



intercoiffure

AMERICA • CANADA

N O U V E A U

2020

CREATIVE CUT, COLOR,
& TEXTURE CONTEST

IMPORTANT DATES & DETAILS

- **Entry is limited to newly licensed cosmetologists who are employees of an Intercoiffure America Canada A Members and Class A Partners.** *Cosmetologists must be licensed five (5) years or less as of February 7, 2020.*
- **Entry deadline: February 7, 2020, Midnight EST.**
- **Entry should include:**
 - (1) 8x10 **BEFORE** photo
 - (1) 8x10 **AFTER** photo
 - **Completed entry form, essay, & releases**
- **Email entries to nouveau@intercoiffure.com**
- **Don'ts:**
 - **use anything that includes your salon branding in the photo**
 - **post the photos to social media prior to Monday, April 6, 2020**
 - **doing either of these will result in your disqualification**
- **Top 10 announced 2/24, Top 3 announced at the Spring Atelier**

WHAT IS IT?

Intercoiffure America Canada Nouveau (ICAN) encourages young artists to expand their boundaries in their skills. This contest allows them to showcase their work to all of Intercoiffure America Canada on a national and international level.

WHO CAN ENTER?

Entry is limited to newly licensed cosmetologists who are employees of an Intercoiffure America Canada A Members and Class A Partners. Cosmetologists must be licensed five (5) years or less as of February 7, 2020.

HOW TO ENTER?

- Submit an innovative, dynamic, current haircut displaying versatility and creativity.
- **Image Specifications:** Images must be minimum of 8 x 10 at 300 DPI, RGB JPEG format. Images should contain the model's hair 'before' and 'after' look. Submit only 1 image of each. Professional photography for model's finished look is encouraged.
- Hair color should be distinct and vivid as a component to the Haircut.
- Hair extensions may be used.
- Makeup should complement the haircut and color to create harmonious contrast.
- Submit a short essay describing why you chose the inspiration and how you interpreted the look.
- Submit a completed entry form
- Include signed photographer release and model release forms.
- **Email your entry to Perry Monge, Nouveau Creative Director at nouveau@intercoiffure.com**

RULES.

- All work submitted should be the sole work of the entrants. All work is accepted in good faith.
Instant disqualification will apply to any person abusing this rule.
- *This submission should be a new photo that has not been submitted in any other contest.*
- Please refrain from (1) using any type of salon logo in your photos; and (2) posting your photos on social media before Nouveau winners are announced on Monday, April 6, 2020. Please understand that if you do so, you will be disqualified.
- Prizes and awards are non-transferable, assignable or redeemable for cash and the winners must be available to travel to Las Vegas, Nevada or forfeit.
- Intercoiffure reserves the right to use the winner's name and photographic images for publicity purposes as seen fit.
- Photographic material and entries submitted for this award cannot be returned.
- The judges' decisions are final.
- Intercoiffure is not responsible for airfare or hotel accommodations.

HOW ARE THE WINNERS SELECTED?

- Judging consists of two rounds:
 - *Round One*: entries will be sent blind to all A members and Class A Partners for a vote to be narrowed down to the top 10.
 - *Round Two*: judging from industry leaders, who will narrow it down to the top 3 finalists.
- Judging will be based on suitability, texture, hair color, and haircut of your model.

PRIZES.

1st Place:

- Admission to the 2020 Fall Atelier, New York City
- Ticket to the Press Luncheon featuring ICA Artistic Director at the 2020 Fall Atelier, New York City
- Ticket to the Sunday Night Gala at the 2020 Fall Atelier, New York City

2nd Place:

- Admission to the 2020 Fall Atelier, New York City
- Ticket to the Press Luncheon featuring ICA Artistic Director at the 2020 Fall Atelier, New York City

3rd Place:

- Admission to the 2020 Fall Atelier, New York City

INSPIRATION.

Anna Pacitto, *ICA Creative Director latest collection*

effusion [ih-fyoo-zhuh n] *noun*

1. the act of effusing or pouring forth.
2. something that is effused.
3. an unrestrained expression, as of feelings: poetic effusions.

Anna was recognized as a Finalist NAHA Master Hairstylist of the Year in 2019 and won 2019 International Beauty Industry Awards in three categories: Best Hand-Painted Color Technique, Best Short Cut/Style and Best Fantasy/Creative Style.

Anna says she “feeds her imagination through an appreciation for art, culture, fashion and cinema,” and her work is a fantasy mix of those influences brought to life.

I know you will be inspired and awed as I was with Anna’s work. Anna sets a new standard for you - the future of salon industry.

2020 CREATIVE CUT, COLOR, & TEXTURE CONTEST

FASHION + BEAUTY



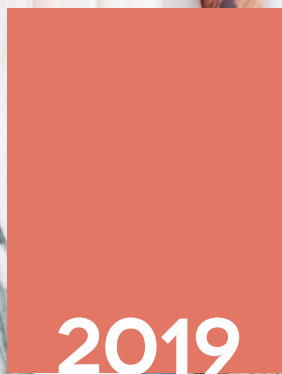
PANTONE COLORS OF THE YEAR



2017



2018



2019



2020



inspired

BOLD

expressive



DIMENSIONAL

ENTRY FORM

Entries must be received by Friday, February 7, 2020

Please print (All Caps)

Stylist Name

A Member/ Class A Partner Name

Salon Name

Salon Address

State

Zip

Country

Salon Telephone

Personal Email Entry Form

MODEL RELEASE

Entries must be received by Friday, February 7, 2020

Please print (All Caps)

I hereby irrevocably consent to and authorize Intercoiffure America Canada and Intercoiffure America Canada Nouveau (or ICA) the use and reproduction by ICA and/or anyone authorized by ICA the absolute right and permission to use, publish and distribute all depictions of me, together with name and biographical material pertaining to me any and all photographs whom you have this day taken of me, for any purpose whatsoever, without further compensation to me for editorial, advertising, art promotion, without restriction. By entering this competition, we waive the right to make any claims against the Judges of the competition, the sponsors, co-sponsors or anyone assisting in this competition. We understand the decision of the Judges is final.

Models under 18 years old must have parent/guardian signature.

Stylist Name

A Member/ Class A Partner Name

Model Name

Model Signature

Parent/Guardian Signature (*if under 18*)

Date

PHOTOGRAPHER RELEASE

Entries must be received by Friday, February 7, 2020

Please print (All Caps)

I hereby irrevocably consent to and authorize Intercoiffure America Canada and Intercoiffure America Canada Nouveau (or ICA) the use and reproduction by ICA and/or anyone authorized by ICA the absolute right and permission to use, publish and distribute all images, and all photographs taken this day, for any purpose whatsoever, without further compensation to me for editorial, advertising, art promotion, without restriction.

Photographer Name

Photographer Signature

Date

Phone number

TECHINCAL INFORMATION

Entries must be received by Friday, February 7, 2020

Please print clearly.

I hereby irrevocably consent to and authorize Intercoiffure America Canada and Intercoiffure America Canada Nouveau (or ICA) the use and reproduction by ICA and/or anyone authorized by ICA the absolute right and permission to use, publish and distribute all images, and all photographs taken this day, for any purpose whatsoever, without further compensation to me for editorial, advertising, art promotion, without restriction.

Model's Name

Hair Texture (*ie – fine, thick, curly*)

Inspiration/Trend Chosen

Description of techniques used

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HAIRCUT HEADSHEET

Entries must be received by Friday, February 7, 2020

Please print clearly.



Notes

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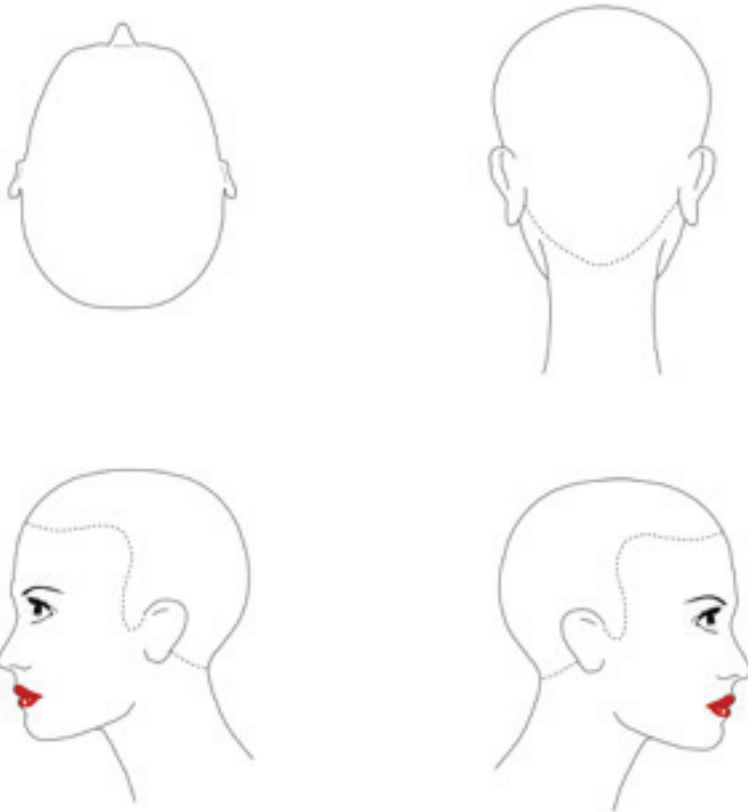
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HAIR COLOR HEADSHEET

Entries must be received by Friday, February 7, 2020

Please print clearly.



Formulas

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