

## competition entry form

full name:

dob:

mobile no.

salon tel no:

email:

salon name & address:

which photoshoot location are you applying to?

London

Manchester

where has the inspiration for your look come from?

send your mood board and images along with  
your completed entry form and step by step  
by post to:

muse image awards,  
fao jessica sherry  
shu uemura art of hair,  
255 hammersmith road,  
london, w68az

or contact [jessica.sherry@loreal.com](mailto:jessica.sherry@loreal.com)

See Full T&Cs overleaf.

## the rules\*

- Only one entry per person
- There are no limits on number of entrants per salon
  - Photos can be any size, but should be recent and cannot be returned
  - Only shu uemura art of hair products may be used
- A step by step must be completed on how you created the style and which products were used
- No wigs, wefts, full head extensions or ornaments may be used
  - No late entries permitted
  - The judges' decision is final
- The prize is awarded to the winning individual not the salon

## the judges

The judges will be a minimum of 4 industry experts carefully selected by the shu uemura art of hair team

See Full T&Cs overleaf.

shu uemura  
art of hair

# shu uemura art of hair Muse Image Awards Terms and Conditions 2016

## GENERAL

- The competition is open to all UK and ROI residents on closing date of entry 29th April 2016, with the exception of L'Oréal (UK) Limited employees, their immediate families or friends, or anyone connected with such persons or the competition. If such connection is discovered, relevant entrants will automatically be disqualified.
- Entrants must only use Shu Uemura Art of Hair haircare and styling products on their model and no other products.
- The 2016 Brief: Entrants must create a well-executed female "east meets west" look, demonstrating an emblematic hairstyle with a modern Tokyo twist, consistent with the luxurious nature of the Shu Uemura Art of Hair brand.
- Entry to the Shu Uemura Art of Hair Muse Image Awards ("Muse Image Awards") is free.
- To enter the Muse Image Awards, the entrant must:
  - Complete the entry form (available to download from [www.respectyou.me/shushoot](http://www.respectyou.me/shushoot))
  - Compile a mood board (which sits flat on paper no bigger than A3 size) to show the thought process behind the inspiration for the entrant's look
  - Submit 2 photos - a "before" headshot photo of the model prior to the styling and an "after" headshot photo of the model once the hair has been styled
  - Provide a step by step of how you've created your look (800 words maximum), inclusive of which products and techniques were used at all stages of the design
- From the photographic entries received, twelve (12) maximum entries will be chosen to go through to the Muse Image Awards Photoshoot Finals. L'Oréal will then select six (6) entrants to attend the Photoshoot Final in Manchester, and six (6) entrants to attend the Photoshoot Final in London. From the twelve (12) Photoshoot Final entries, one winner will be drawn.
- The entrant's salon must be trading at the time of entry. If the salon is trading with L'Oréal, it must be fully compliant with L'Oréal's conditions of sale and credit terms at all stages of the competition.
- The model used at Photographic Entry stage of the competition must be 16 or over. There is no requirement for the model or photographer to be a professional.
- This is a competition for individuals only and the prize will be awarded to the individual stylist. By entering this competition, entrants warrant that their salon owner(s) have given consent to be named in conjunction with the entrant's entry and, if successful, the entrant's win. The individual entrant must get their salon owner(s) consent to enter into this competition. If the individual entrant is successful, and then changes salon within 12 months of being awarded the prize, the individual entrant must take all reasonable steps to obtain their new salon's consent to being named in conjunction with the entrant's winning entry.
- Entries cannot be returned and are the property of the Promoter.
- Entrants grant L'Oréal (UK) Limited with a transferrable, exclusive, worldwide, royalty free and perpetual license in all copyright, moral or other rights under the Copyright, Design and Patents Act 1988 to use the photos and any materials, videos and images generated during the Muse Image Awards competition (whether they proceed to the Photoshoot Finals stage or not) for any purpose whatsoever (including without limitation, use on Shu Uemura Art of Hair websites, Facebook pages and blogs, promotion of the Muse Image Awards event, PR content print and online, editorial, advertising and advertorial content, trade press and 2016/2017 competition promotion print and online and educational or internal purposes, etc). Entries can be received from 1st March 2016.
- The photographs must be head shots no more than 1 year old at the date of entry.
- Entries must be submitted by postal mail, the entry form can be found and downloaded from [www.respectyou.me/shushoot](http://www.respectyou.me/shushoot) and the photographs need to be colour 10"x8" photos, moodboards must sit flat on paper no bigger than A3 size, and the entry must be addressed to muse image awards, fao Jessica Sherry, 2nd floor, 255 Hammersmith Road, London, W6 8AZ.
- All entries must reach L'Oréal by 29th April 2016.
- Late entries will not be permitted.
- The prizes are as stated and there are no alternatives or cash substitutes.
- The judges' decision is final and no correspondence will be entered into regarding this decision.
- The winning individual must be prepared to take part in publicity accompanying or resulting from the competition. No additional compensation will be awarded for such promotional activities. The winning individual warrants that they have obtained the consent of their affiliated salon to take part in publicity accompanying or resulting from the competition, for no additional compensation.
- Any images supplied by L'Oréal to winning salons must always be credited to Shu Uemura Muse Image Awards when being used for any purpose whatsoever.
- If the prize is declined or if the winner forfeits the prize or leaves the salon of employment on entry under these terms and conditions, then the judges may at their absolute discretion select an alternative winner.
- L'Oréal reserves the right in its absolute discretion to add to or waive any of these terms and conditions, or to cancel the competition at any stage, in the event of circumstances arising beyond its reasonable control.
- By entering this competition, entrants will be deemed to be bound by and have accepted these terms and conditions.
- English law applies and the English courts shall have exclusive jurisdiction over any proceedings in connection with this competition.
- Promoter: L'Oréal (UK) Limited, 255 Hammersmith Road, London, W6 8AZ.

## PHOTOGRAPHIC ENTRY STAGE

- The 2016 Brief: Entrants must create a well-executed female "east meets west" look, demonstrating an emblematic hairstyle with a modern Tokyo twist, while also showing an appreciation of the luxurious nature of the Shu Uemura Art of Hair brand. Entrants must download an entry form from [www.respectyou.me/shushoot](http://www.respectyou.me/shushoot) and send their completed entry form and entry materials including:
  - No wigs, wefts, full head extensions or ornaments may be used
  - Mood board (which sits flat on paper no bigger than A3 size) showing the entrant's thought process behind the inspiration for their look
  - "Before" and "after" model photographs (in colour 10"x8") fulfilling the brief above
  - Provide a step by step of your look, inclusive of which products and techniques were used at all stages of the design (800 words maximum)

To muse image awards shu uemura art of hair, fao Jessica Sherry, 2nd floor, 255 Hammersmith Road, London, W6 8AZ

- The photographs must be head shots. No photocopies of printed photos will be accepted. Entrants must enter colour photos that are no more than one year old.
- Entrants must clearly mark on the back of their photos that they are entering the Shu Uemura Art of Hair Muse Image Awards and attach the 2 photos to the correct entry form which can be downloaded from [www.respectyou.me/shushoot](http://www.respectyou.me/shushoot).
- Entries must be received by 29th April 2016. L'Oréal reserves the right to revise this date and extend the period for accepting entries to the competition in the event of circumstances arising beyond its reasonable control.
- Entries will only be accepted via the official entry form that can be downloaded from [www.respectyou.me/shushoot](http://www.respectyou.me/shushoot). Incomplete, illegal, illegible, misdirected or late entries will not be accepted. Proof of posting will not be accepted as proof of delivery. Responsibility cannot be accepted for lost, damaged or delayed entries.
- Successful entries will be notified that they have gone through to the Photoshoot Finals by telephone (on the number provided in the entry form) by 4th May 2016. After this date the successful finalists (and their affiliated salons) will be announced via the Promoter's social media account(s).
- A list of the successful entrants through to each Photoshoot Final can be obtained by looking on [www.respectyou.me/shushoot](http://www.respectyou.me/shushoot) from 5 pm on 4th May 2016.
- The judges' decision is final and no correspondence will be entered into regarding this decision.

## JUDGING CRITERIA FOR PHOTOGRAPHIC ENTRY STAGE

- The photographic entries (supported by the entry form, mood board and products explanation) Entrants must create a well-executed female "east meets west" look, demonstrating an emblematic hairstyle with a modern Tokyo twist, consistent with the luxurious nature of the Shu Uemura Art of Hair brand, as outlined by the 2016 brief.
- The photographic entries will be judged by a minimum of four (4) hairdressing industry professionals selected by L'Oréal.
- The judges will need to select a maximum twelve (12) entrants to go through to the Muse Image Awards Photoshoot Final stage based on the photographic entry criteria outlined above.

- A maximum of twelve (12) Photographic entries will qualify for the Photoshoot final. L'Oréal will select, at its discretion, six (6) Photographic entries to attend the Manchester Photoshoot and six (6) Photographic entries to attend the London Photoshoot.
- Entrants will be responsible for all reasonable travel, hotel, food and other expenses incurred in attending the Photoshoot final.
- The 2016 Photoshoot Final dates are confirmed as follows:
  - Manchester Photoshoot: Monday 9th May 2016
  - London Photoshoot: Monday 16th May 2016
- Entrants must arrive at 8.30am for morning shoot or 12.30pm for afternoon shoot on the day of their designated Photoshoot Final at the venue to register with L'Oréal. Entrants will be notified by L'Oréal prior to the date of each Photoshoot Final whether they are required to attend the morning or the afternoon shoot.

## MUSE IMAGE AWARDS PHOTOSHOOT FINAL STAGE

- The Photoshoot Final dates are as follows:
  - Manchester Photoshoot will run on 9th May at the Photolink Studios, Manchester
  - London photoshoot will run on 16th May at a London location to be advised by L'Oréal to Photoshoot Finalists prior to the date of the Photoshoot Final
- Entrants must arrive at 8.30am for morning shoot or 12.30pm for afternoon shoot on the day of their designated Photoshoot Final at the venue to register with L'Oréal to be eligible to take part in the Photoshoot Final. Entrants will be notified by L'Oréal prior to the date of each Photoshoot Final whether they are required to attend the morning or the afternoon shoot.
- The Photoshoot finalists will not need to bring a model with them as all models, photographers, makeup artists, clothes styling and products will be supplied by L'Oréal.
- At the Photoshoot Final, entrants will be required to:
  - Recreate their Photographic Entry Stage look on a professional model provided by L'Oréal
  - Be creatively involved in a photo shoot to select one (1) image to be used as their entry in the Photoshoot Final Stage.
- The Photoshoot finalists are required to style the model's hair, recreating the style achieved in their entry photographs. They will have 1 hour and 15 minutes in total to complete this.
- The Photoshoot finalists are then required to be creatively involved in a photo shoot, to ensure the photographer's final image best represent the finalist's style and look. The Photoshoot finalist will then select one (1) photo to constitute their Photoshoot Final entry.
- India Miller (or other creative hair artist as chosen at L'Oréal's absolute discretion) will be on set at various stages throughout the Photoshoot Finals to mentor and provide guidance to finalists during their styling and photo shoots.
- An overall winner will be selected by a judging panel. The winner will be notified by telephone (on the number provided in the entry form) by 1st June 2016. After the winner has been notified, the winner will be publicly announced via the Promoter's social media account(s).
- The judges' decision is final and no correspondence will be entered into regarding this decision.

#### JUDGING CRITERIA FOR PHOTOSHOOT FINAL STAGE

- The entrants work on professional models, supplied by L'Oréal, and will be judged by a minimum of four hairdressing industry leaders selected by L'Oréal. The judges will judge based on one (1) final photograph selected by the entrant during the Photoshoot Final Stage. The judges will not have visibility over which entrant has submitted which final photograph, and will consider the photos on an anonymous basis.
- Judging criteria: The final photograph must be consistent with the luxurious nature of the Shu Uemura Art of Hair brand and the style must demonstrate an emblematic hairstyle with a modern Tokyo twist, working with the products and style as per the 2016 Brief. The hair styling technique must be technically brilliant, unique and modern in its execution.
- All Photoshoot Final entrants will be judged on the final selected photograph, a result of the professional photoshoot performed at the Photoshoot Final. Finalists will be judged on both the inspiration of the look (including artistic inspiration and on-trend rationale), and the styling of the look (including execution of styling and aesthetics of total look), as well as the synergy between the entrants' inspiration and styling.

#### MARKING CRITERIA FOR PHOTOSHOOT FINAL STAGE

- Judging marks are split as follows: A total score out of 15, made up of individual scores out of 3, in the following sections:
  - Inspiration: Artistic Inspiration
  - Inspiration: On trend rationale
  - Styling: Execution of Styling
  - Styling: Aesthetics of total look
  - Synergy between inspiration and styling
- Each of the judges award a maximum of three (3) points per section and indicate their scores on their marking sheet 1,2 or 3 in each section, with 1 being the lowest and 3 being the highest mark. Individual judges scores are then totalled to give a maximum score out of 15 for each entry. The marks from all the judges are then totalled to determine who overall is 1st in the Photoshoot Final. Should a tie occur the judges will be required to discuss and agree who overall should be placed 1st.
- The one (1) selected Shu Uemura Art of Hair Muse Image Awards Winner will be notified by telephone (on the number provided in the entry form) by 1ST June 2016. After the winner has been notified, the winner will be publicly announced via the Promoter's social media account(s). The eleven (11) other Photoshoot Finalists will receive one (1) canvas print of their Photoshoot Final image.

- The Shu Uemura Art of Hair Muse Image Awards winner will receive the following:
    - The opportunity to attend a one-day winner's professional Shu Uemura Art of Hair photoshoot with model, photographer, Shu Uemura Art of Hair products, clothes styling, make-up artist and photo editing provided by L'Oréal at a London location to be advised by L'Oréal to the winner, on a date and time to be agreed between the winner and L'Oréal. L'Oréal will confirm the venue and date, and provide reasonable transportation and subsistence costs to attend this photoshoot. The winner will receive a collection of six (6) photos from the shoot in digital format (most likely tiff or jpeg format with a minimum size of 3MB and a maximum size of 7MB). The photographs produced will also be used to promote the winner's win in local press and hairdressing trade publications during 2016 and to promote the Shu Uemura Art of Hair Muse Image Awards competition for 2017
    - One (1) A0 size (84.1 x 118.9cm) canvas print of their Photoshoot Final photo, which the winner can hang in their salon during 2016
    - The opportunity to host an event at the winner's salon to celebrate the win, supported by Shu Uemura (including goodies bags, invitations, and additional promotion for the event via Shu Uemura's social media account(s))
    - Two (2) tickets to attend the Tribu-te show in London, on the 9th October 2016 at 6.30pm with the opportunity to be introduced to the stylists performing at the event
    - An interview with the winner to be featured on the blogsite [www.respectyou.me](http://www.respectyou.me) to help raise the winner's profile in the industry
    - An invitation to lunch with Tribu-te magazine to be held in London on a date and location as agreed between Tribu-te and the winner to meet the Tribu-te team and one of the special guest artists from the upcoming 2016 Tribu-te show
    - One (1) subscription to Tribu-te magazine for two (2) years.
- Each of the other eleven (11) Shu Uemura Art of Hair Muse Image Awards winner will receive:
- One (1) A0 size (84.1 x 118.9cm) canvas print of their Photoshoot Final photo, which the Photoshoot Finalist can hang in their salon during 2016
  - In consideration for the opportunities, exposure and experience granted by L'Oréal (UK) Limited the winning salons and individuals agree to grant L'Oréal (UK) Limited a transferable, exclusive, worldwide, royalty free license in all copyright, moral and other rights created during the competition and the winning year and agree to sign a release and consent form to be provided by L'Oréal.