

TAPESTRY of BEAUTY

****NOUVEAU CONTEST****

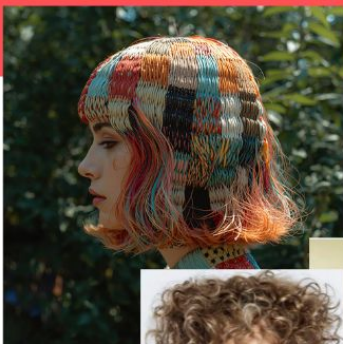
Artistry of Texture across different
hair types and styles.

Submission deadline July 31, 2026



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**ICA FALL ATELIER 2026
MIDTOWN NYC
OCT. 3-5, 2026**



The Tapestry of Beauty

ICA Nouveau Photo Contest 2026

Overview

The 2026 Intercoiffure America Canada (ICA) *Fall Atelier's Nouveau Contest* celebrates the artistry of texture across different hair types and styles.

From curls and coils to braids, updos, color, shape, and finish, artists are invited to create a complete look that brings texture to life through hair, makeup, fashion, and image.

This year's Nouveau Photo Contest features two categories based on experience level.

Note: Contest eligibility is exclusive to licensed cosmetologists employed by Intercoiffure "A" Members or Class "A" Partners.

Competition Categories: Same theme. Two categories. Endless creativity.

- **New Talent Award:** For those with 5 years or less working behind the chair. Ten finalists will be selected by the judges to recreate their submissions on stage at the ICA Fall Atelier, October 3-5, 2026, NYC.
- **Master Artist Award:** For those with 6 or more years behind the chair. Five finalists will be selected by the judges to recreate their submissions on stage at the ICA Fall Atelier, October 3-5, 2026, NYC.

Judges will consider the following criteria. Note the judges' decision are final.

- Interpretation of Theme
- Technical Excellence
- Creativity and Originality
- Visual Impact & Presentation.

Submission Deadline: July 31, 2026

Contest Background

The Intercoiffure Fall Atelier Nouveau Contest is a prestigious competition offering a unique platform for new and experienced stylists alike to showcase their skills, creativity, and artistry in their craft.

Nouveau not only recognizes the skills and creativity of the competitors but also integrates them into the wider community of Intercoiffure, a global organization known for setting the highest of standards for our professional community globally.

Finalists in the Nouveau Contest are given the opportunity to demonstrate their artistic prowess in recreating their submissions on a live model and receiving feedback from seasoned mentors at the ICA Fall Atelier (October 3-5, 2026), making this an invaluable stepping stone for those looking to cement their place in the competitive world of hairstyling.

Important note: Finalists must be able to travel to New York for the 2026 ICA Fall Atelier or forfeit.

How to Enter

- Take (1) before and (3) after photos of your model showcasing the finished 'total look': (2) headshots, 1 total look (from "head to toe"). Professional photography is encouraged for the finished look.
- Submit high-resolution digital images (JPEG, RGB, 300 DPI minimum). Recommended crop ratio: 5:7.
- Submit an Instagram Reel (no longer than 60 seconds) showing the transformation of your model. This content should document "hands in hair" expressing the transformation of your model from "before" to your finished look. NOTE: your reel is meant to show the process behind creating your look and is NOT used as a part of your scoring. You may not post this Reel in advance of judging.
- Fill out the entry form and include signed photographer and model release forms (provided by ICA on the Contest Registration page at intercoiffure.com).
- No posting photos of the finished model on social media before the finalists are announced. Violations may result in disqualification.

Contest Rules

- Wigs and/or hair extensions may be used.
- Makeup, accessories and clothing should complement the character inspiration and contest theme.

- Please refrain from using salon logos.
- All work submitted should be the sole work of entrants. All work is accepted in good faith. Instant disqualification will apply to any person abusing this rule.
- The judges' decisions are final.
- Prizes are non-transferable and may not be redeemed for cash.
- Intercoiffure reserves the right to use winners' names and images for publicity purposes.

Finalists will receive complimentary admission to ICA's Fall Atelier (Oct 3–5, 2026). This includes Atelier registration and scheduled meals. Note: Intercoiffure is not responsible for airfare, other travel or hotel accommodations.

Entries must be uploaded to the contest portal on the ICA website by July 31, 2026.

Questions? Contact info@Intercoiffure.com