



JOIN IN





## TWO TRENDS. ONE CHALLENGE. YOUR CHANCE.

In 2009 GOLDWELL continues the search for the most creative trendsetters with the **Trend Zoom Color Challenge**.

Make sure you get the chance to set international trends yourself: The Trend Zoom Color Challenge is looking for the new creative team that will create the new, global Trend Zoom Collection 2011 together with GOLDWELL's international Master Team!

Demonstrate your color competence and show that you can interpret trends in a highly creative way. Make yourself known among hairdressers worldwide: Set the trend.





SET THE TREND





## THE CATEGORIES:

As a **GOLDWELL Client** you are able to choose between 2 categories at the Trend Zoom Color Challenge:

- » If Topchic and/or Colorance are the tools for your color creations, then you should enter the **Creative Colorist Category**.
- » If "illuminating hair" is your theme and Elumen the hair color for your creations, we welcome you to take part in the **Elumen Colorist Category**.

Have you already been working as a **GOLDWELL Freelancer**, either on stage or as a seminar trainer? Then we invite you to join the **Partner Colorist Category**: Interpret the trends with the GOLDWELL hair color of your choice!

In each of the three categories a national winner will be chosen and announced based on the beauty photos entered. All national winners will be invited to participate at the international live hands-on competition in Las Vegas in October 2009!

## THE JURY:

Both the national and international jury consist of famous, independent hairdressers, members of the professional press and fashion experts. The jury's decision is based on the following criteria:

- » interpretation of the trend world,
- » color technique,
- » product use,
- » appearance and attractiveness of the total style,
- » harmony of cut and color and aesthetics of the photo.

## YOUR TICKET:

First, please decide which trend world you wish to interpret: Virtualist or Ecopolitan. Then choose a model, create your hair color and style and send us a beauty photo showing the end result. The focus of the picture should be on the hair. The style and color have to be easily seen.

Please describe in detail which products and color technique you used to create your hairstyle and which trend world you are interpreting. For your competition entry only GOLDWELL hair colors are allowed (Topchic, Colorance, Elumen, Oxycur Platin, etc.).

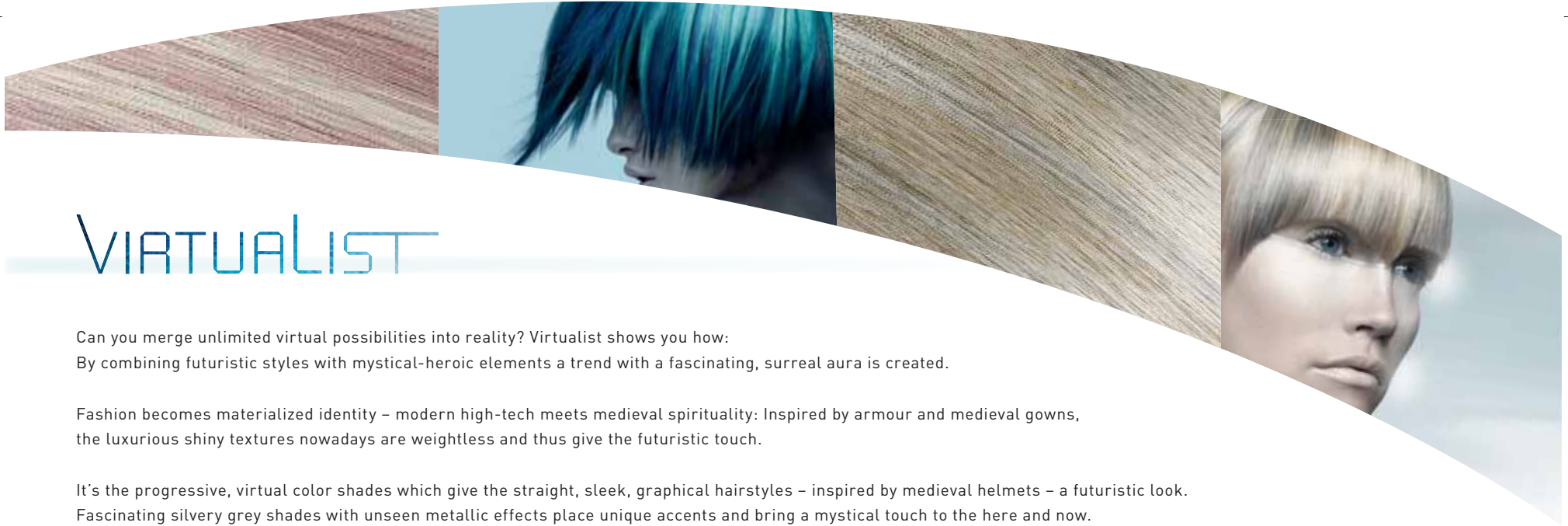
WE HOPE YOU HAVE A LOT OF FUN AND EVEN MORE SUCCESS – SEE YOU SOON IN LAS VEGAS!

DEDICATED TO COLOR PERFECTION.



# VIRTUALIST





# VIRTUALIST

Can you merge unlimited virtual possibilities into reality? Virtualist shows you how:  
By combining futuristic styles with mystical-heroic elements a trend with a fascinating, surreal aura is created.

Fashion becomes materialized identity – modern high-tech meets medieval spirituality: Inspired by armour and medieval gowns, the luxurious shiny textures nowadays are weightless and thus give the futuristic touch.

It's the progressive, virtual color shades which give the straight, sleek, graphical hairstyles – inspired by medieval helmets – a futuristic look. Fascinating silvery grey shades with unseen metallic effects place unique accents and bring a mystical touch to the here and now.

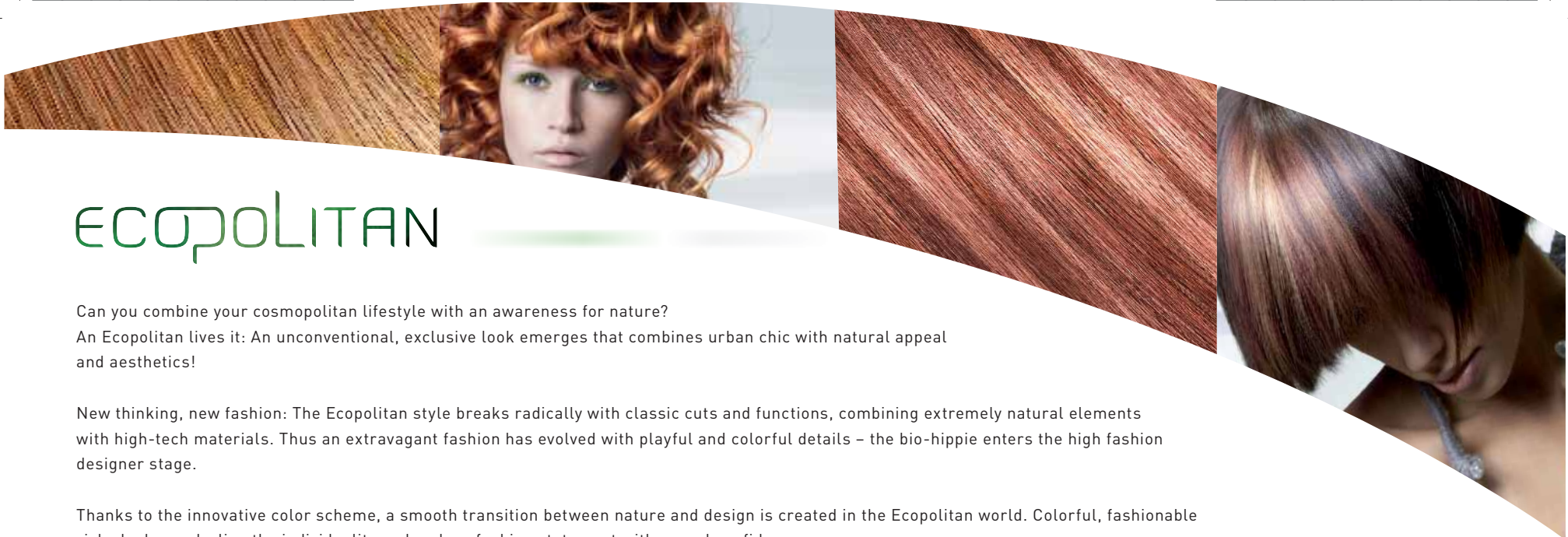
Are you curious about this trend world? Then join in – we can't wait to see your interpretation of Virtualist!



245115IE • 09







# ECOPOLITAN

Can you combine your cosmopolitan lifestyle with an awareness for nature?

An Ecopolitan lives it: An unconventional, exclusive look emerges that combines urban chic with natural appeal and aesthetics!

New thinking, new fashion: The Ecopolitan style breaks radically with classic cuts and functions, combining extremely natural elements with high-tech materials. Thus an extravagant fashion has evolved with playful and colorful details – the bio-hippie enters the high fashion designer stage.

Thanks to the innovative color scheme, a smooth transition between nature and design is created in the Ecopolitan world. Colorful, fashionable rich shades underline the individuality and make a fashion statement with casual confidence.

Does this trend inspire you? Then we are already looking forward to your Ecopolitan creation!



245119IE • 09







TAKE PART





# PARTICIPATION RULES

## HOW TO PARTICIPATE IN THE TREND ZOOM COLOR CHALLENGE:

1. Choose which trend world you wish to interpret: Virtualist or Ecopolitan.
2. Define which category you belong to:
  - Creative Colorist Category:** for creative color techniques with GOLDWELL Topchic and/or GOLDWELL Colorance (Lightening allowed).
  - Elumen Colorist Category:** for creative color techniques done only with GOLDWELL Elumen (Lightening allowed).
  - Partner Colorist Category:** for Salons that have already worked as GOLDWELL Freelancers (seminar trainers, shows, photo-shootings, etc.).
3. More than one employee per salon can participate but only one technique per employee is permitted.

## THE JUDGING CRITERIA:

1. Interpretation of the trend world: Your style should reflect the trend world you chose, but at the same time not be a copy of the GOLDWELL Trend Zoom 09 collection! The picture will be judged both for trend world suitability as well as originality.
2. Color technique and product use of GOLDWELL colors: Ensure you use the GOLDWELL colors of your choice in the correct way, but also be innovative about your placements.
3. Appearance and attractiveness of the hairstyle.
4. Harmony of cut and color.
5. Aesthetics of the picture.

With all these criteria the focus is on the complete look:  
Does your style fit the model? Does your color choice match the model?  
Does your picture have an editorial appeal and can you imagine it in a top fashion magazine?

**COMPETITION MAILING DEADLINE IS THE 31ST OF MAY 2009.**

## WHAT SHOULD THE PHOTO LOOK LIKE?

In order for the photographs to be comparable and to make sure the judging and evaluation focuses on color and technique, the pictures must meet following criteria:

1. The focus should be on the hair: hairstyle and color must be easy to identify.
2. No full body pictures. Show up to chest as a maximum.
3. Of course you can underline your interpretation of the trend with a respective modern top for your model.
4. Male or female models (min. age 18), no children.
5. No black and white photos.
6. No Polaroids.

## THE INTERNATIONAL FINALE:

The national winners of all 3 categories will be invited by GOLDWELL to join the international, live hands-on competition in Las Vegas in October 2009.

1. At the international competition you have to recreate your look from the photo entry and style and color a live model to present the end result in front of the jury.
2. The jury will judge your already submitted beauty photo and your live performance.
3. If you win on the international level you will be awarded the title of **Global Creative Colorist, Global Elumen Colorist** or **Global Partner Colorist** and you will be invited to be part of the new international creative team that will create the next GOLDWELL Trend Zoom Collection 2011.

In addition to the great Awards Party in Las Vegas you will experience first and exclusively the launch of the Trend Zoom Collection 2010! You will also have the opportunity to join inspiring Look & Learn Seminars.

If you have any questions please contact your GOLDWELL sales consultant or telephone us.

## YOUR ENTRY MATERIAL:

1. Maximum one beauty photo, which aligns to international press-standards (min. 13 x 18 cm, max. A4) or a picture CD with 300 dpi resolution.
2. Send your completed and signed participation form with the following information back to us:
  - Category you are participating in.
  - Name of the trend world, you are interpreting.
  - Base shade level of your model.
  - A detailed description of your color technique, the products you used and placements. (Lightening and Blending Cream are permitted.)



# PARTICIPATION DECLARATION FOR THE TREND ZOOM COLOR CHALLENGE

Please enter your address here and send this card together with your beauty picture back to us.  
Place the GOLDWELL address sticker on your return envelope.

Ms./Mrs.  Mr.

Client number

Name

Age

Salon

Salon address:  
Street, no.

Salon Telephone

Postal Code, City

Country

## PLEASE MARK

Trend:  Virtualist  
 Ecopolitan

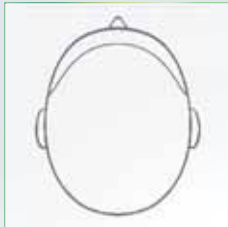
Category:  Creative Colorist  
 Elumen Colorist  
 Partner Colorist

- In the event that the registration for participation should contain personal data, the participant simultaneously communicates his or her consent that such data will be stored and electronically processed within the scope of the implementation of the Trend Zoom Color Challenge. Forwarding of such data to third parties shall be explicitly excluded.
- Upon acceptance and execution of the terms and conditions of participation, the participant simultaneously assigns all rights of use/copyrights of image material submitted or generated in the course of a photo shoot in connection with the Trend Zoom Color Challenge to GOLDWELL/KPSS-Kao Professional Salon Services GmbH. Such utilization/copyrights shall be available indefinitely and without restrictions and may be transferred intra-KPSS-Group to other Group Companies.
- The required minimum age for all participants is 18.
- Employees of GOLDWELL and KPSS-Kao Professional Salon Services GmbH (or their local companies, subsidiaries or divisions) and their families shall be excluded from participation.
- We are unable to return submitted photos and registration documents. The assessment of submitted entries shall be performed strictly based upon the criteria stipulated in the terms and conditions of participation. No legal remedies are available.
- **The entry deadline is 31<sup>st</sup> of May 2009. Unfortunately we will be unable to consider registrations received after this date.**

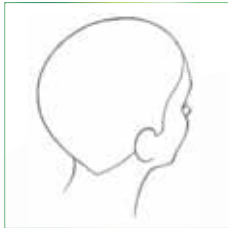
Signature



Please tell us the base shade level of your model and describe in detail your color technique, placements and the products you used:



Base level of model:



Z46115 IE • 09



Photo (min. 13 x 18 cm).  
Please do not bend or glue the photo.

