

Rewarding an art director or a senior team member leading the creative direction of the business.

Category sponsor



Open to employed or self-employed hair professionals working exclusively at salons, barber shops and other workspaces regularly providing hairdressing services to clients.

If you are freelance, you should enter Independent Stylist

To enter, you must submit the following:

Part 1: Personal introduction – EITHER a PDF (up to 4 pages) OR a video (up to 3 minutes)

Introduce yourself and outline your skills, passions, and creative achievements. Talk about your role – how long you've held it, key responsibilities and the qualities and strengths you bring to the task. Share details about your overall approach to the work you undertake and the ways your skill and vision are helping the business to grow and/or innovate. Include imagery to illustrate, as relevant.

Part 2: Case study – PDF (up to 4 pages)

Describe in detail one instance since March 2023 where you have risen to a creative challenge that has had a positive impact on business. Examples could include something that brought new clients through the door, upskilled the team or boosted retail sales. Back up with evidence of success and include imagery to illustrate, as relevant.

Part 3: Your work in pictures – PDF (up to 8 pages)

Impress the judges with a selection of your finest creative work, all undertaken for the business. From in-house collections and marketing campaigns to brand redesigns and press engagements, choose carefully to ensure you're showcasing both creative skill and commercial awareness. Include a brief explanation for everything that makes the cut. Smartphone photos are fine.

Plus, supporting imagery:

- An image of you
- At least three of the images included within part 3

Your PDF must be A4, in either portrait or landscape format. Please combine all parts into one single file, making sure you do not exceed the page numbers stipulated. Feel free to add a front cover page to introduce your entry. Maximum file size 100MB. *Please do not include any embedded video or hyperlinks.*

If you are providing a video, it must be an MP4 file, in either portrait or landscape format. Smartphone footage is fine. Please do not exceed the maximum duration stipulated. Maximum file size 200MB.

If you finalise, the imagery you provide may be used to promote you within any print, website and social media activity, and at the Grand Final. Please supply good quality, high resolution JPEG or PNG files. Usage rights must be secured ahead of entry.