

Baltic Beauty 2024



THE BIGGEST BEAUTY INDUSTRY EXHIBITION IN THE BALTICS! / 1–3 November / RIGA, LATVIA

International Stylist Competition “Full Fashion Look” Regulations

Date and time: 3 November, 9:30-16:30

Venue: Ķīpsala International Exhibition Centre. Ķīpsalas iela 8, Riga



Objective

The objective of the stylist competition participants is to create a look based on the fashion trends of the current season (autumn/winter 2024).

Competition participants

There is no age limit. Both experienced stylists and students can take part.

By profession, a contestant can be a hairdresser, make-up artist, make-up stylist, fashion designer or other fashion and beauty professional.

Model

The image must match the character of the model. The image must be designed taking into account the proportional and physiognomic features and the plasticity of the model. The model has to get into the character of the image. The model's ability to present the image, walk on stage, facial expressions, emotions are important.

The model is assigned the number received in the draw and keeps it until the end of the competition. This number must be the same as the work-place number.

Models are prepared backstage (unlimited time). Only the final details of the image are being finalised on the competition site. 5 minutes are given for this.

During the demonstration, the model may adopt a pose that suits the image.

Photograph

During the competition, there is a photograph next to the stylist's mirror. The photograph of the competition entry must be in the style of a glossy magazine cover.

Technical requirements for the photograph:

Colour. Size A4.

The number received at the time of registration must be indicated next to the photograph.

The photographs will not be returned. If the photo is not at the table, penalty points will be added.

The aim of the photograph is to show the image created by the stylist with a specific set of clothes, shoes and accessories, hairstyle, make-up and manicure.

If the contestant has to submit a photograph of the model from behind or not in full-size for the jury's consideration, a second photograph showing all the components of the image in full (hairstyle, make-up, outfit, accessories, manicure) must be attached.

The contestant must submit a written justification for the image on one A4 page (attached to the photograph). It shall indicate the creative sources: current season fashion trends, ideas, images (style icons, media and cult heroes, current collections). The description is not evaluated, but penalty points are given for its absence.

Evaluation criteria:

1. Is it up-to-date?

The image should be a mix of the current season's fashion trends. Participants showcase fashion trends for the current autumn-winter season. The images can be both *prêt-à-porter* and *haute couture*.

2. Recognition

The story of the image, its character, its relevance to certain style icons, iconic media characters, famous fashion houses.

3. Overall image

All the components of the look must be in sync with each other: outfit, hairstyle, make-up, manicure, accessories, model type.

4. Photograph

The contestants are evaluated by their ability to organise a photo shoot for a fashion magazine and to complete their idea in photography. (Attention! When evaluating a photograph, the jury focuses on artistry, creativity and technical execution, taking into account the opinion of a professional photographer).

Penalty points

They are given on the basis of technological and technical criteria. Maximum three points per infringement.

Technological criteria: no make-up, hairstyle, manicure, inadequacy of accessories.

Technical criteria: No photograph, lack of image justification.

It **is not advisable** to copy images from advertising companies, capsules from fashion designers' collections or to make fantasy, overly theatrical creations that cannot be compared with the current haute couture collections.

Hats, head ornaments and artificial hair **are allowed**. Preparation time in the competition area is 5 minutes.

Prizes

Valuable prizes from the competition sponsors will be awarded not only to the winners, but to all participants.

Competition hours

09:30-10:00 registration of participants

10:00-11:30 preparation of models behind the stage

11:30-11:35 models are prepared in the competition area in front of the mirror with the registered number

11:35-12:00 presentation of the competition works to the jury

12:10-12:20 models and participants gather behind the stage

12.20–12.35 models take to the stage

15:30-16:30 award ceremony on stage

Application

The completed online application [form](#) for the competition must be submitted by 1 October of this year.

Participation fee

Competition entry fee – EUR 40. The entry fee must be paid via bank transfer by 1 October of this year. The name of the competition and the name of the participant must be indicated in the payment details.

Bank details:

SIA Unastyle Studio

PVN Nr. LV 40003853416

A/S Swedbank, HABALV22

Konts: LV67HABA0551014263049

Further information: 29131362