

CONTESSA 2023

EMERGING HAIRSTYLIST ENTRY GUIDE

Canadian Hairstylist of the Year Awards

ENTRY DEADLINE:
SEPTEMBER 8, 2022

#ContessaAwards #Contessa2023

CALLING ALL STUDENTS, APPRENTICES AND NEW HAIRSTYLISTS

Top 5 Reasons to Enter the Contessa Awards

1 **SHOWCASE YOUR WORK**
Create and build your portfolio to share on social media platforms.

2 **GROW YOUR BRAND**
Get your name out there to promote your work to salons, brands, and even clients (who love seeing their hairstylist participate in competitions!)

3 **NETWORK**
Meet and network with the best of the best in the industry at the annual Contessa Awards gala in Toronto.

4 **ONLINE FEATURES**
All Contessa finalists' work is featured on SalonMagazine.ca.

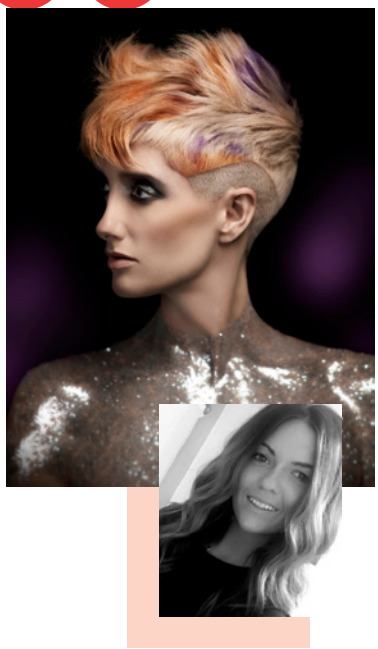
5 **GET PUBLISHED**
While all Contessa winning work is featured in the January/February issue of *Salon*, finalists and entrants also have an opportunity to be featured in print issues throughout the year.

EMERGING HAIRSTYLIST CATEGORY RULES

- Submit three images showcasing three different looks.
- To be eligible, entrants must be enrolled in beauty/cosmetology school or be performing their required hours in a salon before September 8, 2022 or licensed for less than five years.
- **IMPORTANT:** Students and apprentices must include a letter from the school or salon confirming enrolment. New hairstylists must include a copy of your license, or your beauty/cosmetology school graduation certificate. If there is no licensing in your province, certificate must include date of graduation.

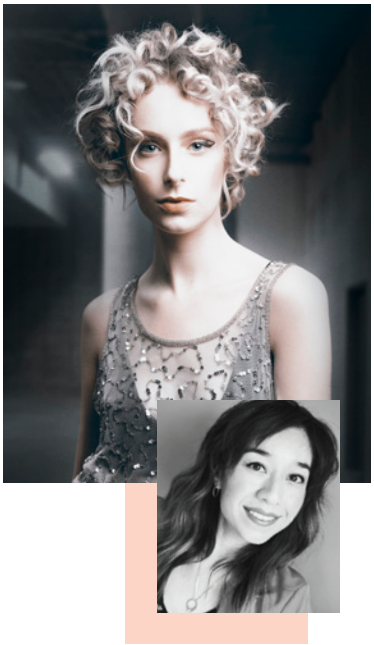
For more information on how to enter and general Contessa rules, open your camera and scan here

WINNER TESTIMONIALS



"I definitely encourage new stylists to enter the Contessas because it allows us to be creative and use hairdressing techniques that we don't get to use behind the chair. Entering the Contessas has impacted my career in so many ways. My clients love that I'm an award-winning stylist. It's also connected me with so many other creative people in the industry, which have now become my close friends."

— 2022 EMERGING HAIRSTYLIST WINNER, ROBYNN GRAHAM



"The Contessas motivate us to showcase our best work. It's our chance to demonstrate the culmination of all we learned in school, and the experiences we gained in the salon. Regardless of whether our work makes it to the finals, the desire and the push to be the best is greatly valuable to our hair career. Clients like to hear about it; they feel proud of their hairstylist and that excitement spreads through word of mouth."

— 2021 EMERGING HAIRSTYLIST WINNER, MICHELLE NAHMAD

Contessa 101: How to Get Started

1 GET INSPIRED

Inspiration for a collection can come from anywhere, whether it's nature, fashion, architecture, or anything in between. Start a mood board—with print clippings or photos on Pinterest—to help you stay organized and on track as you plan your shoot.

Don't overthink it! Keep your ideas together to help you connect the dots and let your creativity lead the way.

2 DO YOUR HOMEWORK

It's important to read and understand the rules. It can also be helpful to have a look at past Contessa-winning collections for an idea of what the judges may be looking for.

Don't copy! Use past work as an inspiration for your own creative ideas. Consider reaching out to past Contessa winners and entrants for some advice on how to get started.

3 BUDGET WISELY

Not every photo shoot has to be a full-on production, but it's important to know your budget before you book your shoot date, models, team, etc.

Don't get caught up in the numbers. Stretch those dollars to give you the most bang for your buck!

4 BOOK YOUR MODELS AND PHOTOGRAPHER

Your models and photography can make or break your collection. Whether you decide to work with an esteemed photographer or reach out to someone more junior (or try your hand at it yourself), understanding the fundamentals of angles, lighting and more is key.

5 BUILD YOUR DREAM TEAM

Having a solid team on set is critical to a successful photo shoot. Do your research to find models, makeup artists, wardrobe stylists and photographers. Review their portfolios and discuss your ideas to make sure you find a team that understands your vision and will help you stay on track.

Don't expect to have all the answers! Having a team is all about trust and collaboration, so being open to other ideas is important.

6 ENTER!

Once you have your photos, it's time to submit. Before you do, make sure to review your photos and category rules one last time to make sure you've followed them correctly. Plus, it's a great time to decide if you want to enter multiple categories, which can potentially increase your chances of winning.

Don't stress about the process! Whether you need to ask for your photographer's help or have questions about the submission process, we're here to assist.

FOR A FULL LIST OF CONTESSA-RECOMMENDED PHOTOGRAPHERS, SCAN HERE:

EMAIL CONTESSA@SALONMAGAZINE.CA OR VISIT SALONMAGAZINE.CA/CONTESSA FOR ANY CONTESSA-RELATED QUESTIONS.

TIPS FROM CONTESSA PHOTOGRAPHERS

"Be realistic with timelines, make a schedule and share it with everyone on set to make sure everyone is on the same page. Communication is key!"
— DENIS DUQUETTE, MONCTON, N.B

"Keep it simple and don't overreach and try things you've never done before. Stick to what you know and what you have experience in."
— BABAK, TORONTO

"A lot can change during a shoot because things look different on camera so it's very important to have open lines of communication. The whole team should be focused on the hair because that's the focal point. All other decisions are made based on the hair."
— ARA SASSOONIAN, MONTREAL

"The key is to imagine what the most amount of people will appreciate versus just a specific few. Your photos should look like they're worthy of being on a magazine cover in our industry."
—GIANCARLO INTINI, TORONTO

"Never wait until shoot day to do a first run of any hairstyle. If possible, do a trial run before shoot day."
— PAULA TIZZARD, LONDON, ONT.

"Come up with a central idea—whether that's an era or a word, vibe, feeling, hairstyle or palette of colours. Start there and let that be your North Star and let it guide you throughout the whole process. In the end, everything will look cohesive and your decisions will become much easier."
— MORGAN GOLD, EDMONTON, ALT.

"Do it for you! When we get into competitions, we start thinking a lot about what the judges are going to like and what has been done in previous years. But when we do that, we lose that special touch, which is our own creativity."
— NATASHA GERSCHON, TORONTO

PRO TIP
Don't get discouraged if you're unable to accommodate everything on your wish list. Prioritize what's necessary and get creative. ***Remember**: Not all big-budget shoots are the ones that win!*

To enter, you must include a model release form that includes the names and signatures from all models, hairstylists, makeup artists, wardrobe stylists and photographers. To download one, scan here:

Tips on Planning a Budget-Friendly Collection

1. Ask your clients, friends or family to be your models. You can even put a callout on social media to help find models who would love a new cut or colour, or the opportunity to build their portfolios.
2. Shoot your own collection. (For ways to use your smartphone for photography, see tips and QR code below).
3. Consider sourcing an up-and-coming make-up artist or wardrobe stylist who's looking for experience to build their portfolio.
4. Curate the wardrobe for your collection by looking through your own closet or visiting a local thrift store to find some unique and inexpensive pieces.
5. Instead of renting out a photo studio, try shooting your collection in your hair salon or even at home.
6. Do as much prep work as possible and maximize your time on set by having a detailed plan to help you stay organized, which will save you time and money.
7. Create several looks in one day to have more options for your collection (or to enter into other categories).
8. Set a realistic budget to keep your photo shoot on track.
9. Having a helping hand on set is always helpful so don't be afraid to ask colleagues, friends or family for their assistance.

HOW TO SHOOT A COLLECTION ON YOUR SMARTPHONE

For more smartphone-related tips, scan here:

As a newer hairstylist, apprentice or student, we know that photo shoots can be expensive, but that's not to say that you can't shoot your own collection! Here are some tips on how you can optimize your phone to ensure you're capturing high-quality photos.

DO'S AND DON'TS

- ✔ Use a tripod for a steadier and more consistent shot.
- ✔ You can also purchase lenses to attach to the camera on your phone. For example, a wide-angle lens can be helpful when taking images of a larger subject or a macro lens can be used to better focus on a subject.
- ✖ Don't use the zoom feature as this may decrease the quality of your photos. For close-up shots, simply move closer to your subject.
- ✖ Don't use flash as this can cause unwanted shadows or glares. If your picture is too dark, use natural light or a ring light to brighten it.

PRO TIP
Make sure you're using a phone with a camera that has a minimum of 12MP, which means the camera will capture 12 million pixels for high-quality photos. Also, check your camera settings to ensure that it's set to the highest resolution.

EDITING AND EXPORTING

Enhance your photos by adjusting brightness, contrast and/or sharpness, and the list goes on. You can edit your pictures directly from the camera app on your phone, use editing software such as Lightroom and Photoshop, or download apps such as PicsArt, Snapseed, Google Photos or Afterlight.

***REMINDER:** Editing of the hair's cut, shape, style or colour is not permitted.*