

RULES

The Hairdresser of the Year 2020

Please read this information carefully before starting on your submission. This will prevent mistakes and disappointments.

Register at www.thehairgames.be.

1. THE HAIRDRESSER OF THE YEAR

The Hairdresser of the Year 2020 will be selected during The Hair Games. The Hair Games is the premier annual event for the hairdressing industry and is organised by Coiffure.org. The focus is on exhibitions, competitions, a conference, shows & a party. Don't miss this major event! Share your creativity and talent with your fellow hairdressers and inspire each other!

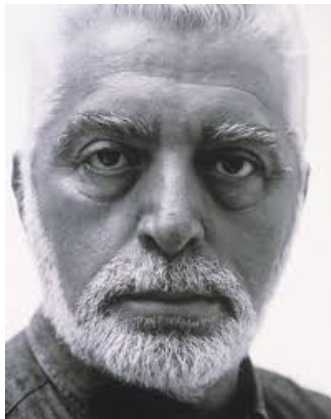
Each company can select one Belgian creative ambassador per product brand to enter The Hairdresser of the Year. That ambassador can be either a creative director responsible for a product brand or a hairdresser. A hairdresser can enter individually or be nominated by Coiffure.org.

Where and when?

Show and prizegiving: Sunday, 26 January 2020
Brussels Kart Expo, Alfons Gossetlaan 11, 1702 Groot-Bijgaarden

2. COMPETITION PROCESS

All creations must be an interpretation of the artwork of Paco Rabanne's **Golden Disc Dress**.

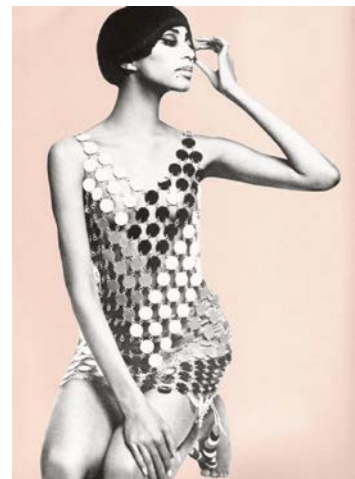


Paco Rabanne was born as Francisco Rabaneda Cuervo in 1934 and is a **Spanish fashion designer**. He fled Spain for France when the Spanish Civil War broke out and, although he was trained as an architect, he became an **enfant terrible** of the **French fashion world** in the **1960s**. Rabanne started off designing **jewellery** for Givenchy, Christian Dior and Balenciaga and launched his own **fashion house** in 1966, using **unconventional materials** such as metal, paper and plastic for his bizarre and flamboyant designs.

In August 1966 Rabanne showed his **futuristic metal and plastic** designs at Galerie Iris Clert in Paris. His garments consisted of an array of discs connected together with metal rings, evidently inspired by the metal cuirasses of Roman soldiers and chainmail of Medieval knights. Yet they simultaneously looked to a future of space travel and new types of clothing.

One of his most memorable designs was the **disc dress**. Thanks to the materials he used (metal and plastic), his dress resulted in a true fashion revolution. The iconic model Donyale Luna wore the disc dress on the cover of the British edition of *Vogue* in 1966, and actress Audrey Hepburn also wore one of Paco Rabanne's 'unwearable dresses' in the film *Two for the Road*.

Over the years the disc dresses appeared in a range of sizes, colours and designs, and in 1996 Rabanne even created an exclusive Do-It-Yourself version, with a small plastic suitcase holding all the materials required to design your very own disc dress. Julien Dossena, the current creative director at Paco Rabanne, recently breathed new life into the disc dresses when he employed earth and mossy shades to make them a little more down to earth. You can still find vintage and new disc dresses today, but it goes without saying they are not cheap.



2.1 GUIDELINES FOR THE HAIRSTYLES

Ladies' cut

- The use of wigs and/or hair pieces is not allowed.
- Colouring of the hair is allowed.

Men's cut

- The use of wigs and/or hair pieces is not allowed.
- Colouring of the hair is allowed.
- Beard and moustache are allowed, but not mandatory. If you use a model with a beard and/or moustache, these must be neat and tidy.

Colour

- The use of wigs and/or hair pieces is not allowed.
- Black and white photos are not allowed.
- Only use professional colouring products.
- Attach at least 4 colour photos showing the different steps in the colouring process to the form.
- Complete your step-by-step plan:
 - a technical description: diagnosis, natural colour, outgrowth, colour of the tips
 - an explanation of the application of the colour: foil, strands, blonde pre-dyeing, colour nuances
 - provide a sketch that explains your technique, using the sketched heads
 - the concept for the end result and how the colour and technique strengthen each other
 - mention the products you used and the colour numbers

Avant-Garde

- Wigs and hairpieces are permitted, but you have to mention it.
- Colouring of the hair is allowed.
- Both men's and ladies' hairstyles are allowed.

Creativity is an important aspect of this category. The hairstyles created are not intended for everyday wear, and are not wearable but instead serve as future inspiration. The idea is that you create a hairstyle that transforms hair to art.

2.2 GUIDELINES FOR THE PHOTOS

The submitted photos must comply with the following criteria:

- Four different photos (front, both sides and back)
- A 'before' photo of each model, taken on the day of the photo shoot, before anything happens to the model in terms of hair, make-up and styling.
- The format needs to be A4 (21 cm x 29.7 cm); the entire photo must be this size, i.e. no white borders
- Portrait (i.e. upright, not horizontal/landscape)
- 70% of the photo must show the hairstyle
- Only 1 model per photo and per category
- The photos must not be glued onto cardboard
- The photos may not feature the name of the hairdresser, hairdressing salon or photographer in any way
- There may be no writing on the photo whatsoever
- The colours of the hairstyles may not be edited on the computer
- The photos must be specifically taken for the competition and **may not be used before 26 January 2020** in any form and in any medium whatsoever (e.g. publication on the internet). After registration, you'll receive a sworn declaration and associated conditions for signing.

The digital photos must be submitted via WeTransfer with the following specifications:

- High resolution: min. 300 dpi

- Format as big as possible, saved as .jpeg or .tiff
- File name: HOTY_CATEGORY_YOUR FIRST NAME_YOUR SURNAME

Provide your photographer with these instructions before starting the photoshoot. Fifty percent of the marks are awarded for the submitted collection.

2.3 GUIDELINES FOR THE SHOW

During the final on 26 January 2020 the five nominees will present their collections, with 50% of the points to be allocated during this event. Every hairstylist will have 15 minutes to present the creative interpretation of the artwork on stage.

- Four models must be present on stage.
- The hairstylist must supply all the required materials. Coiffure.org will ensure that a power adapter is available on stage.
- The timing and the technical script for lighting and sound must be submitted in good time.
- Coiffure.org will provide a backstage area with sinks, mirrors and power adapters.

3. REGISTRATION AND PARTICIPATION

3.1 REGISTRATION CONDITIONS

To be able to participate, you must live in Belgium and be the owner of one or more hairdressing salons, an independent hairdresser with a business number or employed as a hairdresser in a hairdressing salon. You could also be employed as the creative director for a product brand. Each creative ambassador can only be registered for one product brand. He/she must submit a collection of four photographs:

- Ladies' cut
- Men's cut
- Colour
- Avant-garde

It's free to register! Just go to www.thehairgames.be. You must register before 15 November 2019. Your registration is only valid after confirmation by email, which will include a list of the required documents. If you do not receive this confirmation within 14 days after registration, please contact Coiffure.org via info@thehairgames.be or 09 223 71 24.

After your registration has been confirmed and you have signed the competition rules, entrants will be officially nominated. As soon as the deadline has expired, Coiffure.org shall nominate five people to enter the competition.

Coiffure.org will not pay any costs associated with participation. Your nomination is valid once Coiffure.org has received the signed rules, in accordance with the provisions set out in the confirmation letter. If you do not submit your photos in time to Coiffure.org or fail to attend the show on 26 January 2020, you will be charged a penalty of €5,000 (five thousand euros, excluding VAT).

3.2 SUBMISSION OF THE PHOTOS

To participate in the competition, you are required to create four original hairstyles according to the guidelines set out above. For each hairstyle four different photos (front, both sides and back) must be submitted, both digitally and in hard copies. Each creation must also be provided with a 'before' photo of each model, taken on the day of the photo shoot, before anything happens to the model in terms of hair, make-up and styling.

Send your **printed photos** by post to:
UBK/UCB VZW-ASBL

Martelaarslaan 27
9000 Ghent

TIP We recommend you send your photos in a cardboard envelope by registered post with confirmation of receipt. Write your name and address clearly on the envelope. Remember to include your completed step-by-step plan.



You must also send your photos **digitally** via WeTransfer to info@thehairgames.be using the following file naming system: HOTY_CATEGORY_YOUR FIRST NAME_YOUR SURNAME.

TIP Follow the guide on www.thehairgames.be for how to send your digital photos via WeTransfer.



All photos must be received by Coiffure.org by 10 January 2020 at 4 pm at the latest. As soon as Coiffure.org has received the photos, you will receive a confirmation email.

Key dates

15/11/19	Deadline for registering on www.thehairgames.be
Early December 2019	The nominees will be notified personally and receive a promotional package
10/01/20	Deadline for submitting photos (printed and digital)
26/01/20	Show and prizegiving during The Hair Games

4. JUDGING

Coiffure.org composes a jury of an uneven number of people, both nationally and internationally known in the hairdressing sector. The jury is independent, excluded from participation and has no professional or family ties with the participants. The jury takes all its decisions by an absolute majority. In the event of equality of votes, the chairman has a casting vote.

Submissions that meet the conditions for participation will be anonymously submitted to the jury. In order to guarantee the anonymity of the photos for the jury, Coiffure.org will provide special coding for the photos.

The five nominees can only be selected if there are at least five participants and if the jury considers the submissions to be of sufficient quality. From all submissions that meet the conditions for participation, the jury will nominate the five first submissions. All participants will be announced in early December 2019.

The jury awards 50% of the points on the basis of the submitted collection, with the other 50% of the points awarded during the live presentation of the nominees' work on the stage. A bailiff will oversee the verification of the judging.

For each judgement, the jury always looks for the best photos in the field of hairdressing, inspired by the theme, not just the most beautiful photos. Hairdressing craftsmanship must be rewarded, where creativity, innovation and international allure take centre stage! Therefore, the jury takes into account the following aspects, among other things:

- Showing hairdressing craftsmanship
- A vision of current and/or upcoming trends
- It must be a creation with his or her vision on hair fashion
- Latest hair trends / edgy
- Innovative / progressive / out of the box

- Innovative textures, colours & shapes
- Creative / no imitations / exceptional

4.1 TITLES AWARDED

Provided that there are at least five participants and five nominees, a single title will be awarded:

- The Hairdresser of the Year

All shows and the prizegiving will be held during the Show & Dinner Party that is a part of The Hair Games on 26 January 2020.

5. GENERAL TERMS & CONDITIONS

5.1 PERSONAL DATA

By registering for the competition, you are sharing your personal data with Coiffure.org. Coiffure.org processes this personal data in compliance with the General Data Protection Regulation (GDPR) and Belgian privacy law. This processing is necessary for the purpose of the execution of the agreement between the participant and Coiffure.org.

In order to participate in the competition, you must provide Coiffure.org with certain personal data using the registration form, namely: surname, first name, date of birth, hairdressing salon where the participant works or CBE number if you are self-employed, telephone number, address and email address. This information is collected in order to ensure the competition runs smoothly.

By registering, you are giving your consent for Coiffure.org to process your personal data and to contact you in the context of this competition and potentially for the next edition.

By registering, you also agree that if you are one of the nominees, your name, age and the hairdressing salon where you work, will be published on the website of Coiffure.org and The Hair Games (including in The Hairdresser of the Year).

Furthermore, by registering, you agree that you may appear, possibly with your photo and other personal data, on the website of the partners of Coiffure.org, as well as in the written press, or that you may be filmed for a report on the competition.

The Data Controller (entity responsible for processing personal data) is Coiffure.org (UBK/UCB vzw-asbl, Martelaarslaan 27, 9000 GHENT, CBE number 0453.346.029).

Each participant has the right to contact Coiffure.org to request access to their personal data, to have it adjusted, corrected or deleted. Participants can send an email for this purpose to privacy@coiffure.org. If a participant requests the total or partial deletion of his or her personal data before the end of the competition, the participation may be declared invalid and the participant may therefore lose his or her right to any prize as the participant can no longer be contacted. Each participant also has the right to object, free of charge, to the transfer of his or her personal data.

5.2 LIABILITY AND APPEAL

5.2.1 Liability of Coiffure.org

Coiffure.org is not responsible for any failure of the post and/or courier companies to deliver your submission or for the loss of your delivery.

Coiffure.org is not responsible for any damage, physical injuries or accidents that may occur as a result of registering for and/or participating in the competition and/or winning the title of The Hairdresser of the Year.

Printing, spelling, typesetting or other errors as well as technical problems (including e-mail communication) cannot be invoked as a ground for any obligation or responsibility whatsoever of Coiffure.org.

If Coiffure.org is forced to postpone, shorten or cancel the competition, to change the competition rules or to adapt the competition formula, Coiffure.org cannot be held responsible in any way whatsoever, and no compensation can be claimed.

5.2.2 Appeal

From publication of the nominated photos (26 January 2020) until 6 February 2020 at the latest, a participant can appeal a submission to the Board of Appeal. Every appeal must be submitted in writing and supported by reasons, referring to the article being appealed, within the time period described in section 1 of this article, to the Board of Appeal via the organisation Coiffure.org.

The Board of Appeal consists of 3 independent persons, who cannot be related to the persons involved in the appeal. The Board of Appeal will provide a written judgement, with reasons, regarding the submitted appeal as soon as possible. This judgement is binding and final for all parties.

An appeal will only be taken into consideration after a guarantee of €150 has been paid to the organisation Coiffure.org. The guarantee will be reimbursed if the appeal is deemed admissible. If the appeal is dismissed, the organisation Coiffure.org keeps the guarantee.

If the jury's verdict is based on (the elaboration) of an estimation/evaluation of the submission, appeal is not possible. The decision of the Board of Appeal cannot be appealed.

You agree to not publicly communicate, in any manner whatsoever, about any appeals.

5.3 GENERAL CONDITIONS

As long as you have not sent any photos yet, you can still cancel your registration in writing at any time up to 15 December 2019. As soon as Coiffure.org has received your photos, your participation will be definitely confirmed. Submitted photos will not be returned by Coiffure.org after the prizegiving ceremony.

By participating in the competition:

- you agree with the rules and accept them without reservation;
- you give Coiffure.org permission to publish your submission, without any compensation and without any limitation in time and space:
 - on the Coiffure.org website(s) (whether or not adapted for mobile use) and all other online channels such as Facebook, Instagram, etc.
 - in magazines or other media published by Coiffure.org and Coach Belgium.
- you declare that you have the necessary rights (intellectual property rights and personality rights) to allow this use of your submission and you indemnify Coiffure.org from all possible claims related to this submission. That means that all creative input must have been created by you, or that you have the necessary permissions from the beneficiaries.
- you commit yourself to only publish your submitted photos (online, in magazines, etc.) after the competition. To confirm the above, please sign and return the sworn declaration and associated conditions.
- you accept that in all cases not provided for in these rules, the decision will be taken unilaterally by Coiffure.org.



26-27 JAN 2020 / BRUSSELS
KART EXPO

Coiffure.org is under no obligation to publish and/or use the submissions and can at any time and for any reason remove a submission after publication and/or use.

If at any time it is determined that you do not (or no longer) meet all the conditions of the rules, or in case of abuse, deception, fraud or bad faith, Coiffure.org reserves the right to exclude you from the competition or to disqualify you and may exclude you permanently from other Coiffure.org competitions. Anyone declared a winner without fully meeting all of the above conditions for participation, will automatically lose their right to the award without any compensation or recourse. Coiffure.org will inform you in writing of this disqualification and/or exclusion.

Participation in The Hair Games and accession to these rules is deemed to take place in Ghent and at the time of the first submission by the participant.

For any questions, please contact Coiffure.org (UBK/UCB vzw-asbl, Martelaarslaan 27, 9000 GHENT, CBE number 0453.346.029), via info@thehairgames.be or 09 223 71 24.