

ONSTAGE

INTERCOIFFURE AUSTRALIAN CONGRESS

Intercoiffure members worldwide congregated to the Tasmanian capital for the 2013 instalment of the prestigious Intercoiffure Australian Congress.

THE ANNUAL INTERCOIFFURE Australian Congress 2013 once again welcomed guests far and wide for a bustling three days filled with inspiration and an overwhelming abundance of fellowship.

Held off the motherland in picturesque Hobart, Tasmania, the congress kicked off on Sunday 20th October at the Grand Chancellor Hotel, which played host to the majority of the agenda for the three days ahead.

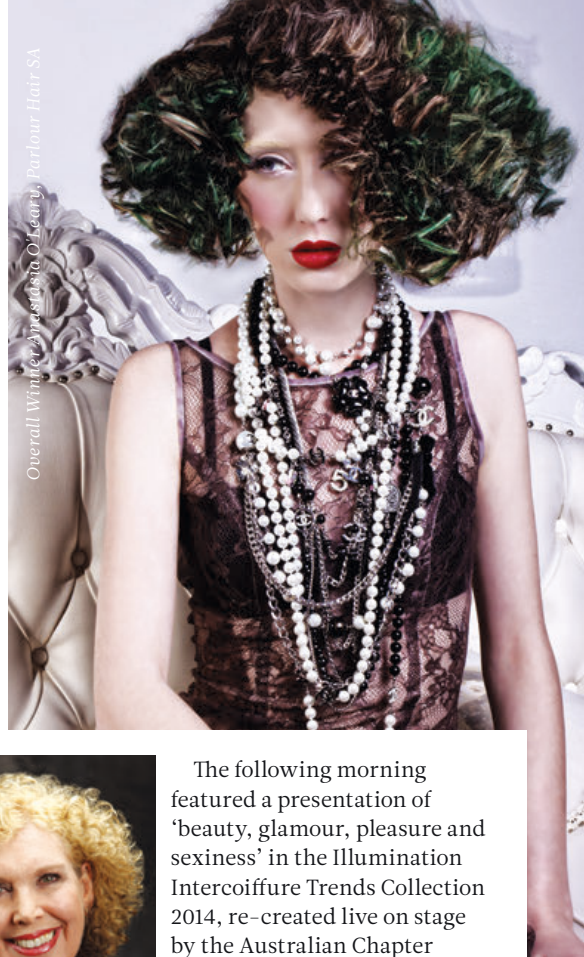
Founded in Paris 88 years ago, and celebrating 54 years in Australia, Intercoiffure Mondial holds over 4,000 members in 55 countries worldwide.

As one of the most powerful and influential organisations of hairdressers in the world, Intercoiffure Mondial endeavors to bring together the industry's international elite. The result is a culture of diverse and vivacious stylists and extraordinary educators who continually push the limits with their absolute love of hairdressing.

With a true belief of education and learning at the core of the Intercoiffure philosophy, guests were treated to an exciting evening presentation of fashion-forward looks created by the Creative Workshop team and the Australian Foundation Guillaume team.

Made up of the young staff members within Australian Intercoiffure salons, the performance was charged with unwavering energy. Each team member presented their model and explained the inspiration and creative direction of each look, followed by an exhilarating dance performance by the models.

Overall Winner, Anastasia O'Leary, Parlour Hair SA



Intercoiffure Australia President, Cheryl Delmo

The following morning featured a presentation of 'beauty, glamour, pleasure and sexiness' in the Illumination Intercoiffure Trends Collection 2014, re-created live on stage by the Australian Chapter Fashion Directors.

On a mission to 're-enchanted the client's emotional journey', Tracey Orr, on behalf of L'Oréal Professionnel, took to the stage to present the idea of connecting with your clients' 'salon emotion.' With the notions of understanding, service, and consistency underpinning her presentation, Tracey reinforced the fact that hairdressers "have the unique ability to make or break a client's heart."

Adding to the salon-born inspiration, the Intercoiffure Oceania Fashion Team took guests on a journey through the inspirations behind their internationally-inspired looks. The ever-charismatic Frickie De Jager, along with Ezra Issacs, Jas Jhalley and Alana Barrenger re-created the 'trends of tomorrow' live on stage, giving Intercoiffure stylists an insight into the latest looks inspired by London street fashion, Paris Fashion Week and Salon International.

On behalf of Wella Professionals, guest speaker Hendrick Vos, owner of online marketing website *Online Business Builders*, unveiled the benefits of growing your businesses presence on Google and social media as "another way of getting clients that isn't just through referral."

Fashion Director for Australia, Debra Moodie, presented a live 'look-and-learn' on stage featuring a series of long hair styles, utilizing the technique of the 'waterfall' twist and new takes on the traditional braid.

A particular highlight of the annual event, on Monday the 21st October, guests were invited to an evening of drinks and canapés at the stunning grounds of Tasmanian Government House. After being greeted by the Tasmanian Governor - His Excellency The Hon Peter Underwood AC - guests were treated to a musical performance by Rob Mallett who is now headed for the forthcoming national production of *Les Misérables*.

Guests were then transferred back to the Grand Chancellor Hotel and seated in the Grand Ballroom for the much anticipated 2013 Intercoiffure Photographic Competition Awards Gala.

An inspirational and elaborate presentation by Intercoiffure Tasmanian members called 'The Art on Legs' was followed by

CONGRATULATIONS TO THE PHOTOGRAPHIC AWARD WINNERS FOR 2013

EDITORIAL

Senior runner up - **ALANA BARRENGER**, Halycon TAS

Senior winner - **RACHEL WALKER**, Chilli Couture WA

Junior runner up - **CATLIN TANKS**, Franco of Canberra ACT

Junior winner: **LAUREN COOPER**, South Tce Hair and Beauty TAS

ARTISTIC

Senior runner up: **EMMANUELLE TORRES**, Chilli Couture WA

Senior winner: **RACHEL WALKER**, Chilli Couture WA

Junior runner up: **MADDISON MALONE**, Pandora's Hair NSW

Junior winner: **DANIKA ANDERSON**, Franco of Canberra ACT

AVANT GARDE

Senior runner up: **Ahkim Anthony Tan**, Kinji Hair Styling NSW

Senior winner: **Anastasia O'Leary**, Parlour Hair SA

Junior runner up: **ORIEL HELEN**, Tony Mitchell Hair QLD

Junior winner: **MELISSA TOPINI**, Hairloom WA

MEN'S TREND

Senior runner up: **BRIGITTE NIELSEN**, NV Men Complete Grooming WA

Senior winner: **JOHNNY GEORGIU**, Parlour Hair SA

Junior runner up: **THARLYA CROMPTON**, Bellezza Hair Salon NSW

Junior winner: **CHELSEA DANIELE**, Musk Hair and Body WA

PEOPLE'S CHOICE

SEBASTIAN JOSEPH, Parlour Hair SA

OVERALL WINNER

ANASTASIA O'LEARY, Parlour Hair SA

Want to be part of the worlds
largest colour company with
a salon exclusive retail line

COMPAGNIA DEL COLORE™

Created in Milan and available
in 75 countries, Compagnia del
Colore colours 2000 heads of hair
every minute around the world.

WITH 182 COLOURS
(52 ammonia free)
YOUR COLOURISTS
WILL BE INSPIRED.

Phone: 1300 CDC 123
Email: info@compagnia.com.au
www.compagnia.com.au

a hair demonstration by international guests from Switzerland, Willi Kuhn and Remo Iseli, before the winners were announced.

The Overall Winner Award was presented to **Anastasia O'Leary** from Parlour Hair in South Australia who was awarded with a trophy and also receives full registration to the Intercoiffure Australian Congress for next year.

On the international front, at the recent Intercoiffure Mondial Night of Stars in Salle Wagram in Paris, Intercoiffure Australia President Cheryl Delmo was awarded the prestigious Order De La Chevalier Commander, using the French Legion of Honour as an example.

As one of the highest international awards in the industry, Cheryl was proud to have received the award for her lifetime achievements, contribution and outstanding service to the hairdressing industries both nationally and internationally. During the Intercoiffure Photographic Competition Awards Gala, Cheryl's achievement was celebrated once again with a presentation of the award.

To wrap up the three-day congress, Wella Professionals' Creative Director Andrew Tetley introduced guests to Wella's latest colour innovation, color.id, via a science experiment-style presentation. A revolution in colour application, color.id allows the application of colour without bleeding or requiring foils.

Cementing the importance of salons maintaining a strong social media presence, guest speakers – including INSTYLE's Beauty and Online Editor, Rosemary Bracey – were invited to sit on a social media panel led by *The Front Man's* Robert Mallett to discuss the current state of play and future of social, digital and print media in the context of the Australian hairdressing industry.

As the congress came to a close for another year, members were without a doubt left inspired, fulfilled and ultimately proud to be part of such a tight-knit fellowship, bound together by an unwavering love of their craft. The 2014 congress will no doubt once again be abounding with true – and ever-prestigious – Intercoiffure style. **IN**