > A step-by-step description of the placement of color

16. Deadline for ONLINE application is May 15, 2016 on www.bloom.com/wella-trendvision. Entry forms received after this deadline cannot be accepted.
17. Entries/photos that have been previously published cannot be considered (photo rights during the competition are reserved for Wella Professionals). All photographs taken and received become the property of Wella Professionals and may be used for publicity purposes. Photos will not be returned.
ABOUT THE CANADIAN AND NORTH AMERICAN COMPETITION STAGES

18. The Canadian competition is a Photo competition, 5 semifinalist in each category will be selected from the photo submissions. These semifinalist will then go on to compete at the NATVA competition.

18.1 This is a live competition stage where, in front of the judges, the hairdresser will be expected to present their model within 3 hours, including:
- Haircut: Present a salon-wearable haircut, this can be pre-cut before the competition day, allowing the competitor to focus on the color application. (Assistant optional to help with haircut)
- Color Work: Do the color work live (NB: All color work must be done on the competition day, and there may be no preparation of the color prior to the competition). Competitors will be expected to make a complete and significant color change.
- Styling and finish must be completed by the competitor.
- Present the overall look/result (NB: To allow for completion of the hair work within the required 3 hours, the fitting of clothes and application of makeup foundation may be done beforehand).

19. The hairdresser will be expected to present his/her color concept in up to 5 minutes, supported by a mood board (size A2), which should include:
- Reasons outlining why this look fits the individual vision of a beautiful salon-wearable look
- Explanation of color techniques used and why
- An outline of how the color works with the haircut (shape, length)
- Suggested shades/mixtures with names and numbers
- The wella Professionals products used
- A step by step description of the placement of color

ABOUT JUDGING

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 the Wella Professionals Trend Movements, art, fashion as well as the candidates own vision, while achieving a beautiful end result.

20. 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 / Updos not allowed in this category.
- Inspiration that has been taken from many sources (e.g. the Wella Professionals Trend Collection, art, photography, fashion) and is not restricted to copying the Wella Professionals Trend Movements.
- Color work that reflects the professional expertise and ability of the colorist 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 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.

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

70% COLOR TECHNIQUE
- Technique, application, color selection, commercial usability explanation
- Visible consideration of how color complements the haircut (shape and length)
- 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

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

PLEASE NOTE
ANY FAILURE TO COMPLY WITH THE RULES AND REGULATIONS WILL RENDER A COMPETITOR LIABLE FOR DISQUALIFICATION.
ABOUT THE HAIRDRESSER/TEAM

1. The Creative Vision category is open to all hairdressers/colorists of all ages. There is no age limitation for the model and the assistant.
2. No employee of Wella Professionals, or their families, will be allowed to enter the competition.
3. The competition team consists of a hairdresser and a model, and can be supported by an assistant (to help with the hair color). However, only the hairdresser (whose name is on the entry form) can do the hair cutting and 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.
5. Between the photo entry selection and the national/regional competition, the model can be changed. The assistant may be changed at any stage during the competition.
6. The assistant and model do not necessarily have to be employed by the participating salon.

ABOUT THE SALON

7. Salons are allowed to enter as many competitors as they like, but only one competitor is allowed per entry form. Competitors may only submit one entry and in only one category – either Creative Vision or Color Vision.
8. 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

9. Only Wella Professionals products may be used. The products used (color products included) must be documented in the application form and category package.
10. The use of fake hair pieces is forbidden unless it is used as padding/filling material inside the hair look and not visible on the surface.
11. Each hairdresser/team is responsible for providing his/her own personal equipment, such as scissors, brushes, combs, makeup, and clothing for completing the finished look.
12. WELLA provides blow dryers, straightening irons and a selection of styling/finishing products. Other electrical equipment required by the hairdresser (e.g. curling and crimping irons) must comply with all health and safety regulations, must have a valid safety certificate and be approved by the NTVA team on site.
13. Wella Professionals accepts no responsibility for loss of and/or damage to electrical equipment.
14. It is the competitor’s responsibility to perform a skin sensitivity evaluation 48 hours before the color application. The model must sign the provided on site hair service consent form.

ABOUT THE ENTRY FORM/PHOTO STAGE

15. The Creative Vision application form consists of:
- Completed entry form
- Signed disclaimer
- Two colored model pictures, each 20 x 25 cm (one head-and-shoulders picture of the model before and one head-and-shoulders picture of the model afterwards with the final look)
- Completed the Creative Vision package, outlining the concept of the look, which must include:
  > Reasons outlining why this look fits the individual vision
  > Haircut description
  > Styling explanation
  > Description of the techniques used/color or perm result to enhance the haircut
- The Wella Professionals products used
16. Deadline for ONLINE application is May 15, 2016 on www.bloom.com/wella-trendvision. Entry forms received after this deadline cannot be accepted.
17. Entries/photos that have been previously published cannot be considered (photo rights during the competition are reserved for Wella Professionals). All photographs taken and received become the property of Wella Professionals and may be used for publicity purposes. Photos will not be returned.
ABOUT THE CANADIAN AND NORTH AMERICAN COMPETITION STAGES

18. The Canadian competition is a Photo competition, 5 semifinalist in each category will be selected from the photo submissions. These semifinalist will then go on to compete at the NATVA competition.

18.1 This is a live competition stage where, in front of the judges, the hairdresser will be expected to present their model within 3 hours, including:
- Haircut: to be done live on the day of the competition; the competitor will be expected to create a significant change to the hair and must cut off a minimum of 2 cm.
- Color work: the majority of color can be prepared prior to the competition. However, on the day of the competition, the participant will be expected to personalize the color/perm. (Assistant optional to help with hair color)
- Show styling and finish.
- Present the overall look/result (NB: To allow for completion of the hair work within the required 3 hours, the fitting of clothes and application of makeup foundation may be done beforehand).

19. The hairdresser will be expected to present his/her overall Look Concept in up to 5 minutes, supported by a mood board (size A2), which should include:
- Reasons outlining why this look fits the individual vision
- Haircut description
- Styling explanation
- Description of the techniques used/color or perm result to enhance the haircut
- The Wella Professionals products used

ABOUT JUDGING

The judges will specifically be looking for the highest hair craftsmanship skills, creative interpretation of the individual’s vision of “what’s new, cool and inspiring” influenced by Wella Professionals Trend Movements to demonstrate a significant change to the model's hair while achieving a beautiful end result.

20. The requirements for a successful entry will include:
- Cut and color that complement each other and work in harmony
- Models are not necessarily professional but 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

21. The competitor will be judged for his/her total individual vision:
  70% CREATIVE STYLING:
  - 20% finished look - including complementary color that works in harmony with the haircut and model’s skin tone
  - 10% on the selection and appropriate use of Wella Professionals products
  - Option 1: Cut & Styling option:
    - 20% on catwalk-inspired looks executed with a professional haircut that is suitable to the models face shape
  - Option 2: Hair Up Option:
    - 40% on catwalk-inspired looks, beautifully crafted showcasing professionals skills in dressing & styling hair up. Demonstrates excellent finishing skills

30% OVERALL VISION & LOOK
- 10% Total look: how the hair (colour, styling and/or cut) works together with clothes & make up
- 20% Your creativity: influenced by Wella Professionals Trend Movements

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

PLEASE NOTE
ANY FAILURE TO COMPLY WITH THE RULES AND REGULATIONS WILL RENDER A COMPETITOR LIABLE FOR DISQUALIFICATION.
ABOUT THE HAIRDRESSER/TEAM

1. The STUDENT category is open to students or recent graduates (up to 12 months). This category recognizes best-in-class overall look.

2. No employee of Wella Professionals, or their families, will be allowed to enter the competition.

3. The competition team consists of a hairdresser and a model, and can be supported by an assistant (optional to help with hair color). However, only the hairdresser, whose name is on the entry form, can do the hair cutting and styling work and receive the award.

4. Between the photo entry selection and the national/regional competition, the model can be changed. The assistant may be changed at any stage during the competition.

5. The assistant and model do not necessarily have to be employed by the participating salon.

ABOUT PRODUCTS AND TOOLS

8. Only Wella Professionals products may be used. The products used must be documented in the application form and category package.

9. The use of fake hair pieces is forbidden unless it is used as padding/filling material inside the hair look and not visible on the surface.

10. Each hairdresser/team is responsible for providing his/her own personal equipment, such as scissors, brushes, combs, make-up, and clothing for completing the finished look.

11. Electrical equipment used by the hairdresser must comply with the terms of the Health and Safety Act – Requirements for Electrical Safety in the Workplace and must have a valid safety certificate.

12. Wella Professionals accepts no responsibility for loss of and/or damage to electrical equipment.

13. The model must sign the provided on site hair service consent form.

ABOUT THE SCHOOL

6. Schools are allowed to enter as many competitors as they like, but only one competitor is allowed per entry form. Competitors may only submit one entry.

7. The school name that appears on the entry form will be the school that the hairdresser must represent during the competition.

ABOUT THE ENTRY FORM/PHOTO STAGE

14. The Student category application form consists of:

14.1 Completed entry form

14.2 Signed disclaimer

14.3 Two model pictures, each 20 x 25 cm (one head-and-shoulders picture of the model before and one head-and-shoulders picture of the model afterwards with the final look)

14.4 Completed Student category package, outlining the concept of the look, which must include:
- Reasons outlining why this look brings to life the individual vision
- Haircut description
- Styling explanation
- Description of the techniques used/color or perm result to enhance the haircut
- The Wella Professionals products used
15. Deadline for ONLINE application is May 15, 2016 on www.bloom.com/wella-trendvision. Entry forms received after this deadline cannot be accepted.

16. Entries/photos that have been previously published cannot be considered (photo rights during the competition are reserved for Wella Professionals). All photographs taken and received become the property of Wella Professionals and may be used for publicity purposes. Photos will not be returned.

17. The Canadian competition is a Photo competition, 5 semifinalist in each category will be selected from the photo submissions. These semifinalist will then go on to compete at the NATVA competition.

17.1 This is a live competition stage where, in front of the judges, the hairdressers will be expected to present their models within 3 hours, including:

17.2 Haircut: to be done live on the day of the competition; the competitor will be expected to create a significant change to the hair and must cut off a minimum of 2cm

17.3 Color work: the majority of color can be prepared prior to the competition. However, on the day of the competition, the participant will be expected to personalize the color/perm. (Assistant optional to help with hair color)

17.4 Show styling and finish

17.5 Present the overall look/result (NB: To allow for completion of the hair work within the required 3 hours, the fitting of clothes and application of make-up may be done beforehand)

18. The hairdresser will be expected to present his/her overall Look Concept in up to 5 minutes, supported by a mood board (size A2), which should include:

18.1 Reasons outlining why this look brings to life the individual vision

18.2 Haircut description

18.3 Styling explanation

18.4 Description of the techniques used/color or perm result to enhance the haircut

18.5 The Wella Professionals products used

ABOUT JUDGING

The judges will specifically be looking for the highest hair craftsmanship skills, creative interpretation of the individual’s vision of “what’s new, cool and inspiring” using the Wella Professionals Trend Movements as inspiration, as well as the hairdresser’s own vision to demonstrate a significant change to the model’s hair while achieving a beautiful end result.

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

60% CREATIVE STYLING
- Haircut technique, shape and form, suitability, and balance
- Haircut including styling
- Selection and appropriate use of Wella Professionals products

40% OVERALL VISION & LOOK
- Suitable overall look
- Relevant individual vision/interpretation/creative personalization
- Haircut enhancement with color or perm

20. It is the competitor’s responsibility to perform a skin sensitivity evaluation 48 hours before the color application.

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

PLEASE NOTE
ANY FAILURE TO COMPLY WITH THE RULES AND REGULATIONS WILL RENDER A COMPETITOR LIABLE FOR DISQUALIFICATION.
2016 TRE
MOVE
INTRODUCTION TO BEAUTY OF SLOW TREND MOVEMENT
BACKGROUND
The faster daily life becomes, the more precious are moments of stillness and quality. Taking your time has become the ultimate luxury, and permitting oneself experiences or objects that are time-consuming, the ultimate indulgence. And taking the time to create, that is to transform something from base to precious, has become a way to affirm oneself as a craftsman and ultimately, as a human being.

THE TREND
The beauty we create, creates us. The heart of true craftsmanship lies in one’s perfect concentration on the moment of creation – the mindful, deliberate decision for quality versus quantity. That is the Beauty of Slow.

AESTHETICS
From raw material into valued and precious object: be inspired by the jeweller’s art, including enamelling, forging, shaping and creative use of oxidation.

TREND EVOLUTION
The natural current reaches the highest level of sophistication.
COLOR PALETTE, SHAPE & TEXTURE

PRECIOUS MOLTEN METALS
MOLDED TEXTURE
DESIGN ELEMENTS

METALLIC COATED PLEATING

LIGHT REFLECTIONS CAPTURED IN GOLD

NATURALLY
LIVING METALLICS

PERSONALIZED SHAPES

DELIBERATE BUT FLUID PATTERNS
ART & ARCHITECTURE

LIVING METALLICS

MALLEABLE ORGANIC MATERIAL, INSIDE AND OUT
THE BEAUTY OF OXIDIZED METAL
CRAFT & ICONOGRAPHY

INDIVIDUAL MESSAGES
3D EFFECTS

THE SHAPES OF NATURE, HEIGHTENED
INTRODUCTION TO LIVE COMFORT LUXE TREND MOVEMENT
BACKGROUND
Life has slipped into a mode of comfort. The idea that there’s no gain without pain or that you need to suffer to look your best, has gone the way of corsets, crash diets and invasive surgery. But today’s well being isn’t “dressing down”. We demand a fusion of comfort and luxury that is more than the sum of its parts. Today we realize that there can be no looking good without feeling good.

A/W TREND
We’re seeing a fusion of comfort and style that creates a new luxurious beauty. This Premium Comfort Zone lets you live life with all senses awakened: more tactile, more sensorial, attuned to every experience.
Live Comfort Luxe.

AESTHETICS
Well being goes premium. Think of the irresistible softness of fur. Think bold woollen or cashmere textures, precious silk, smooth leather. Warm, neutral, subtle surfaces and a palette of restrained neutrals in materials that are easy on the eye and have a natural class.

TREND EVOLUTION
The evolution of well being towards sensoriality.
COLOR PALETTE, SHAPE & TEXTURE

SHADOWED LIGHT PALETTE

Tawny brunettes, luscious cool minks, amber glow, warm cashmere, buff grey, off-white and a touch of dusty blue.
DESIGN ELEMENTS
CRAFT & ICONOGRAPHY
TRENDVISION 2016 Award
CREATE YOUR OWN MOOD BOARD ON THE TREND MOVEMENT THAT MOST INSPIRES YOU
WIN WITH YOUR VISION

Apply online now at www.Bloom.com/Wella/TrendVision
Entries must be received by May 15, 2016.

See you at the North America TrendVision Award!