



TRENDVISION AWARD

2023



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You are invited to take part in the most prestigious competition in the hairdressing industry – the **Wella Professionals TrendVision Award 2023**.

Each year we look for visionaries of the industry within two categories, so pick yours to suit your skill set and creativity. Participate to become the next National TrendVision Award (NTVA) winner and earn the chance to proceed to the International TrendVision Award 2024 (ITVA).

Bring your personal vision and craftsmanship to life by showcasing your unique skills against other emerging South African stylists. You will compete against a backdrop of spectacular creativity and feel the incredible thrill of vying for one of the two titles.

TrendVision Award is where the future industry stars are made. **EXPLORE** your creativity, **DEVELOP** your skills, **BUILD** your confidence, and **RAISE** your profile to **BECOME** the next rising star!



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COMPETITION HAIR LANGUAGE

Trends: Shift on how trends are defined

- No longer seasonal
- Don't come with an expiry date
- Seismic shift in the world of fashion and beauty
- Dictated by communities
- On social media labelled by trending hashtags
- Uniqueness of each individual is celebrated
- Individuality drives a change in people
- Celebrate the diversity of beauty
- Healthy looking is the new beauty

Celebrate hair that is

- Fashionable and inspirational
- Focused on the model's individuality by expressing the models best self
- Considers the models image and personality
- Inspiring and appealing to the consumer
- Showing craft and creativity
- Celebrating transformative salon services

Deviate from competition hair that is...

- Forced, overdone, eccentric, off the wall
- Does not fit within the world of trends and fashion
- Not working with the model's skin tone and eye colour in choice of hair colour
- A hair colouring technique that does not esthetically fit the haircut and styling
- A combination of hair colour shades that don't harmonise and work together
- Finished to a poor standard and does not showcase the colour and cut in the best way

Objectives of Wella Professionals categories:

- Express creativity and mastery, celebrate hair transformations
- Great hair created that hairdressers want to celebrate and awakens a desire for the consumer
- Elevate the hairdresser profession
- Ensure the hair fits the image and personality of the model



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THE CATEGORIES FOR NTVA 2023

COLOUR VISIONARY



CRAFT VISIONARY





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COLOUR VISIONARY HAIR LANGUAGE

DIMENSIONALISING Lightness

Violet continues to evolve this season! Often used to **neutralise unwanted warm golden hues**. We now experience the full extent of its **multitasking capabilities**. Add a **touch of serenity and playful escapism** with purposeful tones of the **digital lavender** enhanced by the potency of clear blonde.

Showcase the **Wella Professionals colour** spectrum by creating stunning colour that is multi-dimensional, glossy, healthy looking, premium. We see high shine and movement, using complementary and harmonized tones. Let's create dimensionalised lightness showcasing the beauty that evolves classic looks but twists them into a new era showcasing endless possibilities. Using our most advanced lightener, **Blondorplex, KPME+** for richness and intensity, **Illumina Color** with superior shine, Glazing with **Shinefinity, Color Touch** for toning, the choice is yours.

Achieving the right level of lightening prior will create the ideal canvas for the **mauve tone** direction. A revamped, more spirited mauve spectrum with a cool direction for fair and light complexion to slightly deeper and warmer for medium to dark complexions.



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COLOUR VISIONARY HAIR LANGUAGE

Overall look and Model :

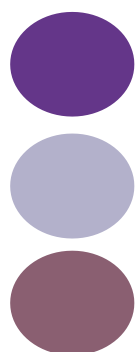
- Would be esthetically pleasing to a consumer
- Fits the models features and individuality
- A look that shows the model as her best self in a contemporary look
- Overall quality, health, style and finish of the hair is excellent

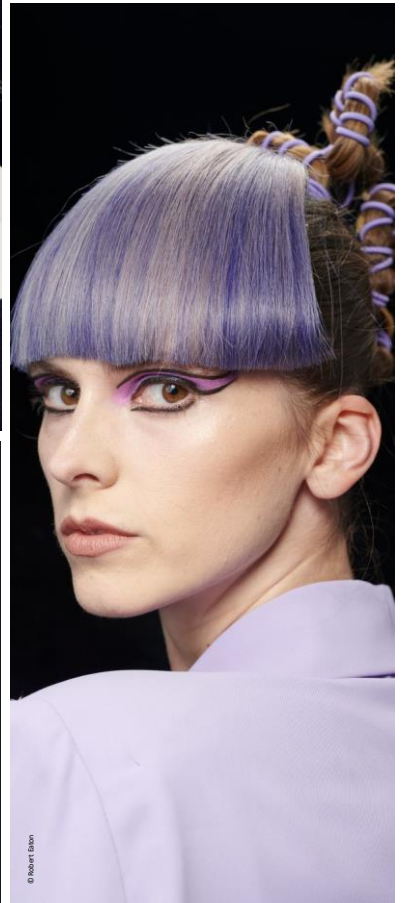
Technique:

- You chose the technique that complements the haircut and styling
- The technique is executed with excellence
- Clever placement shows the hairstyle to it's best and complements the model's features
- Overall colour and style are in harmony and look effortless
- Colour is applied precisely and in a professional way

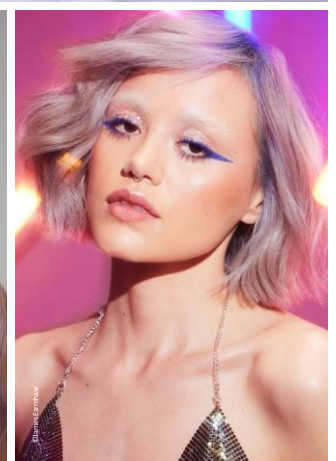
Colour Choice :

- **Primary focus on Koleston Perfect range**
- Showcase innovative colouring skills using a collection of lavender tones from delicate lilac to vibrant purple and rich mauves, ensuring complementary tones are used to match complexions.
- Complementary and harmonised shades and tones





Showcase innovative colouring skills using a collection of lavender tones from delicate lilac to vibrant purple and rich mauves, ensuring complementary tones are used to match complexions.



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CRAFT VISIONARY HAIR LANGUAGE

NEW HAIR, REAL ME

People haven't been able to express themselves as they normally would. Using home cut and colour for quick fixes, when not being able to go back to the salon. And now it's time to reveal the me I want to be!

This is your time to showcase artistry and craftsmanship and provide the consumer with the best hair look and feel that they desire!

People are looking for high-quality service and expertise, high-definition colour and a master hair cut that is crafted with professionalism.



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CRAFT VISIONARY HAIR LANGUAGE

Overall look and Model :

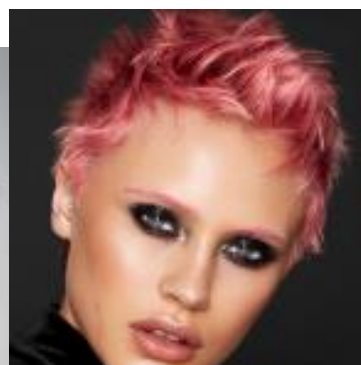
- Beautiful transformation that will express the model's true self
- Celebrate the unique beauty and look of every individual personality and beauty
- The end look picture should show a stunning result
- Would be esthetically pleasing to a consumer

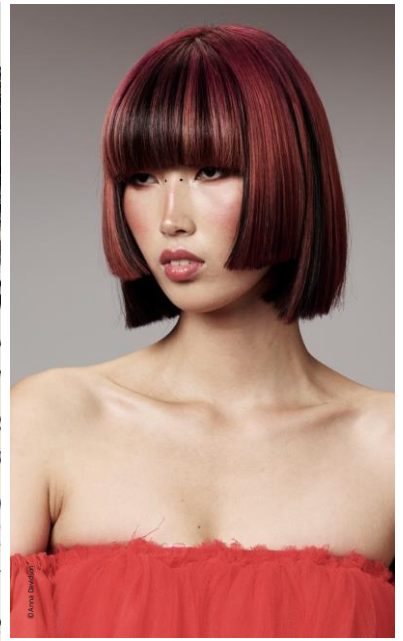
Technique:

- End result beautifully crafted with a professional execution
- Design is well thought through
- Looks effortless not forced, soft geometry, with seamless transitions
- Clever use of texture
- Valid for all hair lengths
- Overall cut, style and colour are in harmony
- Overall quality, style and finish of the hair is excellent

Colour Choice :

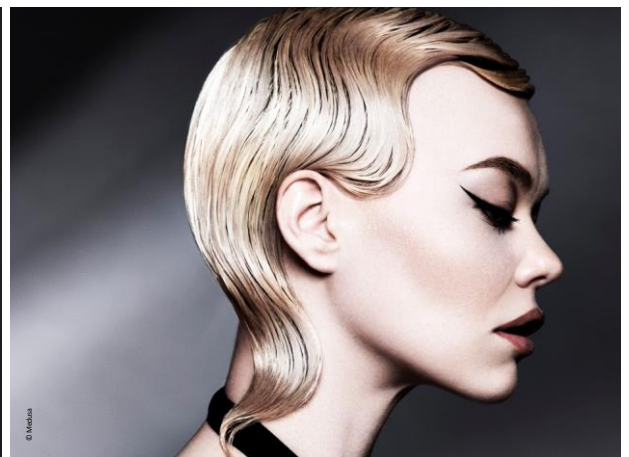
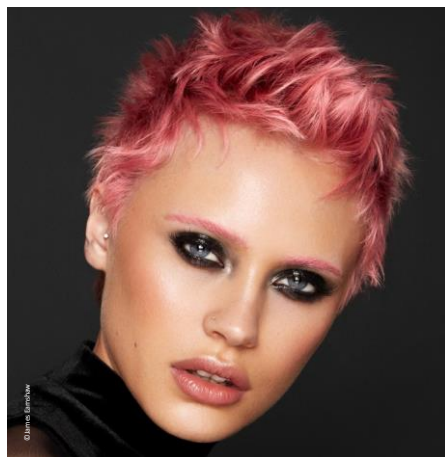
- Hair colour is shiny and healthy looking and in harmony with the overall look
- The full Wella Professional colour portfolio is available at your disposal, and Shinefinity to gloss up the style
- Colour that enhances and shows off cut and styling
- Use colour technique and placement to achieve a striking hair colour which enhances the precision of the haircut and maintains the quality and condition of the style.
- Ensure there is a significant difference before and after the transformation.





Use colour technique and placement to achieve a striking hair colour which enhances the precision of the haircut and maintains the quality and condition of the style.

Ensure there is a significant difference before and after the transformation.





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COMPETITION PACK

[DOWNLOAD](#)

Colour Visionary:

- Entry Form
- Rules & Regulation
- Colour Visionary Technical Form

Craft Visionary:

- Entry Form
- Rules & Regulation
- Craft Visionary Technical Form



@ROBERT EATON



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FREQUENTLY ASKED QUESTIONS

WHAT ARE THE COMPETITION DATES?

Competition launch date: Thursday 29 June 2023

Photographic entries open: Friday 28 July 2023

Photographic entries close: Friday 25 August 2023

Photographic Top 6 results announced: Thursday 7 September 2023

***NTVA Final Event:** Sunday 1 October 2023

**Tickets will be sold for the NTVA Final Event*

WHAT ARE THE TRENDVISION AWARD 2023 CATEGORIES?

NEW FOR 2023: Colour Visionary

NEW FOR 2023: Craft Visionary

WHICH CATEGORIES HAVE BEEN REMOVED/REPLACED?

Colour Specialist

Colour Artist

Craft Artist

FOR 2023, ARE THE TRENDVISION AWARD CATEGORIES DIGITAL AT EACH STAGE OF THE COMPETITION?

Both categories (Colour Visionary & Craft Visionary) are digital competitions for Stage 1 and 2.

No practical will be required for Stage 1 and 2, only a technical document at Stage 2 to support your photographic entry.

The NTVA Final Event will be a F2F event in Cape Town on the 1st of October 2023.

WHERE CAN I FIND OUT MORE INFORMATION ON THE CATEGORIES?

www.modernhairbeauty.com is the hub for all competition information and inspiration. Here you will find the Rules and Regulations you need to read carefully before entering, how to enter, important dates and inspirational mood boards. Please keep an eye on the website and [@wellaprofessional_sa](https://www.instagram.com/wellaprofessional_sa) Instagram for updates.

CAN I ENTER BOTH CATEGORIES?

Yes, you are allowed to submit **ONE ENTRY** per category, but each entry must be a different image/look, on a different model with a clear difference in the hair colour, cut or style.

If you get selected under the Top 6 for both NTVA categories, you will be put through to the NTVA 2023 Final in the category you scored highest.

CAN I ENTER ONE CATEGORY MORE THAN ONCE?

No, you can only submit one entry per category.

WHAT RESOURCES ARE AVAILABLE?

There are many resources available on www.modernhairbeauty.com

- Rules and regulations
- Inspirational mood boards
- Hair language
- Steps to enter for Stage 1
- Judging information

IS TRENDVISION AWARD OPEN TO SALON STYLISTS ONLY?

No, for both categories the competition is open to all qualified hairdressers working in South Africa, including self-employed or freelance hairdressers. You do not have to work in a Wella Salon.

Note: Stylist must be qualified

DO I NEED TO USE WELLA PRODUCTS FOR MY PHOTOGRAPHIC ENTRY?

Yes, you can only use Wella products.

If you get selected under the top 6, we will request a technical document from you. This document must be submitted within 5-days. The information obtained in this document must support your entry. If we find any reason to believe that Wella products were not used it could lead to disqualification.

HOW TO ENTER

HOW DO YOU ENTER?

1. COMPLETE THE ENTRY FORM

The entry form will be available on www.modernhairbeauty.com

2. EMAIL

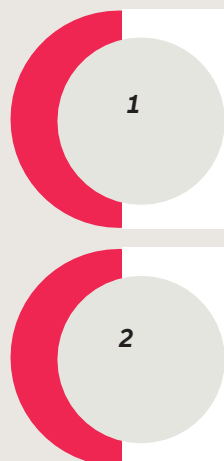
- Completed Entry form
- One full colour high resolution photograph.
- The photograph should fit within 2480 x 3540 pix (21cm x 30cm) and be a minimum of 150 ppi.

Only electronic entries will be accepted. To Elizma.c@modernhairbeauty.com

Note:

Photographic entries open: Friday 28 July 2023

Photographic entries close: Friday 25 August 2023



Colour Visionary

Complete entry
form

Forms must include a high Resolution image, 2480 x 3540 pix (21cm x 30cm) and be a minimum of 150 ppi.

Craft Visionary

Complete entry
form

Forms must include a high Resolution image, 2480 x 3540 pix (21cm x 30cm) and be a minimum of 150 ppi.

Email entry form and high resolution image to Elizma.c@modernhairbeauty.com

IS THERE AN AGE LIMIT?

For NTVA categories, you, and your model must be above 18 years of age at all stages of the competition.

DO I NEED TO PAY TO ENTER?

Entry into the competition is free.
Travel to and from the venue will be at your own expense. Competitors who progress to the finale will have their accommodation covered by Modern Hair & Beauty if they live outside of Cape Town.

DOES MY ENTRY PHOTO NEED TO BE NEW/ PROFESSIONAL?

The entry photos do not need to be professionally shot, but need to be taken specifically for the competition, and cannot be previously published work.

The photo cannot have been previously submitted to NTVA or other industry competitions.

The photo should be no older than 3 months.

Overuse of photoshop will result in disqualification. It can be used minimally to even out skin tone, tidy up clothing or to remove an errant hair. Competitors should not use it for creating, enhancing, or manipulating the hair.

CAN I CHANGE THE MODEL THROUGHOUT THE COMPETITION?

No, you only need one model for both stages.

Competitors must gain consent from the model whose photograph they are using to enter National TrendVision Award 2023, so their images can be used in the competition.

CAN THE MODEL'S LOOK CHANGE THROUGHOUT THE COMPETITION?

No, Stage 1 and 2 will be judged on your entry photograph.

At no point can you request to change your entry photograph.

WHAT HAPPENS IF I CHANGE SALONS DURING THE COMPETITION

If you stop working for the salon you entered with, the salon will be asked to confirm in writing whether they are happy for you to continue participating in the competition.

The salon will also need to confirm if they are happy for you to continue representing the salon throughout the competition, or whether you will continue competing under your own or your new salon's name.

The new salon will also have to confirm in writing whether they are happy for you to take part in the competition.

JUDGING

WILL THE ENTRIES BE JUDGED PER REGION IN SOUTH AFRICA?

No, entries will be judged at country level. For the Colour Visionary and Craft Visionary categories, all South African entries will be judged and ranked together per category at all stages of the competition.

WHO JUDGES THE PHOTOGRAPHIC ENTRIES?

Entries will be judged by the South Africa Wella Professional Ambassadors.

Stage 1: WP Senior Ambassadors (3)

Stage 2: All WP Ambassadors (6)

FINDING OUT RESULTS

WILL I RECEIVE ANY COMMUNICATION AFTER I COMPLETE MY ENTRY FORM?

Once you have completed and emailed your entry form including your one entry image, contact details, representation details, yours and your model's image rights consent, you will receive a confirmation email.

Note: Your entry is not valid until you have received a confirmation email.

HOW WILL I KNOW IF MY PHOTOGRAPHIC ENTRY IS SUCCESSFUL?

The Top 6 applicants will receive an email on the 1st of September with instructions to stage 2.

The final Top 3 per category will be announced at the final event on the 1st of October 2023.

WHAT HAPPENS IF I AM A FINALIST?

Congratulations! You will now go through to Stage 2 of the National TrendVision Award 2023 South Africa final!

We would love to see your reactions to winning – please tag us in any social media content @wellaprofessional_sa to stand a chance to feature on our page!

Please wait for email correspondence with further information on the event and the next steps. For any queries, please contact Elizma.c@modernhairbeauty.com

WWW.MODERNHAIRBEAUTY.COM

#NTVA2023

