



**AMERICAS
LIVE
FASHION
HAIR** AWARDS

ALPHA2024

SUBMISSION GUIDELINE

SEND YOUR COLLECTION | FEBRUARY 15TH - MAY 30TH

WWW.AMERICASLIVEFASHIONHAIR.COM

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ALFHA024

Americas Live Fashion Hair Awards is a hairdressing show/contest organized by **Rise of Hair** and **Live Fashion Hair Awards**, where professionals from **Canada, North America** and **Latam** can participate. Our offices receive hundreds of collections and press packages each year where we carry out an in-depth analysis of trends in the sector. **Americas Live Fashion Hair Awards** bring notoriety to hairstylists and photographers in their fashion and beauty work.

The collections are evaluated by a group of experts from around the world where every year more and more artists participate in the event with a record of more than 900 participants from 30 countries.

The 1st edition of **ALFHA024** will take place in **St. Petersburg (Florida)**

How to apply

Starts: February, 15th 2024

Ends: May, 30th 2024

Go to **www.americaslivefashionhair.com** and in the “**Submit ALFHA024**” section, complete the form. Choose a category and attach a minimum of 4 photos and a maximum of 6 photos. You have the option to attach a PDF with your portfolio. Don't forget to fill out all the fields of the form.

By sending your collection you are giving consent to use the photographs and material obtained for evaluation and publication in official accounts and press media associated with **Americas Live Fashion Hair Awards**

The finalists will be announced on **June 5th**. The finalists will travel to **Florida** on August 3rd – 4th, where we will announce who the winners are. The finalists will have 1 invitation to attend the **Americas Live Fashion Hair Awards** Ceremony and thus enjoy the **LIVE024** experience.

The resolution of the candidatures will be notified via email.

Categories

COMMERCIAL FEMALE HAIRDRESSER OF THE YEAR

Category focused on the development at a technical and visual level of the most original feminine proposals with a base based on the global vision of women and their marketing. A perfect balance between innovation and commercial image for styles that are easy to wear and change.

BARBER OF THE YEAR

Proposals with male protagonism where the artistic and technical factor prevails. Trends that bet on the versatility of men's hair for collections with an exemplary execution that is based on the study of men's trends at a global level.

AVANT GARDE HAIRDRESSER OF THE YEAR

Avant-garde and exclusivity are the fundamental pillars of this category where the most risky techniques are revealed and which supports the investigation of futuristic ideas that inspire and open new paths.

CREATIVE COLORIST OF THE YEAR

We reward color innovators who show their potential to the fullest extent. Technique and knowledge of color are essential to qualify for this category that brings together the best colorists in the world.

EDUCATOR OF THE YEAR

We award the best educator of the year, you must send us your publications, training, video tutorials, creations in the cut, color or hairstyle. Send your complete portfolio.

CONTENT CREATOR OF THE YEAR

Only by direct invitation of the Live Fashion Hair Awards jury. International exposure in the press and media is the soul of this category.

HAIRDRESSER OF THE YEAR

A category based on the search for the best professional in the sector where versatility and perfect execution are the key to success.

Requirements

All collections/photographs must be submitted directly by the participants through our virtual space www.americaslivefashionhair.com in the “**Submit ALFHA024**” section.

The collections/photographs that qualify for any of the categories must be taken between 2023 and 2024, those taken previously will be automatically rejected. Hairstylists can apply independently or as an artistic team.

By sending the digital material, you agree to have the image rights, which you transfer to us for use in **Americas Live Fashion Hair Awards**. Images sent must be in JPG format, 300 dpi resolution in RGB mode and a size of 20x30. Each image must not exceed 10MG and cannot include watermarks. The use of extensions and accessories is allowed in the collections and may include head and shoulders and full body photographs. We value the correct lighting of the hair, the technique and the originality in the artistic ensemble of the collection. Dare to surprise us!

For the HAIRDRESSER OF THE YEAR candidacy, candidates must send their portfolio in PDF in order to assess their versatility and professional and artistic career.

Specific requirements

FASE 1

After passing the first quality filter, the accepted collections will be published on social networks and the web as official collections of **Americas Live Fashion Hair Awards**, being identified by the name of the participant along with the credits that have been sent. The organization will choose between 5 and 10 collections for each category which will be the official finalists for each category.

FASE 2

Each member of the professional jury will vote on the 10 collections per category, awarding 10, 9, 8, 7, 6, 5, 4, 3, 2 and 1 point, with 10 being the maximum score. With the average of points obtained, the winner of each category will be named. It is important that you reserve availability to travel from August 3 to 4, 2024 as the winners will be announced live at the Awards Ceremony in St. Petersburg (Florida).

Specifications

The **American Live Fashion Hair Awards** are owned by a private entity under the name of The Code Team and therefore the jury's decisions are final.

The jury has the power and the duty to correctly interpret the bases of participation and their correct application. There are no recourses nor will correspondence of claims be maintained. Participants explicitly accept the conditions of participation. Once the selection process has begun, no information will be provided to candidates or finalists to avoid inappropriate pressure and interference.

The organization undertakes to communicate in writing any incidents or fundamental information that affects the official qualifiers and the finalists who choose to be the winner.



CONTACT

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