

ONSTAGE

OHH...My!!



HELD IN PERTH across three jam packed days of business, local and international creativity, the annual Intercoiffure Australian Congress once again welcomed members from across the nation to share an inspiring and insightful itinerary in 2012.

Founded in 1925 and host to 4,000 members across 55 countries, the Intercoiffure Mondial network is one big family affair dedicated to sharing knowledge for power across industry business and creative platforms – a philosophy more vibrant than ever within Australia as over 100 members discovered late last year.

The congress enlightened members on impending colour trends and esteemed business vision from the entity at the helm of the successful L'Oréal Professionnel Salon Visage group; Knoxville; Belinda and Frank Gambuzza, plus insight into the undeniable talent of our rising generation; Foundation Guillaume including the revered Sunday evening show.

Wella Professionals presented the delightful Shar Sutherland Todd from New Zealand salon institution Sutherland Todd Hairdressing to guide Intercoiffure members to greater business before fellow Kiwis; Jason Davies, Wayne Richardson and Rebecca Bent took the audience on a tour of the techniques and trends defining their Creative Transmission show.

Perhaps the most anticipated event was the Photographic Awards gala – guests were first treated to a short-play choreographed by a local performing arts group, a refreshing take on the traditional introductory fashion show. A series of auctions took place throughout the evening – with proceeds going to the Education for Life charity actively supported by Intercoiffure Mondial worldwide. **IN**

# INTERCOIFFURE PHOTOGRAPHIC AWARDS

People's Choice winner Annette Scalfidi, Fairy, Arbutus WA



Overall winner Terrina Broun, Zedz WA

Integral to the Intercoiffure Australian congress, the Intercoiffure Photographic Awards have been announced with the addition of editorial recognition in 2012.