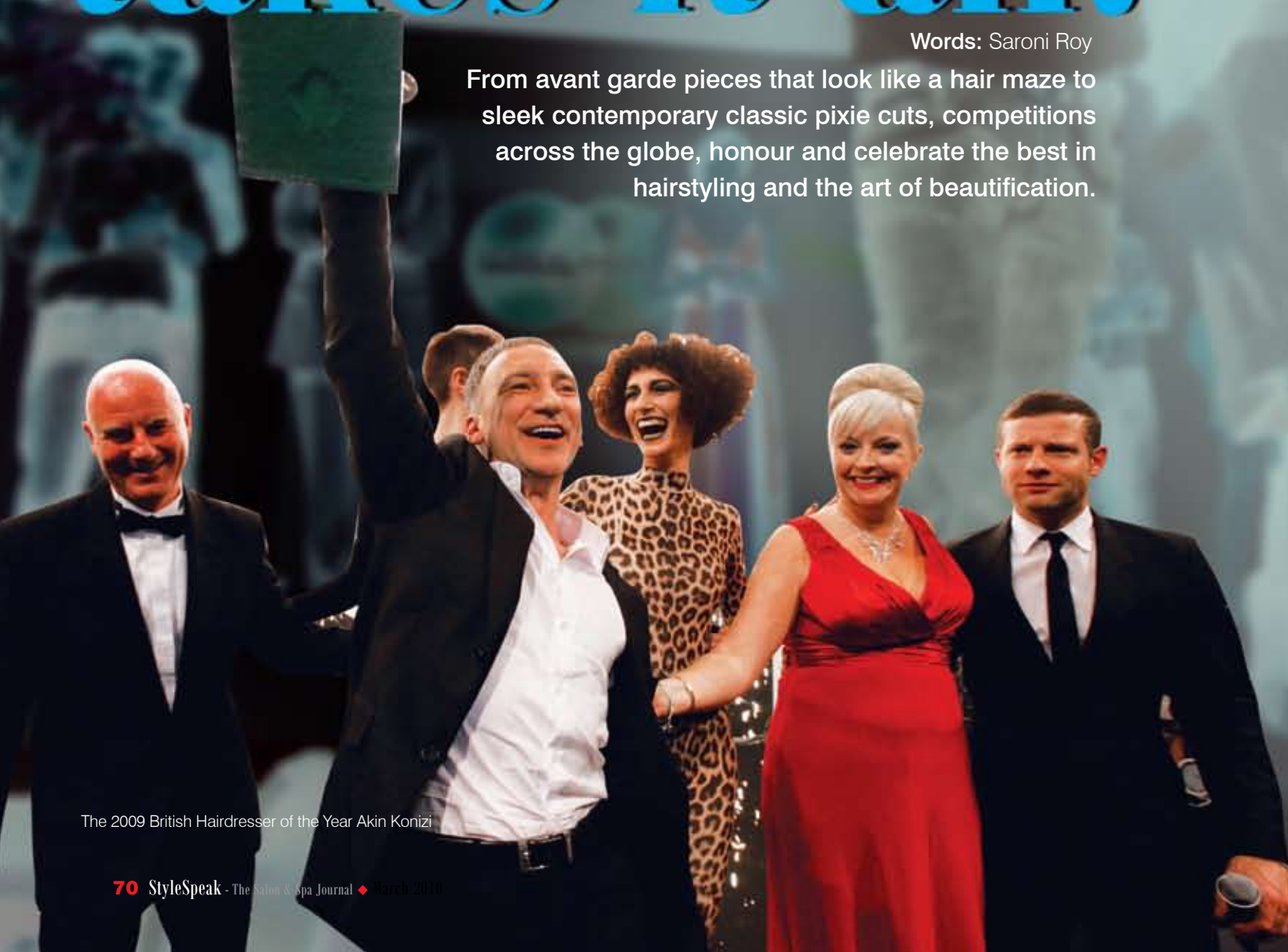


The Winner takes it all!

Words: Saroni Roy

From avant garde pieces that look like a hair maze to sleek contemporary classic pixie cuts, competitions across the globe, honour and celebrate the best in hairstyling and the art of beautification.



The 2009 British Hairdresser of the Year Akin Konizi

Edgy hairstyling has always caught attention. But there was a time, when intricate and popular hairdo took hours of wet roller setting, dryer time, and teasing by leading hairstylists to accomplish an iconic look. Ace hair and beauty professionals still work with diligence and passion to create innovative and out of the ordinary looks. The best and most intricate of these designs are exhibited at the various hair and beauty competitions held across the globe.

StyleSpeak brings to the surface the importance of competition and how winning changes lives.

The British Hairdressing Awards 2009

The **British Hairdressing Awards** sponsored by Schwarzkopf Professional, started wayback in 1985 to reward hairdressers who were pushing the boundaries of hairdressing; creating and setting the trends and excelling in this competitive and highly potent industry.

The 2009 British Hairdresser of the Year **Akin Konizi, HOB Salons' International Creative Director** tells StyleSpeak about how his life changed post winning the awards....

“Being only the third hairdresser in the history of the awards, after Trevor Sorbie and Beverly C, to win this title for two consecutive years, makes me feel very proud!”

“Since winning, there has been an increase in enquiries and bookings for HOB Education courses, in addition to the show and seminar interest on an international level.”

SS: The significance of this award to you?

AK: This award means everything to me and the HOB Salons group, and is testament to the incredible team I have.

SS: What does it take to be winner?

AK: Education is the key to success. Make sure you get the best possible training and always be open to learning more and expanding your knowledge. The most successful, iconic hairdressers never stop learning and believe it to be essential in gaining recognition for their work.

L'Oréal Professionnel Colour Trophy

Since its beginnings in 1955, the **L'Oréal Professionnel COLOUR TROPHY** has developed into the UK's most glamorous hairdressing competition. Over the years, it has launched the careers of numerous talented hairdressers, and remains a dream for many to win.

Today, L'Oréal Professionnel COLOUR TROPHY exists in over 32 countries worldwide, and has been held in India since 2006. It is perceived as one of the most desired accolades in the hairdressing industry. The award categories are: L'Oréal Professionnel Colour Trophy, L'Oréal Professionnel Men's Image And L'Oréal Professionnel New Generation.

“Winning the Colour Trophy gave me a chance to witness the finals held in London and meet the gods of this industry like Jo Hansford, Michel Claire. And winning the competition has made me more confident and my clients trust me more and allow me to work with their hair creatively!”

- **Vinay Sisodiya**, Looks Salon, Delhi, Winner L'Oréal Professionnel COLOUR TROPHY 2008, India.



North American Hairstyling Awards (NAHA)

The North American Hairstyling Awards (NAHA), now in their 20th year, is the most prestigious photographic beauty competition in North America, celebrating the artistry and skill of the professional salon industry. Each year, individuals are recognized in 13 categories of excellence during a star-studded awards ceremony. NAHA is part of PBA Beauty Week, North America's largest, most inclusive beauty event, held in cooperation with Cosmoprof North America.

NAHA 20's Lifetime Achievement Award recipient Vivienne Mackinder says, *"Receiving the Lifetime Achievement Award was the greatest honor in my career, especially to be placed in the same group as industry giants like Vidal Sassoon and Robert Loretta, who are my hair heroes. Success is about making the right choices, and I did just that by working with Vidal Sassoon and Trevor Sorbie - the greatest talent in our profession."*

And the Hall of Leaders recipient Geno Stampora attributes his success to *"reading and studying and always having an eye on where the industry is going."*

Wella Professionals' International Trend Vision Awards

The International Trend Vision Awards challenges up-and-coming young stylists under the age of 30 and top colorists of all ages to interpret the latest Trend Vision directions. It is a showcase of stylist creativity and to see the new generation of rising talent give innovative interpretations of the trends. Held in around 60 countries across the world, the winners qualify to represent their country at the international mega event. The winners of the international competition are rewarded with a high profile education package to enable them to further grow their talent, besides tremendous PR and high profile editorial assignments.

"I was ecstatic to get a chance to represent India at the Wella Trend Vision 2007. Having the Indian flag there made us so proud! It was our first experience to display our at the world level, it helped us to gauge where we stand."

Post Barcelona Rakesh knows exactly how he should hone himself to be a winner next time. He's more confident and interactive with clients and media and is now the leading trainer in our academy.

Lata Mohan, Bounce Style Lounge



Team India at the International Trend Vision Awards, Barcelona 2007



Team India from Bounce Style Lounge

India was represented at the International Trend Vision in Barcelona in 2007 by Bounce Style Lounge from Chennai.

OMC Asia Cup

The organizers of the OMC Hair Worlds is Organization Mondiale Coiffure (OMC), the world's biggest beauty organization, with over 60 member countries and 500,000 salon owners worldwide, to promote the professional salon industry. Winners of regional OMC competitions compete in the Hair Worlds.

The OMC Asia Cup is organized by the Sri Lanka Association Hairdressers and Beauticians (SLAHAB) and brings together some of the top stylists and beauticians from all over Asia.

"Participating in these competitions gives the artists an international exposure. You might be doing very well economically with your salon business, but your creativity gets confined when you are working with a client. But in competitions like these you can display all your out of box creativity and the learning is amazing!" says, Nayana Karunaratne, Founder, SLAHAB.

Winning changes lives completely... *"Irina Baranova, who won 2 Bronze Medals at the World Championship in 2004, is now the OMC Creative Director!"*



Extreme Left: Brian & Sandra Smith, Winners NAHA 2009