

TRENDVISION AWARD

2021

UK & Ireland Final
Finally back together

11th October, the Roundhouse, London





Finally back together WE. HAVE. MISSED. YOU.

It's so good to be finally back together. Now let's celebrate what a fantastic, creative, inspiring, resilient industry we've proved ourselves to be.

When TrendVision Award 2021 launched on March 8th, tonight's UK & Ireland Final was a glowing beacon on the horizon. We cannot thank you enough for your commitment and creativity, submitting entries styled on doll heads or squeezed in during those manically busy April days. It was humbling to receive entries from more than 600 hairdressers across the UK & Ireland in such challenging circumstances.

This year's event has given us so many 'firsts' to be excited about. Not only has the Xposure student competition become a fantastic addition to TrendVision Award, we've also added the new Natural Texture Artist category – and the work has been truly phenomenal. We look back with pride on the three-day virtual event to celebrate the winners of the photographic stage and the digital semi-finals announcement featuring creative model presentations from Charlie Taylor, Darren Waterfall & Maxine McArthur, Darren Ambrose & Clayde Baumann, Jake Unger & Warren Boodaghian, James Earnshaw, Michelle Thompson and Robert Eaton.

And the 'firsts' continue tonight.

As we welcome over 700 guests to the Roundhouse, we'll also be broadcasting the Awards, as well as backstage highlights, through a live stream, for the very first time. We're so thrilled to enable more members of the Wella Family to get closer to the excitement and inspiration.



Wella's TrendVision Award is the most iconic event in our hairdressing calendar, and we are incredibly excited to be finally back together. There's no doubt that the past 18 months have been immensely challenging on so many levels. At Wella Professionals we have worked tirelessly to ensure that we kept supporting and connecting with our customers and the wider industry throughout these times. Moreover, we have continued to run TrendVision Award as we know our industry thrives on inspiration. This year we are back with a live event at the Roundhouse, and we have pulled out all the stops to ensure the show will be one to remember! We are mindful that not everyone is able to make the live event, so for the first time we will be broadcasting the event highlights throughout the night. This will be a momentous night of celebration for the Wella family and for our beloved Industry, with some of the greatest talents in British and Irish hairdressing gathered together for the first time in many months. So, let's let our hair down, and celebrate.



JEROME TOULZA
Go-to-Market Operations Director
Professional Beauty UK & Ireland

This is such an important step because we genuinely believe that TrendVision Award should be open to all hairdressers, no matter where your salon is or how big your budget is. That's why we are so committed to our unique mentoring programme, offering inspiration and education to every single competitor throughout their TrendVision journey.

Tonight, though, is all about celebrating you and saying thank you for your support these last 18 months. Whether you're in the Roundhouse, your salon or your own front room, kick back, and enjoy the show. Good luck to the finalists and let's all make this a night to remember!

TRENDVISION AWARD

2021

UK & Ireland Final *Finally back together*

CELEBRATING
SUCCESS
TOGETHER

One event: two action-packed programmes so you can celebrate the TVA 2021 finalists and enjoy a night of creative inspiration wherever you are.

As part of our programme to bring **TVA closer to you**, the live stream is set to include exclusive back-stage footage of the shows, as well as inspiring interviews with some of your favourite icons where they share insight into their inspiration behind their shows. Roundhouse guests will also be wowed by the four live shows. And, of course, we'll all be cheering on the TVA 2021 winners together.

IN THE ROUNDHOUSE

6:30pm

Welcome! Grab a drink at the cocktail reception, catch up with your friends and explore the **TVA 2021 Model Gallery** and **Brand Pods**.

7:30pm

Showtime! Be inspired by **D&J Ambrose's The Lost City – Orient v Occident** and the **ghd Jungle** show. Then put your hands together for the winners of the **Editorial Look, Style Master, Natural Texture Artist** and **OPI Nail Artist categories**.

8:00pm

Dinner is served

Enjoy your delicious three-course feast.

9:45pm

Showtime! Enjoy awe-inspiring presentations from **HOB Academy Lunascape** and **Dark into the Light** by **Robert Eaton** (Russell Eaton).

10:15pm

A celebratory parade of the Show Teams, Judges and Competitors Models' Catwalk, climaxing with the Announcement of the **XPOSURE: Creative Colour & Colour the Cut, Colour Artist, Colour Specialist** and **Craft Artist winners**.

11:15pm

Let the crowd-pleasers begin!
Your after party with live DJ.

LIVE FROM YOUR LOUNGE

8:45pm

Join us live at the Roundhouse for your virtual tour of the **TVA 2021 Model Gallery** and **Brand Pods**.

The excitement builds with the **countdown to the Awards** and an exclusive **Digital Programme** that includes the **Finalists' looks**, latest inspirational **innovations** from the Wella colour portfolio and weDo/ brand pod.

We'll take you behind-the-scenes at the Roundhouse, hear from industry experts & icons and find out more about the Wella Colour Portfolio.

10:15pm

Watch the celebratory parade of the Show Teams, Judges and Competitors, climaxing with the Announcement of the **XPOSURE: Creative Colour & Colour the Cut, Colour Artist, Colour Specialist** and **Craft Artist winners**.

REGISTER FOR FREE

TVA LIVE STREAM

TVADIGITAL.CO.UK



SCAN ME

WELLA
PROFESSIONALS
**TREND
VISION
AWARD
FINAL**

ADD TVA GIPHY STICKERS
TO YOUR INSTAGRAM OR
FACEBOOK STORIES ON
THE NIGHT OF THE FINAL.

Click to add a sticker
and search 'ntva2021'
or 'trendvision'

@WellaHairUKI #NTVA2021

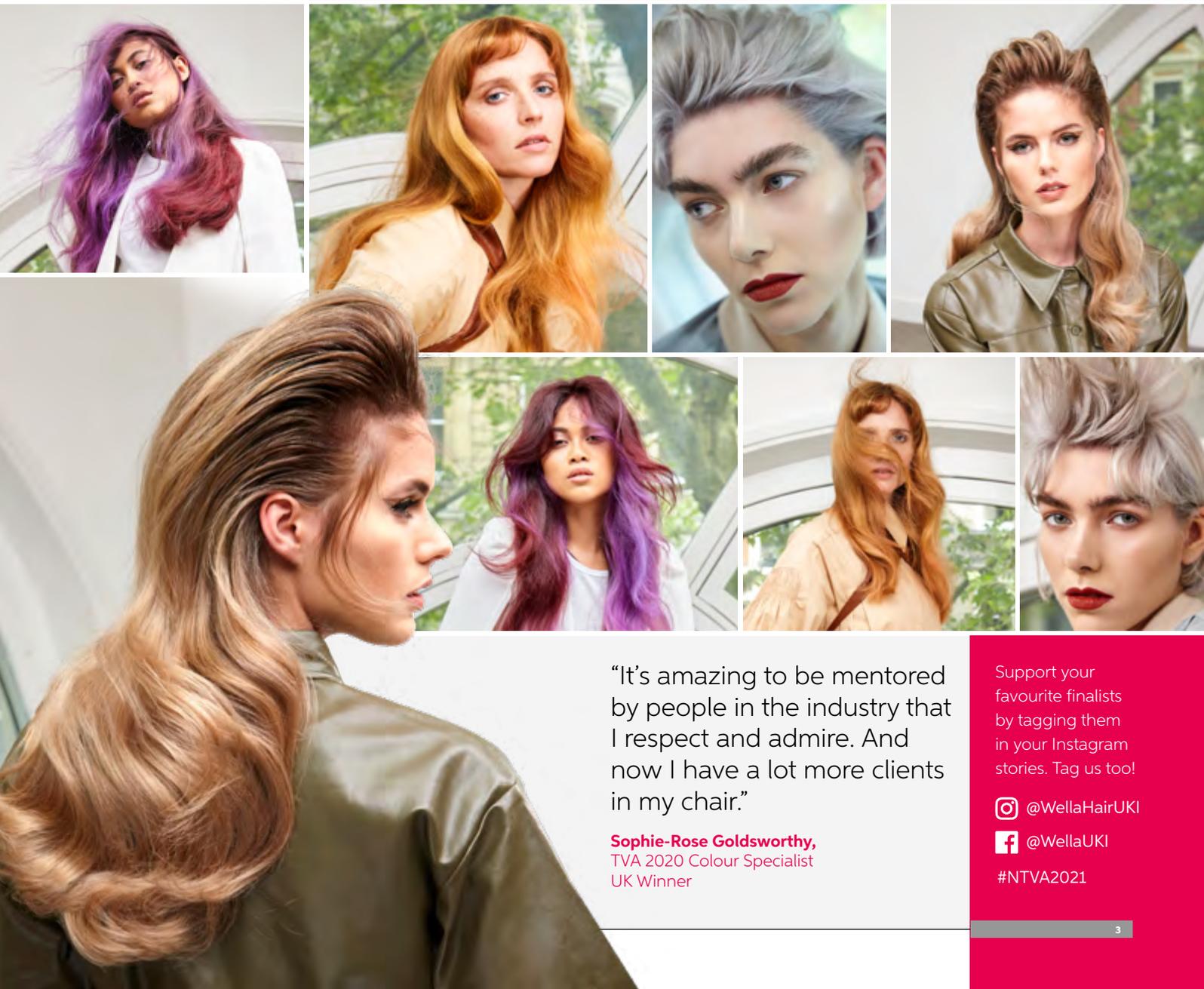
STAND UP & Salute

It takes a special talent to create a fantastic image; it takes a really special someone to create a fantastic image with the constraints of the last two years. So, let's salute all the finalists who have shown talent, skill and strength of character to wow the judges with their phenomenal work.

We're so excited to announce the TVA 2021 winners and can't wait for them to take the next steps on their journey with Wella.

CELEBRATING THE TVA 2020 WINNERS COLLECTION SHOOT

The TVA 2021 winners will win a host of fantastic opportunities, including a two-day photoshoot mentored by an industry icon. It was a highlight in the TVA 2020 winners' year, whose photoshoot with mentors from D&J Ambrose and Kai Wan appeared in *Hairdressers Journal*.



“It’s amazing to be mentored by people in the industry that I respect and admire. And now I have a lot more clients in my chair.”

Sophie-Rose Goldsworthy,
TVA 2020 Colour Specialist
UK Winner

Support your favourite finalists by tagging them in your Instagram stories. Tag us too!

 @WellaHairUKI

 @WellaUKI

#NTVA2021

MEET THE FINALISTS

COLOR ARTIST

KOLESTON PERFECT

WELLA
PROFESSIONALS



Jack
Anthony | UK
SUTHERLAND & BARNETT
@jackcharleshair



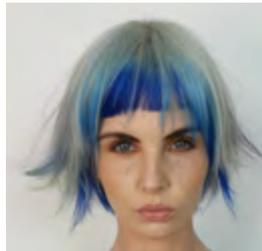
Sam
Arnold | UK
STRANGEWAYS
@sja_hair



Cerys
Bowen | UK
BLOOD MOON
@cerys.colors



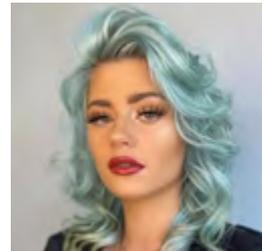
Pamela
Cooney | UK
**HAZEL & HAYDN
HAIRDRESSING**
@pams.hair



Elaine
Crown | IRL
**PATRICK GILDEA
HAIRDRESSING**
@elainecrownpgh



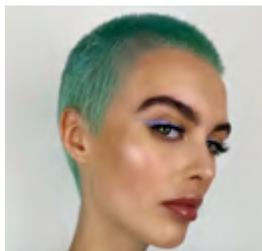
Anna
Davidson | IRL
TONI&GUY MALAHIDE
@under.the.dryer.with.ali



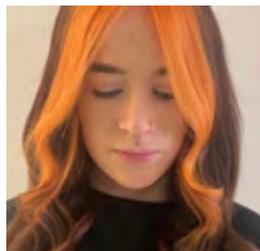
Kat
Duke | UK
WILLIAM GUY HAIRDRESSING
@kat.loves.colour



Cristina
Fazzone | UK
FREELANCE
@cristina_fazzone



Dale
Hollinshead | UK
**HAZEL & HAYDN
HAIRDRESSING**
@dalehollinshead



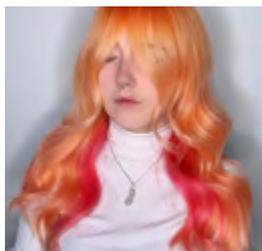
Nicole
McCormack | IRL
HOUSE OF COLOUR
@nicolemchair_hoc



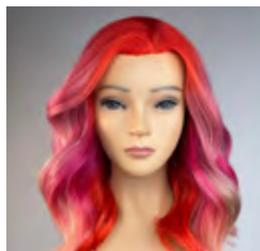
Hannah
Millar | UK
**FRANCES HUNTER
HAIRDRESSING**
@franceshunter_hannah



Mia
Ready | UK
ABSTRACT HAIRDRESSING
@mia_abstracthairdressing



Lauren
Roche | IRL
TONI&GUY DUNDRUM
@lauren96roche



Heather
Robertson | UK
FREELANCE
@heatherrobertson.hair



Gerri
Stobbs | UK
NJUK HAIR & BEAUTY
@hairbygerrileigh

TRUE GREY

The world's 1st

IN-SALON SILVER TREATMENT FOR REVITALISING
NATURALLY GREY HAIR, COMBINING:

Free of perfume and alkalizers such as ammonia
or ethanolamine oxidative grey pigments pH7

**FREE OF COMMITMENT.
FREE OF DAMAGE.**



Discover the
product here.



Learn the NEW Silver
Glow service here.

Don't forget to book onto the
NEW 'Mastering Grey' studio
course and online seminar.



MEET THE FINALISTS

COLOR SPECIALIST

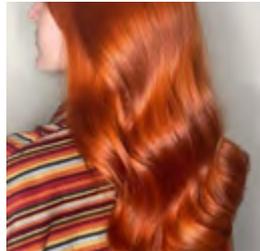
ILLUMINA COLOR



Danielle
Boler | UK
NJUK HAIR & BEAUTY
@hair_danielle1



Emma
Dempsey | IRL
HOUSE OF COLOUR
@emma_hoc_



Jade
Dunne | IRL
TONI&GUY DUNDRUM
@hairbyjadedk



Kelly
Evans | UK
WONDERLAND LIVINGSTON
@kelly_evans_hair



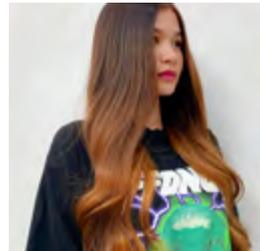
Terri
Harris | UK
FREELANCE
@terricolours_bloominhair



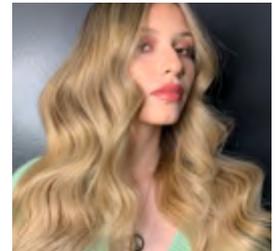
Zoe
Harrison | UK
CO.LAB HAIR & BEAUTY
@xzoharri



Aisling
Kenny | IRL
HOUSE OF COLOUR
@aislingkenny_hoc



Giap
Le | UK
GIAP LE LONDON
HAIR SALON
@giapleuk



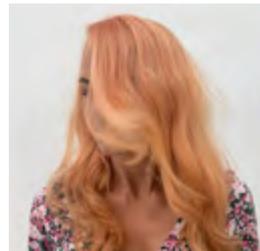
Radoslaw
Lewandowski | UK
MCINTYRES SALONS
@styledbyradek



Hollie
Lindop | UK
FREELANCE
@hair_by_holliepinksoda



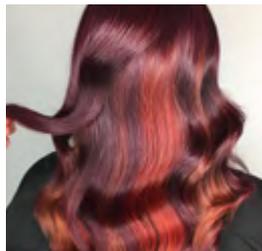
Chloe
Macfarlane | UK
FREELANCE
@chloescarlettehair



Emma
Melia | UK
PKAI HAIR
@emmamelia_



Jordan
Morris | UK
SALON M PILGRIM
@hair.by.jords



Emily
Nelson | IRL
HOUSE OF COLOUR
@emilynelson_hoc



Lisa
O'Neill | IRL
HOUSE OF COLOUR
@lisaoneillhair



Beth
Oakley | UK
ALCHEMY
@bethoakleyhair



Corey
Sutcliffe | UK
HIVE HAIR SALON
@coreyjackhair



Christel Barron-Hough

WHY Wella?

Being a Wella salon is about so much more than getting creative with its outstanding product portfolio.

When leading colourist Christel Barron-Hough from STIL Salon joined Wella, it was a decision based on so much more than the products on offer. The business support, events, education and more than 140 years of experience made up the complete 360 package she'd been looking for in a haircare partner...



"Being with Wella means that we can deliver the best in hair colour services to all our clients and give our staff the opportunity to be part of a leading manufacturer force in our industry that always supports the hairdresser. Quality, standard and performance are imperative to us as a colour specialist business, especially for our creative vision and future growth."

HOW IMPORTANT IS HAVING A GREAT COLOUR HOUSE IN RUNNING A SUCCESSFUL BUSINESS?

For us it's imperative to be part of an exceptional colour house as standard and performance in products are key to be able to run and drive a successful business. Hairdressers need

to be able to put their full trust in the products while working, as products are an extension of our tools and expertise.

WHY DID YOU MOVE TO WELLA?

Wella has always had a special place in my heart as I started my career working with them a very long time ago and feel it has always been part of my DNA as a colourist. Wella has an incredible portfolio in colour and hair care products but it also taps into so many different aspects of hair - commercial, creative, editorial etc. Wella is a perfect place for us to be as we are expanding the STIL brand, so it was a very easy decision to make as we want the best for our team and clients.

"I love how Wella is connected to the hairdresser through education and general business support."

Want to find out more?

Contact your local Wella representative or call customer services:

UK: +44 203 901 1163 or Ireland: +353 1800 246 100

Wellastore.com

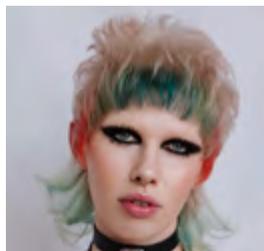
MEET THE FINALISTS

CRAFT ARTIST

COLOR TOUCH 



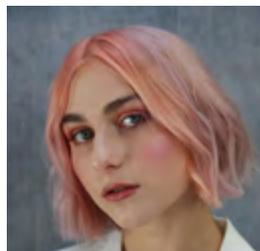
David
Barron | UK
BARRON
@david.barron6



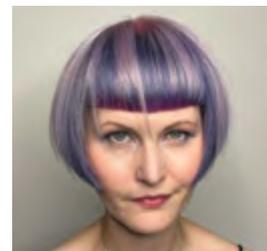
Megan
Byrne Gargaro | UK
CHARLIE TAYLOR
HAIR & BEAUTY
@hairbymegan_



Ciarán
Dowd | IRL
FREELANCE
@chezzzz212



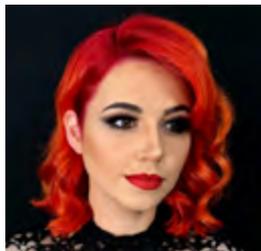
Sharee
Graham | UK
SPOILED HAIRDRESSING
@shareegramhair



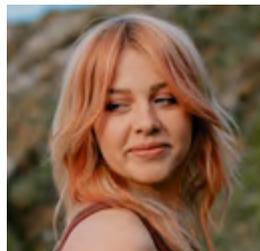
Calum
Hall | UK
CALUM HALL HAIR DESIGN
@calumhallhairdesign



Stephen
Hanna | IRL
PETER MARK
@stephenhanna85



Kirsty
Innes | UK
STUDIO 2
@kirsty.watt.14



Samantha
Law | UK
BELLE AME HAIR & BEAUTY
@samanthalawhair_



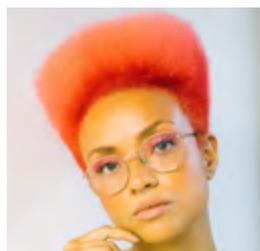
Danny
Malone | IRL
FREELANCE
@theunderdogdm



Erin
Marley | UK
REIN & CO HAIRDRESSING
@reinandco



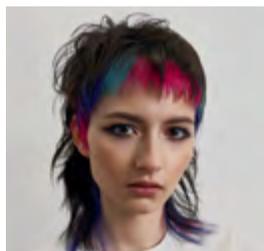
Paul
Paterson | UK
MEDUSA HANOVER STREET
@paul_medusa



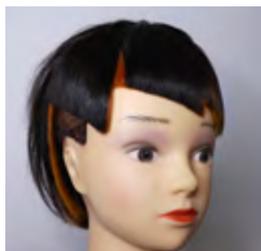
Vitor
Pessoa | IRL
FREELANCE
@hairbyvitorpessoa



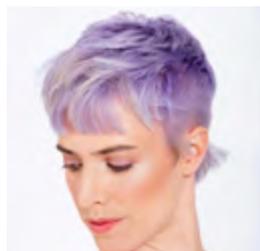
Jodie
Quinn | IRL
HOUSE OF COLOUR
@jodiequinn_hoc



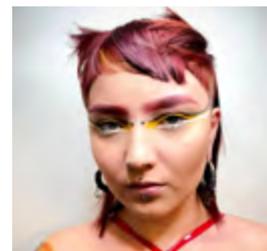
Louise
Robinson | UK
ZANDERS HAIR DESIGN
@loopyloulloveshair



Amy
Russell | UK
THE HAIR MOVEMENT
@littleamyhair



Sean
Soerensen | UK
HEADMASTERS SOHO
@seanstyles_



Matthew-Anthony
Whiting | UK
M-A HAIRDRESSING
@maw240390

MEET THE FINALISTS

NATURAL TEXTURE ARTIST



Eileen
Davison | UK
BELLE & BLACKLEY
@eileen_bbhair



Shona
De Rose | UK
FREELANCE
@shonaderose



Jason
O'Sullivan | UK
JAMIE COPE HAIR
@jay.jamiecopehair



Natalia
Starościrska | IRL
HOUSE OF COLOUR
@natalia_hoc

PROFESSIONAL
SEBASTIAN

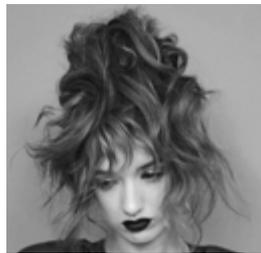
EDITORIAL LOOK



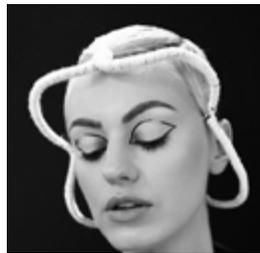
Sam
Millard | UK
AVANT GARDE HAIR & BEAUTY SALONS
@sammy_m84



Edward
Moss | UK
HEADMASTERS GREAT PORTLAND STREET
@edwardmossprohair



Florentyna
Muldowney | IRL
PATRICK GILDEA HAIRDRESSING
@florentyna_muldowney



Craig
Parkinson | UK
FREELANCE
@hair.by.craig_parkinson



Darrel
Starkey | UK
FREELANCE
@hairbydarrel

PROFESSIONAL
SEBASTIAN

STYLE MASTER



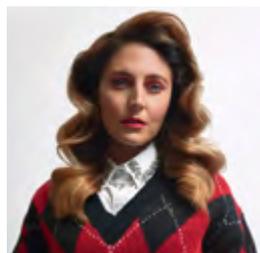
Sophie
Allison | UK
FREELANCE
@sophieallisonhair



Samantha
Byrne | IRL
VANILLA HAIR DESIGN
@samvanillahair



Georgia
Freeman | UK
Q CUT HAIR & BEAUTY
@freemangeorgia



Allan
Kingsland | UK
ZANDERS HAIR DESIGN
@kingallanthe1st



Nicole
Ligman | UK
KIRKHAM HAIRDRESSING
@nicoleligman_



NEW GHD UNPLUGGED NO STRINGS ATTACHED

ghd's 1st on the go cordless styler.

Portable, powerful, top-up tool to transform your life; for quick, sleek and smooth hair, anywhere.

ghd unplugged is exclusively available to ghd Partnership Programme members; for more details, contact your local ghd business development manager or call 01924 423400

#ghdunplugged #nostringsattached



WITH CHIARA FERRAGNI

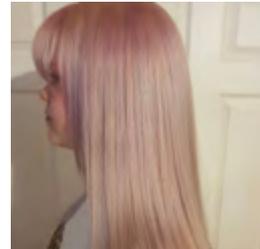
MEET THE FINALISTS



Lily-Rose
Cumper | UK
**REFLECTIONS
TRAINING ACADEMY**
@_lily_owen_



Rebekah
Daly | IRL
CROW STREET COLLECTIVE
@rebekahdaly_csc



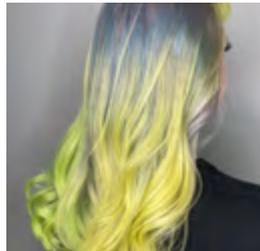
Hannah
Fagan | IRL
TONI&GUY MALAHIDE
@xohannah_louisexo



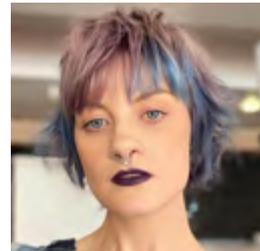
Chloë
Farr | UK
JOSEPH FERRARO HAIR
@chloefarr_hair



Karla
Fitzgerald | IRL
HOUSE OF COLOUR
@karlafitzgeraldhoc



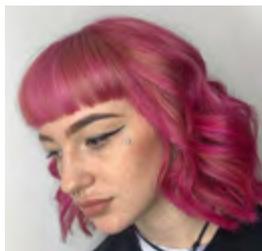
Ellesse
McGann | UK
SIXTH SENSE SALON
@luxelle_hair_



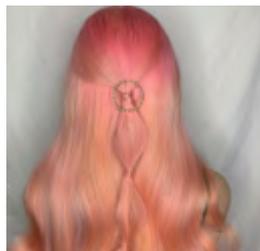
Róisín
Moore | IRL
HOUSE OF COLOUR
@roisinsnails_hair_hoc



Owen
Morris | UK
TONI&GUY BIRMINGHAM
@owenmorris_x



Roni
Moskwa | UK
NJUK HAIR & BEAUTY
@hairbyroni_



Jessica
Simmons | UK
BOSTON COLLEGE
@_hairdesign_byjess



Zoe
Webster | UK
KALEIDO HAIR & BEAUTY
@zoe_kaleidohair

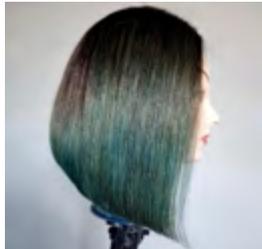


XPOSURE is the Wella Professionals student hairdressing competition that has now been running for 20 years. In 2021, XPOSURE joined TrendVision Award, giving hairdressers in training an amazing platform to showcase their talent and draw inspiration from the prestigious TrendVision Award.

MEET THE FINALISTS



Stephanie Bowers | UK
GLASGOW CLYDE COLLEGE
@styled_.by_steph



Leonie Convery | UK
GLASGOW CLYDE COLLEGE
@_lchair



Rachael Devlin | UK
NJUK HAIR & BEAUTY
@hair_by_rachael



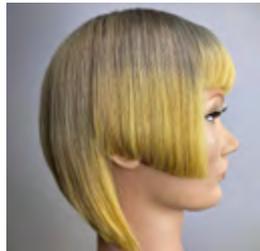
Orla Sadler | IRL
HOUSE OF COLOUR
@orlasadlierhoc



Louise Gray | UK
GLASGOW CLYDE COLLEGE
@louise_g_hair



Wilhelmina Harley | UK
GLASGOW CLYDE COLLEGE
@wils.hair



Emma Herd | UK
GLASGOW CLYDE COLLEGE
@magick.n.mullets



Lia Hind | IRL
TONI&GUY BLACKROCK
@hia_lind



Jacqueline Kankam-Hoppe | UK
CENTRAL TRAINING GROUP
@donebyjacqueline



Sheryl MacEachen | UK
GLASGOW CLYDE COLLEGE
@training.heads



Sharon Robertson | UK
SOUTH LANARKSHIRE COLLEGE
@hair_by_sharon_at_unique



Jessy Sheppard | UK
TONI&GUY SALISBURY
@toniandguy.salisbury



Jack Wallace | UK
GLASGOW CLYDE COLLEGE
@j_ackh_air



On behalf of everyone at Wella, we thank all the colleges and training academies who supported the TrendVision Award XPOSURE categories this year. We hope to see you back again next year.

MEET THE FINALISTS

O·P·I
LOS ANGELES
NAIL
ARTIST

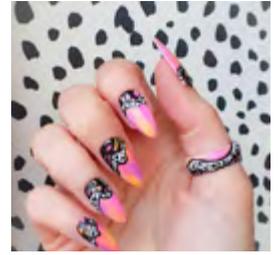
Within TrendVision Award we are also celebrating the OPI Nail Artist of the Year competition, looking for the UK & Ireland's top nail artist! Meet the 2021 finalists:



Dani
Bailey
@nailsbydanibailey



Emma
Brock
@emmab_opinailboss



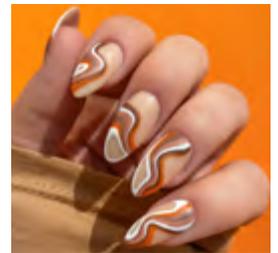
Emma
Brock
@emmab_opinailboss



Khadine
Coleman
@nailnv_khadine_coleman



Marta
Nagorska
@furiousfiler



Delia
Turville
@scratchdollface



O·P·I nature strong



STAY ON, STAY NATURAL.

OUR FIRST EVER NATURAL ORIGIN, LONG WEARING, VEGAN LACQUER. SHOP ALL 30 SHADES AT TRADE.OPIUK.COM

O·P·I
LOS ANGELES

YOU'RE IN SAFE HANDS

Hairdressing's most effervescent icon **Patrick Cameron** is back to share his infectious happy vibe in his own inimitable style. The industry's up-do guru will be running the show alongside a TV and Radio presenter who's a proven hit with the hairdressing crowd.

Watch this space...

But in this year of firsts, we're bringing TVA closer to you by giving an even wider audience access to the TVA Final Live Stream, which will be hosted by TVA 2019 Regionals host and radio presenter **Elsbeth Pierce**. If you cannot attend the TVA UK & Ireland Final 2021 in person, then make sure you register for our FREE live stream to watch along in the comfort of your own home or salon! www.tvadigital.co.uk



PATRICK
CAMERON



ELSPETH
PIERCE

INSPIRING YOU AT EVERY TURN

When the going got tough (*and it got seriously tough!*), the Wella Artists got tougher. Through those locked-down days they continued to inspire the Wella Family online and pushed forward to channel their creativity.

Tonight, we are so excited to at last be able to bring their inspiration back to the stage. We've got stunning, boundary pushing and thought-provoking presentations using Koleston Perfect and our top-secret colour innovation to blow your minds.

Hold onto your hats and enjoy the ride!



D&J AMBROSE

PRESENT

THE LOST CITY ORIENT v OCCIDENT

Meet the *Trendoids* – six free-living anti-fashionistas channelling their own non-conformist vibe. Darren Ambrose and Clayde Baumann of D&J Ambrose will be presenting these caricatures of the GEN Z digital kids.

As winners of a combined 7 British Hairdressing Awards, including the British Hairdresser of the Year and British Colour Technician of the Year titles, Darren and Clayde are renowned for their ability to spot the sociological trends that drive hair fashions.

So, take note of the dramatic contrasts from tailored couture hair to shots of intense colour; textured tresses to slicked finishes, and wet & dry look editorial styling.



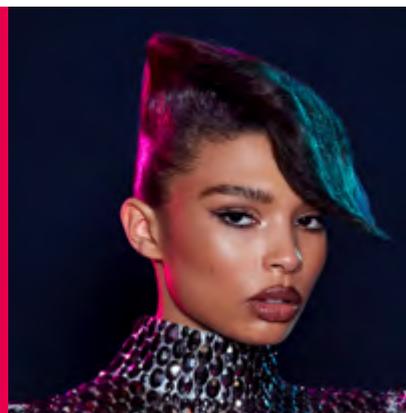
Darren's Key Trend & Style Forecast for 2022

Recycling is steering the trends in fashion and hair. Expect nods to the '90s with short, curved bobs and wild shag cuts. Focus on the bone structure and the persona.

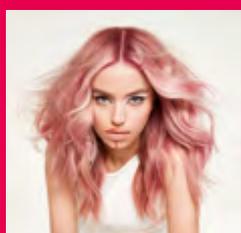


ghd CREATIVE TEAM PRESENT JUNGLE

The ghd Creative Team and UK Trade Education Ambassador James Earnshaw showcase total hair goals using the unrivalled ghd portfolio of tools enhanced through a sneak peek at Wella's latest - TOP SECRET - colour innovation launching in the coming months.



Unleashing a powerful, raw mix of volume, movement & sexture (sexy texture), Jungle showcases exaggerated shapes to create the powerful alpha-female – the leader of the pack!



James' Key Colour Trend Forecast for 2022

Pastel or blonde colour with super glossy waves or sleek hair. The return of super expensive looking finishing, powerful big blow dries with super luxe finishes.



INSPIRING YOU AT EVERY TURN

ROBERT EATON

PRESENT

DARK INTO THE LIGHT

Wella Professionals UK and Ireland Technical Director Robert Eaton will be championing a strong sustainability and environmental message in his contemporary editorial catwalk show.

This enthralling presentation, told through the channels of sound, colour, light and movement, will see the 2019 British Hairdresser of the Year work with light-infused colour to showcase the beauty of Koleston Perfect.

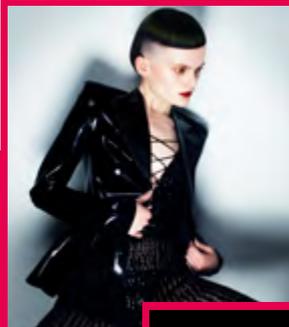
Each iconic look projects its own colour personality by using innovative techniques that champion Robert's love of texture.



Robert's Key Colour Trend Forecast for 2022

Grey blending to transform your client's natural look. We'll be focusing on brightening and adding tone to make clients' hair look its absolute best.

HOB ACADEMY PRESENT LUNASCAPE



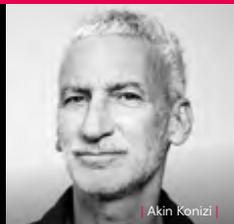
Wella Top Artist Akin Konizi, Creative Director HOB Academy and four times British Hairdresser of the Year, and the HOB Creative Team, will reveal what motivates and inspires them.

The bespoke looks, encapsulating street-inspired hairstyles and hot catwalk trends demonstrate an array of classic and advanced cut, colour and dressing techniques.

Get set to be inspired by HOB Academy's vision of the trends that will dominate 2022.

Akin's Key Trend & Style Forecast for 2022

The shag haircut is here to stay. Just like the enduring balayage trend, its low maintenance, easy to style, sexy, versatile and can work on multiple hair lengths.



weDo/
PROFESSIONAL

**AWARD WINNING
HAIRCARE**

NO PLASTIC SHAMPOO BAR

**LEAVES HAIR
MOISTURISED & SOFT**
WITHOUT WEIGHING IT DOWN
FOR FINE OR NORMAL HAIR

*Lasts up to
80 washes!*



NO PLASTIC, LESS WATER



@wedo_act

WWW.WEDOACT.COM



Elevate your craft and invest in your future with the **Wella Studios**

Offering a full range of inspirational online, face-to-face and blended education courses



BECOME A **SPECIALIST** AND SAVE!

Save 20% with our combined course packages and become an expert in your chosen field

- Balayage Specialist
- Blonde Specialist
- Colour Craft Specialist
- Business Booster
- ... and many more

Exciting **NEW** courses for 2022!



Mastering Grey

Corrective Balayage

Signature Masterclass

Classic Hair-Up

COLOUR CRAFT **SPECIALIST ONLINE**



Our most popular package combining our four essential colour courses is now available as a

fully digital 9-week programme. Be guided and assessed by our Educators whilst enjoying a mix of online self-study, group Zoom classes, practical model assignments and quizzes.

LEARNING FROM HOME

Fancy learning from your sofa or salon chair? We have a range of **digital courses** available including

- Free 'Digital Discover' product knowledge via Zoom
- 'Press:Play' video hairdressing tutorials
- Colour Craft Specialist Online (4 colour courses)
- Business panel events and business skill webinars



JOIN THE COLOUR **ELITE**

Reach the pinnacle of the hair industry with the **Wella Master Colour Programme.** Enjoy 6-9 months of advanced level hair science, colour analysis and creative & technical workshops, community events and graduation. And, new for 2022, choose to take the pre-requisite entry courses in the studio or online. A life-changing experience that will send your confidence and career into the stratosphere!

UNRIVALLED FACE-TO-FACE EXPERIENCES



Sometimes nothing beats the joy of learning hands-on at our state of the art education facilities. Join our superb technical educators, along with some top industry names such as **Darren Ambrose, Robert Eaton, Akin Konizi** and **Sarah Mason**, for inspirational and innovative courses across colour, cut & styling.

BOOST YOUR BUSINESS

Looking to grow your revenue, colour clientele, or team performance? We've got you covered with our **full business course portfolio** featuring our expert business gurus. Learn in the studios, online or at home, and gain the secrets to success.



CONTACT US NOW for enquiries and bookings

Wella Studio London
wellastudiolondon@wella.com
0203 650 4700

Wella Studio Manchester
wellastudiomanchester@wella.com
0161 834 2645

Wella Studio Dublin
wellastudiodublin@wella.com
01 416 0900

VIEW FULL LIST OF COURSES IN OUR EDUCATION BOOK 2021. www.wella.com/educationbook

HERO

HAIRDRESSING • EDUCATION • RESOURCES • ONLINE



Have you heard about HERO?

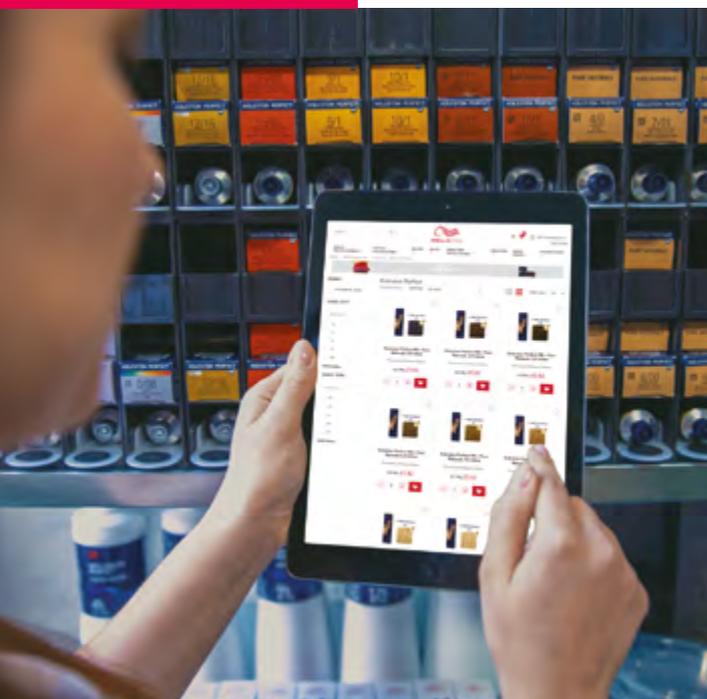
The **FREE** education platform for college students and lecturers from Wella.

Designed to support the next generation of hairdressers. Bursting with comprehensive materials to help guide hairdressing students every step of the way.

Register now at
www.wellacollegehub.co.uk



Shop anytime & anywhere with Wellastore



Have you heard? We have launched a NEW Wellastore!

It has all of the same products, promotions and features that you love on a new and improved site. The redesigned website makes ordering easier, and is set to serve you anytime, anywhere.

The new platform introduces features that will help you save time and allow you to order at your convenience, such as the new-quick order, the favourites list and a re-order feature. You will also be able to access invoices, check your account balances, manage multiple salon orders and enjoy online exclusive benefits and promotions!

Find all of the brands you love in one place, shop now on the new Wellastore.

WELLASTORE ALLOWS YOU TO:



Order at your own pace 24/7 even when shops are closed.



Access your invoices, check your open balance and manage multiple salon orders.



Save time thanks to quick-order or build your 'favourites' list and re-order your products.



Access online benefits and promotions.



Discover the latest looks for inspiration and watch step-by-step video tutorials.

SHOP NOW AT

WELLASTORE.COM



SIGN UP FOR A FREE HAIRCUT
 and donate your hair to children suffering from hair loss
 and help create a real hair wig free-of-charge to help
 restore their confidence and identity

CONTACT YOUR PREFERRED STUDIO



**WELLA WORLD STUDIO
 LONDON**
 T. +44 203 650 4700
 wellastudiolondon@wella.com



**WELLA STUDIO
 MANCHESTER**
 T. +44 161 834 2645
 wellastudiomanchester@wella.com



**WELLA STUDIO
 DUBLIN**
 T. +353 1 416 0900
 wellastudiodublin@wella.com

@WellaHairUKI
 @officiallittleprincesstrust

I can't
cope



**SUPPORTING HAIR
 AND BEAUTY
 PROFESSIONALS
 AND THEIR CHILDREN**

*Together we can help
 make a difference
 supporting terminal
 illness, domestic abuse,
 homelessness, poverty,
 mental health, and
 financial hardship*



MEET THE TRENDVISION AWARD 2021 JUDGES

Each year entries for TrendVision Award are judged by an esteemed panel of industry professionals from not just the UK and Ireland, but also from around the world. We are proud to announce the judges of TrendVision Award 2021, each bringing a wide range of industry experience and expertise that helps them choose the best of the best.

We thank the 2021 judging panel for giving their time to judge the entries.

Akin Konizi
HOB ACADEMY

Amanda Nottage
CREATIVE HEAD

Amy Sontae
GHD CREATIVE EDUCATION MANAGER

Andrew Collinge
ANDREW COLLINGE HAIR & BEAUTY

Andrew Dunne
HAIR BY MANE

Andrew Barton
HEADMASTERS

Angelo Vallillo
COBELLA

Annabel Payne
TONI & GUY SALISBURY

Aoife Pomphrett
WONDERLAND

Ashley Falcolner
OCCASSIONS HAIRDRESSING

Brandon Messinger
BRANDON MESSINGER HAIR

Charlie Taylor
CHARLIE TAYLOR

Chloe Swift
GHD GLOBAL EDUCATOR

Christel Barron-Hough
STIL

Clayde Baumann
D&J AMBROSE

Colin McAndrew
MEDUSA

Cos Sakkas
TONI & GUY ACADEMY

Craig Purves
WORLD OF HAIR

Dafydd Thomas
GHD GLOBAL HEAD OF EDUCATION

Daisy Goord
DAISY GOORD HAIRSTYLIST

Daniel Couch
RUSSELL EATON

Darren Lacken
CROW STREET COLLECTIVE

Darren Ambrose
D&J AMBROSE

Darren Waterfall
MW EDUCATION

Debra Merrill
TERRENCE PAUL

Dmitry Vinokurov
VINOKUROV

Dom Capel
LARA JOHNSON LIFESTYLE

Dylan Smith
GARAGE HAIR

Edward Darley
SASSOON ACADEMY

Errol Douglas
ERROL DOUGLAS

Francesco Fontana
TONI & GUY ACADEMY

Gareth Vance
SASSOON ACADEMY

George Smith
TONI & GUY SALISBURY

Grant Williams
GHD KEY ACCOUNT EDUCATOR

Gustav Fouche
GUSTAV FOUCHE

Jake Unger
HOB ACADEMY

James Earnshaw
GHD UK TRADE AMBASSADOR

Jamie McDonald
CHEYNES

Janine Jennings
GHD HEAD OF EDUCATION UK&I

Jayson Gray
KARBON KYD

Jennifer Wade
GHD KEY ACCOUNT EDUCATOR

Joanne O'Neill
JOANNE O'NEILL HAIRDRESSING

Joanne Charlton
SALON BUSINESS

Joanne O'Neill
TONI & GUY ACADEMY

Jon Wilsdon
TONI & GUY ACADEMY

Jordanna Cobella
COBELLA

Josh Goldsworthy
GOLDSWORTHYS

Kai Wan
P.KAI HAIR

Kasey Garrett
GOLDSWORTHYS

Kay McIntyre
MCINTYRES SALONS

Kerry Hayden
ATHERTON COX

Kevin Luchmun
KEVIN LUCHMUN

Kieron Fowles
REGIS

Lamphane Pathammachak
MICHAEL VAN CLARKE

Lara Johnson
LARA JOHNSON LIFESTYLE

Laura Husband
HJ

Layla King
PATTERSON SA

Leandro Santos Santana
DECODE HAIR

Leanne Brown
TINT

Leonardo Rizzo
SANRIZZ

Lee Quinn
LEE QUINN HAIR & BEAUTY

Leonardo Rizzo
SANRIZZ

Leslie Hunter
FRANCES HUNTER

Luke Benson
LUKE BENSON HAIR

Melissa Timperley
MELISSA TIMPERLEY

Michael Gray
MICHAEL GRAY

Michelle Thompson
MICHELLE THOMPSON HAIR

Nelson Brown
NELSON BROWN

Nicky Pope
TRIBUTE MAGAZINE AND COLOUR WORLD

Nikki Clifford
NJUK HAIR & BEAUTY

Olive Tucker
HOUSE OF COLOUR

Paul Adamczuk
CHEYNES

Peter Mellon
MEDUSA

Rachel Flanagan
PETER MARK

Rita Tuska
JOSEPH FERRARO HAIR

Robert Eaton
RUSSELL EATON

Roisin Haynes
SARAH MASON PROFESSIONAL

Rudi Rizzo
MR RIZZO LONDON

Sarah Dixon
GHD KEY ACCOUNT EDUCATOR

Sarah Mason
SARAH MASON PROFESSIONAL

Sharon Cox
SANRIZZ

Siobhan Golden
TONI & GUY ACADEMY

Sophie Goldsworthy
GOLDSWORTHYS

Stephen Aiken
CONROY HAIR

Stuart McDonald
MW EDUCATION

Warren Boodaghian
HOB ACADEMY

Zoe Irwin
GHD GLOBAL EDUCATION AMBASSADOR

TRENDVISION AWARD

2022



TRENDVISION AWARD IS WHERE THE FUTURE
STARS ARE MADE

Explore YOUR CREATIVITY
Develop YOUR SKILLS
Build YOUR CONFIDENCE
Raise YOUR PROFILE TO
BECOME THE NEXT RISING STAR!

OPEN TO ALL HAIRDRESSERS

Go to www.wella.co.uk/trendvision to find out more

FOLLOW US ON SOCIAL MEDIA



@WellaHairUKI



@WellaUKI

#NTVA2022

