



## Hairdressing Competitions 2019 – Stage 1 (Photographic Round)

### Project Title

Stage 1 - Photographic Entry

Closing Date for Entries – **12<sup>th</sup> April 2019**

### Entry Requirements – Please check the following before submitting your entry

This competition is open to any hairdressing student who is currently studying to either a Level 2 or Level 3 Qualification in Hairdressing, or any Hairdresser with no more than 4 years of Experience within the Hairdressing Industry

#### **1<sup>st</sup> Stage Photographic Entry**

You have a choice of 2 routes to enter this stage of the competition

**Route 1** – Ladies Long Hair styling with Colour

**Route 2** – Ladies Fashion Cut & Colour

Whichever choice of route you decide to undertake, You will be required to carry out your look on Either a LIVE Model or a mannequin head **TH1137** available from Banbury Postiche

**All Four** Aspects of your finished Look Are Required - – **front/ back/ left/ right,**

**Please ensure that all 4 photos are on 1 Sheet**

**NB -If your submission does not contain all 4 photos, unfortunately it will not be able to be marked**

Photo Quality – **ALL Photos should be sent digitally in High Quality JPEG Format**

*Please note that photos should not be digitally edited or enhanced and should be the candidates own work*

Photographs should be sent digitally via Email to:

**Richard Howell**

E: [richard.howell@loreal.com](mailto:richard.howell@loreal.com)

Please ensure you attach the following details with the email entry ::

Organisation name

Competitors name

Contact details

Preferred regional Final Venue ( If Successful )

- Please ensure that all **Primary** contact details, when registering with World Skills UK and on the Photographic Entries are of the organising **TUTOR**

**ALL** Entries must be received by the closing date to be eligible for judging

**ALL** photographs received by the closing date, that meet the competition guidelines, **WILL** be Judged

## Competition structure

### Important Dates

#### Registrations

World Skills UK Registrations open- **1<sup>st</sup> March 2019**

World Skills UK Registrations Closes – **5<sup>th</sup> April 2019**

**All entries **MUST** be registered by the closing date above**  
**Any Non Registered entries will **NOT** be submitted for**  
**judging**

#### Competition First Stage - Photographic Round –

Photographic Entry Submission Deadline - **12<sup>th</sup> April 2019**

Stage 1 Judging – **16<sup>th</sup> April 2019**

All successful entries will be invited to compete at the second stage of competitions

These will be open level competitions, at one of the regional finals below

( ***Please state your preferred Venue with your submitted entry photos*** )

All Competitors will be notified by email by :- **10<sup>th</sup> May 2019**

All competitors with a score of 60% or Higher, will be invited to compete at an Open Level competition, at one of the regional finals, please indicate on your entry, which would be your preferred regional final.

#### Competition Second Stage – Regional Competitions –

**Northern Irish Heat** – Metropolitan College - Belfast – **29<sup>th</sup> May 2019**

**Scottish Heat** – New College Lanarkshire – Coatbridge Campus – **10<sup>th</sup> June 2018**

**Northern Heat** –Rotherham College – **11<sup>th</sup> June 2019**

**Wales Heat** – Coleg Cambria, Deeside Campus, – **12<sup>th</sup> June 2019**

**Southern Heat** – Highbury College - Portsmouth – **17<sup>th</sup> June 2019**

**South west Heat** – Weston College – **18<sup>th</sup> June 2019**

**Midlands Heat** – Kidderminster College – **19<sup>th</sup> June 2019**

***NB – These heats / venues are subject to change, and we will endeavour to allocate competitors to their chosen venue, however this is not always possible and an alternative venue may be offered***

If you make it through to the Regional Competitions, you **DO NOT** need to recreate your Photographic Look.

For one of the tests at the regional Heats, You will however be required to create a cut and colour on a Tuition Head on the competition floor, in the allotted time of 3hours.

We suggest you consider this timing when practicing and creating your looks to ensure that you can produce your finished looks in the allotted time

The stage 2 competitions will consist of 3 Timed Tests conducted throughout the day

- **Test A** – Ladies Long Hair Styling ( 1 Hour )  
This test is required to be Completed on mannequin head **TH1137** available from Banbury Postiche
- **Test B** – Gents Fashion Barbering style with Short Taper ( 1 Hour )  
This test can either be Completed on a LIVE model ( Competitors to bring their own model )  
Or on a mannequin Head **TH1155** available from Banbury Postiche
- **Test C** – Ladies Commercial Cut & Colour ( 3 Hour )-  
This test is required to be completed on mannequin head **TH1137** available from Banbury Postiche  
**NB - This mannequin head will be the same one that was used for Test A , so you will not need to purchase a separate Head for this test**

The top 8 scoring competitors from the UK regional Heats will be invited to compete at the Final

### **Competition Third Stage - Final –**

**21<sup>st</sup> November – 23<sup>rd</sup> November 2019 @ The World Skills Live , NEC Birmingham**

Competitors will need to be able to demonstrate a comprehensive range of skills across a number of tasks over 3 days

The Skill tests at the 2019 UK Final will involve some or all of the following:

Customer Care

Cutting

Colouring – ( Global Application, Ballayage Techniques, Highlighting, Fashion Application )

Styling ( Blow Drying / Setting / Use of Heat Appliances )

Adding Hair Pieces

Barbering

Bridal Styling

Prom / Evening wear styling

Perming

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The majority of the tests will be decided on the day and will be undertaken on supplied Mannequin Heads

One of the tests will be a mandatory Gents Test, this will require you to bring your own Live Model for this test ( this test will take place on the morning of the Last Day )

## Stage 1 ( Photographic Entry ) - Project Brief

This part of the competition is to demonstrate your skill, creativity and eye for detail.

We would like you to produce 4 Photos of either

**Route 1** – A commercial Fashion inspired, Ladies Long Hair look, demonstrating your colouring and Styling / Finishing skills.

or

**Route 2** - A commercial Fashion inspired Ladies look demonstrating your cutting, colouring and Styling / Finishing skills.

Your Completed look should be reflective of current Female Fashion trends in all aspects of the completed look and be suitable for a front cover shoot of a fashion magazine, whose client demographic is high fashion women between 16 & 30 years of age.

Your look may be completed on Either a LIVE Model or a mannequin head **TH1137** available from Banbury Postiche

If choosing the LIVE Model option please note the following

The model **MUST** reflect the Client demographic of the Magazine ( As stated above )

The photographs must be of head and Shoulders Shots ( NO Full Length Images )

The Photographs must show All Four Aspects of your finished Look Are Required – **front/ back/ left/ right,**

**Please ensure that all 4 photos are on 1 Sheet**

Photo Quality – **ALL Photos should be sent digitally in High Quality JPEG Format**

*Please note that photos should not be digitally edited or enhanced and should be the candidates own work*

## The Rules

Your completed look **MUST** be produced on either a LIVE Model or Mannequin head **TH1137**

All Mannequin Heads **MUST** be the stated Model Number purchased from Banbury Postiche, any submissions produced on alternative Mannequin Heads will **NOT** be judged

Competitors will be required to produce Either a commercial Fashion inspired Ladies long hairstyle with Colour, or a commercial Fashion inspired Ladies Cut with Colour.

Competitors will be judged on the combination of cutting, colouring and styling / Finishing skills, and the continuity of the total look

Your look should also be reflective of current fashion trends in all aspects of the Cut, Colour and finished Style.

This test is intended, to allow competitors to express creativity; designs should be pleasing to the eye, reflect current Fashion trends in cut, colour and Style without being extreme in form, and highlight the skills of the individual competitor.

### **Route 1 - Ladies Fashion Long Hairstyle & Colour**

Marks will be awarded for:

- Hairstyle
- Colour
- Styling & Finishing
- Total Look

### **The Detail for Judging**

#### **Hairstyle & Design**

- Does the overall finished look have a pleasing Shape & Style
- Does the overall finished look have Balance
- Does the finished style show a good degree of Creativity
- Has the overall look been completed to a high degree
- Does the completed style show a Reflection of modern Editorial / Catwalk trend

## Colour

- Does the colour complement and enhance the hairstyle
- Is All of the hair coloured – The hair must be **100%** coloured  
**NB - Any number of shades may be used**
- Has the competitor used suitable Techniques and application for the desired colour result - Any technique of application is accepted
- Has the competitor demonstrated clean application and finish in the colour result

**NB - You may use any type colour from any professional colour brand portfolio**

## Styling & Finishing

- Does the finished style show a high degree of cleanliness in the finish
- Has the competitor Used a suitable amount of styling products and are they of a suitable type for the desired style & finish
- Does the final Finish reflect and compliment the style created.

## Total Look

- Does the Overall design shows continuity – do all of the elements of the look complement each other and work as a complete style

## NOTES

- **No** backcombing should be showing except if the effect forms part of the finished look and this is clearly reflected in the design
- **No** pins or bands showing
- **No** Ornamentation
- **No** Bun rings or padding are allowed
- **No** cutting of the Hair is allowed
- The hair may be styled using a free choice of tools
- **100%** of the hair must be coloured.
- You may use any type colour from any professional colour brand portfolio
- Any number of shades may be used,
- Any technique of application is accepted

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- All styling products are allowed
- All styling tools are allowed
- All finishing techniques are accepted
- Finish should reflect the style created
- On completion of the style, only ends may be cleaned with scissors,

## Route 2 - Ladies Fashion Cut & Colour - Minimum chin Length

Marks will be awarded for:

- Cut
- Colour
- Styling & Finishing
- Total Look

### The Detail for Judging

#### Cut

- Does the overall cut have a pleasing and balanced Shape throughout
- Does the overall cut have Balance
- Has the competitor demonstrated Creativity & Precision in their cutting
- Has the hair been cut to a minimum of chin length

#### Colour

- Does the colour complement and enhance the hair cut
- Is All of the hair coloured – The hair must be **100%** coloured
- Has the competitor used a minimum of 2 Shades - ***Any number of shades may be used but must be a minimum of 2 shades***
- Has the competitor used suitable Techniques and Placement for the desired colour result - Any technique of application is accepted
- Has the competitor demonstrated Creativity & Degree of Difficulty in their techniques / colour placement

**NB - You may use any type colour from any professional colour brand portfolio**

#### Styling & Finishing

- Does the finished style show a high degree of cleanliness in the finish
- Has the competitor Used a suitable amount of styling products and are they of a suitable type for the desired style & finish
- Does the final Finish reflect and compliment the style created.

#### Total Look

- Does the Overall design shows continuity – do all of the elements of the look complement each other and work as a complete style



## NOTES

- The hair must be cut to a minimum of chin length
- All cutting tools , with the exception of Clippers, and techniques may be used,
- **100%** of the hair must be coloured.
- You may use any type colour from any professional colour brand portfolio
- Any number of shades may be used, but a Minimum of **2** shades **MUST** be used
- Any technique of application is accepted
- All styling products are allowed.
- All styling tools are allowed
- All finishing techniques are accepted.
- Finish should reflect the style created and the current Female Fashion market.
- Should show artistic lines in cut and colour to enhance finished look.
- Your Photos and model choice must be reflective of the brief and client demographic
- **No** Postiche Can be used.
- **No** ornamentation is allowed,

## Marking and Assessment

Your completed look will be marked on the following factors and calculated to give a total score

### Route A

- Execution of Hairstyle / Design – 30%
- Execution of Colour – 30%
- Styling and Finish – 30%
- Total Look – 10%

### Route B

- Execution of Design / Cut – 30%
- Execution of Colour – 30%
- Styling and Finish – 30%
- Total Look – 10%

The criteria for assessment are as set out on the attached forms. For all criteria and their aspects the following marking scale will be used:

- 1- The Work DOES NOT represent Performance that meets Industry Standards in any aspects**
- 2 – The Work Represents performance that meets Minimum Industry Standards in all aspects**
- 3 – The Work represents a good standard of Performance above Industry Standards**
- 4 – The work Represents Exceptional Performance well Above Industry Standards**

Once all the marks have been agreed for each aspect of criterion, for each competitor, these will then be converted to obtain an individual weighted final score for each competitor.

All competitors with a score of 60% or higher will be invited to compete at one of the Regional Heats

## Contact Details

### **Organising Partner Lead Contact**

Richard Howell

Email – [richard.howell@loreal.com](mailto:richard.howell@loreal.com)

Tel -0777 1607446

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**For technical advice about the competition, please contact Linzi Weare:**

Email: [linzi\\_lou@hotmail.co.uk](mailto:linzi_lou@hotmail.co.uk)

**Banbury Postiche**

Email – [nick.allen@banburypostiche.co.uk](mailto:nick.allen@banburypostiche.co.uk)

Web - [www.banburypostiche.co.uk](http://www.banburypostiche.co.uk)

Tel - 01295 757400

**For general information about competitions, please contact the WorldSkills UK contact centre:**

Free phone: **0800 612 0742**

Email: [enquiries@worldskillsuk.org](mailto:enquiries@worldskillsuk.org)

Web: [www.worldskillsuk.org](http://www.worldskillsuk.org)

## Competition partners

This competition is managed by L'Oreal Professional Products



<https://www.facebook.com/ukhairdressingcompetition/>



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