



## Great Lengths Awards Ireland 2017/18

Entry Deadline:  
24<sup>th</sup> March 2017

Awards Luncheon:  
15<sup>th</sup> May 2017



# Create the One – Length.

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## The Brief

Your entry will demonstrate how using Great Lengths realises your clients' aspiration for long, luscious locks. Your entry should reflect an image that encapsulates the embodiment of everything classically associated with Great Lengths hair extensions; beautifully glamorous, luxuriously sophisticated hair. A Classic look client profile is; Sophisticated, Confident, Professional, Timeless, Natural and Elegant.

## Who can Enter?

All Great Lengths certified stylists who work with Great Lengths extensions in a commercial environment.

## How to Enter

- Submit one photograph for judging created by you between 1st February and 24th March 2017 with the use of Great Lengths hair extensions. This photograph must be a high resolution image (300dpi) taken against a neutral background. Both a hard copy and digital copy must be supplied.
- Submit with one 'before' picture of the model taken on the shoot day prior to the application of any Great Lengths hair extensions.
- Include a minimum of two photographs of the step by step creating your look, including application and styling.
- Submit a pdf, jpeg or eps file of your logo.

Entries will solely be judged on your photographic images, please ensure your entry is submitted in a plain, non-branded document/package and no reference to yourself or your salon business is evident on the front of your photographs. Entries that do not comply will not be entered into the judging process. Any references to salon business must only be on the label on the reverse of your photographs.

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# Create the One – Volume.

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## The Brief

Your entry will demonstrate how using Great Lengths realises your clients' aspiration for a fuller, thicker and more beautiful look. Your entry should reflect an image that encapsulates the embodiment of everything classically associated with Great Lengths hair extensions; beautifully glamorous, luxuriously sophisticated hair. A Classic look client profile is; Sophisticated, Confident, Professional, Timeless, Natural and Elegant.

## Who can Enter?

All Great Lengths certified stylists who work with Great Lengths extensions in a commercial environment.

## How to Enter

- Submit one photograph for judging created by you between 1st February and 24th March 2017 with the use of Great Lengths hair extensions. This photograph must be a high resolution image (300dpi) taken against a neutral background. Both a hard copy and digital copy must be supplied.
- Submit with one 'before' picture of the model taken on the shoot day prior to the application of any Great Lengths hair extensions.
- Include a minimum of two photographs of the step by step creating your look, including application and styling.
- Submit a pdf, jpeg or eps file of your logo.

Entries will solely be judged on your photographic images, please ensure your entry is submitted in a plain, non-branded document/package and no reference to yourself or your salon business is evident on the front of your photographs. Entries that do not comply will not be entered into the judging process. Any references to salon business must only be on the label on the reverse of your photographs.

# Create the One – Colour.

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## The Brief

Your entry will demonstrate how your clients base hair colour can be enhanced by the application of Great Lengths hair extensions. Bold or subtle, your entry should reflect an image that encapsulates the embodiment of everything classically associated with Great Lengths hair extensions; beautifully glamorous, luxuriously sophisticated hair. A Classic look client profile is; Sophisticated, Confident, Professional, Timeless, Natural and Elegant.

## Who can Enter?

All Great Lengths certified stylists who work with Great Lengths extensions in a commercial environment.

## How to Enter

- Submit one photograph for judging created by you between 1st February and 24th March 2017 with the use of Great Lengths hair extensions. This photograph must be a high resolution image (300dpi) taken against a neutral background. Both a hard copy and digital copy must be supplied.
- Submit with one 'before' picture of the model taken on the shoot day prior to the application of any Great Lengths hair extensions.
- Include a minimum of two photographs of the step by step creating your look, including application and styling.
- Submit a pdf, jpeg or eps file of your logo.

Entries will solely be judged on your photographic images, please ensure your entry is submitted in a plain, non-branded document/package and no reference to yourself or your salon business is evident on the front of your photographs. Entries that do not comply will not be entered into the judging process. Any references to salon business must only be on the label on the reverse of your photographs.

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# Avant-garde Creation.

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## The Brief

Your image should demonstrate the most innovative hairdressing techniques, with no boundaries, to maximise the creative possibilities of using Great Lengths hair extensions.

## Who can Enter?

All Great Lengths certified stylists who work with Great Lengths extensions in a commercial environment.

## How to Enter

- Submit one photograph for judging created by you between 1st February and 24th March 2017 with the use of Great Lengths hair extensions. This photograph must be a high resolution image (300dpi) taken against a neutral background. Both a hard copy and digital copy must be supplied.
- Submit with one 'before' picture of the model taken on the shoot day prior to the application of any Great Lengths hair extensions.
- Include a minimum of two photographs of the step by step creating your look, including application and styling.
- Submit a pdf, jpeg or eps file of your logo.

Entries will solely be judged on your photographic images, please ensure your entry is submitted in a plain, non-branded document/package and no reference to yourself or your salon business is evident on the front of your photographs. Entries that do not comply will not be entered into the judging process. Any references to salon business must only be on the label on the reverse of your photographs.

# Bridal Creation.

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## **The Brief**

Your entry will demonstrate how using Great Lengths hair extensions can enable your clients to achieve the hair of their dreams for their big day.

## **Who can Enter?**

All Great Lengths certified stylists who work with Great Lengths extensions in a commercial environment.

## **How to Enter**

- Submit one photograph for judging created by you between 1st February and 24th March 2017 with the use of Great Lengths hair extensions. This photograph must be a high resolution image (300dpi) taken against a neutral background. Both a hard copy and digital copy must be supplied.
- Submit with one 'before' picture of the model taken on the shoot day prior to the application of any Great Lengths hair extensions.
- Include a minimum of two photographs of the step by step creating your look, including application and styling.
- Submit a pdf, jpeg or eps file of your logo.

Entries will solely be judged on your photographic images, please ensure your entry is submitted in a plain, non-branded document/package and no reference to yourself or your salon business is evident on the front of your photographs. Entries that do not comply will not be entered into the judging process. Any references to salon business must only be on the label on the reverse of your photographs.

# The Great Lengths Trophy

– Extension Excellence.

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## **The Brief**

The new award will go to an outstanding certified extensionist who can demonstrate exceptional creativity and client loyalty. You will have built a strong reputation for your work in Great Lengths hair extensions.

## **Who can Enter?**

All Great Lengths certified stylists who have worked with Great Lengths extensions in a commercial environment for a minimum of 24 months with hair purchases of more than £5000 / €6,000 in a 12 month period prior to the competition deadline (24th March 2017).

## **How to Enter**

The entry must make reference to the following:

- Why you should win this Award? (Max 150 words)
- Provide confirmation that you are eligible for this award include date trained and spend period.
- In your opinion what qualities do you possess to make you a true outstanding achiever and successful extensionist?
- Provide an overview of your client base and explain how and why you use Great Lengths on these clients.
- Submit up to 5 photographs of styles created by you with the use of Great Lengths hair extensions which best sums up your work. At least one photograph must be a high resolution image (300dpi) taken against a neutral background. Both a hardcopy and digital copy must be supplied.
- Submit up to 5 client testimonials that demonstrate appreciation of your work.
- Demonstrate how you have promoted and/or worked in partnership with Great Lengths.

# Entry Form

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First Name \_\_\_\_\_

Surname \_\_\_\_\_

Salon Name \_\_\_\_\_

Salon Address \_\_\_\_\_  
\_\_\_\_\_

Post Code \_\_\_\_\_

Tel No \_\_\_\_\_

Email \_\_\_\_\_

Category Entered \_\_\_\_\_

Signature of Salon Manager / Owner \_\_\_\_\_

- I declare that the work entered is original and is exclusively my own.
- Artistic Awards: I confirm I have only used Great Lengths hair extensions in the images submitted.
- I give my permission for Great Lengths to publish my work as part of the prize (with full credits to myself).
- I understand that the information provided in my entry may be used to update my records with Great Lengths.

Entrant's Signature \_\_\_\_\_

All correspondence relating to this entry will be made directly with the entrant.

## Checklist

### Before sending your entry, have you:

- Read the rules and made sure you are eligible for the entry
- Completed and signed the Entry Form (authorised by your Salon Owner/Manager if required)
- Labelled your photographs fully as detailed in the "Artistic Rules & Regulations"
- Enclosed 'Before' shots of each photograph of each model (if applicable)
- Enclosed your support material & salon logo (including high resolution images on disc/memory card)

## Send to

Great Lengths Awards  
Units D2/D3 Wira Office Park  
West Park Ring Road  
Leeds  
West Yorkshire  
LS16 6EB  
UK

## Closing date for Entries

24th March 2017

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## GENERAL RULES AND REGULATIONS

- All entries must be from a recognised Great Lengths Certified Account and all extension applications from a Certified Great Lengths Stylist.
- No employee or freelance contractor of Great Lengths or parent companies and their families will be allowed to enter the Great Lengths Awards.
- All award entries must be accompanied with a signed entry form per category.
- All work submitted in all categories must be solely the work of the entrant.
- All work is accepted in good faith. Instant disqualification will apply to entries that do not comply with the brief and requirements for the category entered.
- The deadline for entries is final. Entries will NOT be accepted after the stated date and time.
- We regret that entries cannot be returned.
- All entry information is treated as strictly confidential.
- Images created on the Great Lengths Showcase experience day cannot be nominated.
- If selected as a finalist, salons will be required to provide their salon logo electronically in a high resolution (300dpi) ready to be printed.

## AWARDS LUNCHEON RULES AND REGULATIONS

- Children may not attend the Great Lengths Awards Luncheon.
- Anyone seen or found taking illegal substances will be removed from the premises.
- The organisers reserve the right to refuse or cancel an entry, without disclosure of the reason.

## ARTISTIC RULES AND REGULATIONS

- All photographs must be labeled as follows:
  - Category
  - Photographer
  - Makeup Artist
  - Clothing Stylist
  - Model Name
  - Great Lengths Hair Order No.
- Entries should be supplied with a 'Before' picture of each model.
- If more than one image is sent with your entry, clearly identify your final image to be judged. The overall size of the final photograph must be a minimum of 10" (25cm) deep x 8" (20cm) wide un-mounted. This size includes any borders.
- Professional photographers, make-up artists may be used although not essential.
- No more than one face may appear in any one image.
- Images do not have to be head and shoulders, but they do need to focus on the hair, especially in terms of lighting, background and pose.
- No other hair pieces or extension products can be used other than Great Lengths.
- If entering several categories, all applications have to be separate with individual entry forms.

- Please ensure your entry is submitted in a plain, non-branded document/package and no reference to yourself or your salon business is evident on the your photographs. Entries that do not comply will not be entered into the judging process.
- Completed entries can be no larger than A3 in size.
- The organisers and judges reserve the right to question any photographs, which appear to be computer enhanced.
- Kpaca Ltd/DM Distributions Ltd trading as Great Lengths has the exclusive first option on all entrant images and retains exclusivity of ALL Awards photographs until 31st December 2017.

If any of the above rules are not followed, your entry will not be eligible.

## TIPS

- Do not write directly on to the back of photographs supplied.
- Write labels before sticking to the back of your photographs.
- Always protect each individual photograph submitted.
- Always use a hard backed envelope or box to protect your entry.
- Ask someone to check your entry before posting and that all items are enclosed.
- Ensure all your information is safely secured together in a presentation folder to prevent any items going missing.
- Copy should be legible handwriting or appropriately sized font, well presented.
- Send your entry by Recorded Delivery.

## THE JUDGING PROCESS

All awards entries will be opened on the day of the first round of judging and not before.

- The first round of judging will be completed by a panel of Great Lengths Employees and Associates to draw up a shortlist for each category – this judging process will be chaired by an independent person.
- The shortlist for each category will be submitted to an independent panel of judges and overseen by an independent chairperson. The panel and chairperson will be appointed by our independent our independent PR Company, Presence PR, and no Great Lengths Employee or Associate will be involved.
- Any judge who has an entrant in a category in their employment, or has given advice to any entrant in the category, is not allowed to judge that category.
- Judges are not allowed to discuss any entries during or after the judging.
- The whole procedure is supervised and strictly controlled. Completed Confidentiality agreements will be signed. A copy of the procedures is available upon request.
- The judges' decision is final. No correspondence will be entered into.

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## WHAT HAPPENS AFTER THE JUDGING?

- All shortlisted entrants will be informed as to whether or not they have gained finalist status.
- Details of the successful finalists per category will be published on the Great Lengths website: [www.greatlengthshair.ie](http://www.greatlengthshair.ie) from 10th April 2017.
- Finalists from each category will be invited to the Awards ceremony and will be eligible for two free tickets to the event. Additional tickets can be purchased for €45.00 + VAT subject to availability.

## WHO SHOULD YOU CONTACT FOR FURTHER INFORMATION?

You can call Salon Support at the Great Lengths Head Office

**T:** 015 134 153 (ROI) / 0113 278 1292 (UK)

**E:** [glawards@greatlengthshair.co.uk](mailto:glawards@greatlengthshair.co.uk)