



DE LORENZO

EDUCATION 2021

nova360°

S O I C I A L

I M A G E

A W A R D S 2 0 2 1




DE LORENZO

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Choose your *best* work, upload your photos and give yourself a chance to compete for social media *prestige*, *exposure* and *awards!*



The Nova360° Social Image Awards recognises superior, innovative colour, cutting and styling work used to enhance and complete a finished look.

This competition allows hairdressers with all levels of experience to showcase their skills through their social media images straight out of the salon.

No need for professional photo shoots!

This is the opportunity to showcase your colour talent, combining beautiful colour palates, interesting application methods, impeccable cutting and styling to finish.

The images will be judged on colour selection, cutting technical skill, styling, overall look and photographic composition.

This is an open invitation to all apprentices, hairdressers and barbers.

JOIN THE COMPETITION AND CHOOSE FROM THE CATEGORIES

NOVACOLOR

Demonstrating beautiful Novacolor combinations and technical application

NOVASEMI/NOVAFUSION

Fun and fashionable tones used in unique and playful combinations

MENS

Distinctive and bold cuts complimented with strong styling methods



WHY YOU SHOULD ENTER!

First place from each category will receive a \$1500 Visa Gift Card, a certificate with their winning image and a trophy.

Second place from each category will receive a certificate with their image and a trophy.

Third place from each category will receive a certificate with their image.

HOW TO ENTER

Entry forms and terms and conditions can be found on the De Lorenzo website: www.delorenzo.com.au

CHOOSE YOUR OPTION:

1 IMAGE	2 - 3 IMAGES	3 - 6 IMAGES
\$20	\$30	\$40
Enter one image for one category	Enter up to three images for one or all categories	Enter up to six images for one or all categories

WHAT TO SUBMIT

For each image, send the following to education@delorenzo.com.au by 25th June 2021:

- The image file per the Image guidelines below
- The Entry Form (one per image submitted)
- The Products Used Form (one per image submitted)
- The Acknowledgement, Release & Indemnity Form (one for each model)

IMAGE GUIDELINES

- For all sections please follow these rules:
- We will only accept photos in colour
- Some post production is allowed, however corrections are to be kept to a minimum
- Pictures with visible signatures from a photographer will not be accepted
- We do not accept images or works with offensive content; decisions regarding content will be made by the judges and are to be considered final

TECHNICAL SPECIFICATIONS

- Hi-res .jpg format
- Files must be less than 10MB each
- Minimum size on the smaller side: 2000 px / maximum size on the longest side: 6000px
- Be sure that the order and the file name are correct e.g. FullName_Category_Image1.jpg (note this on your Products Used Form)