



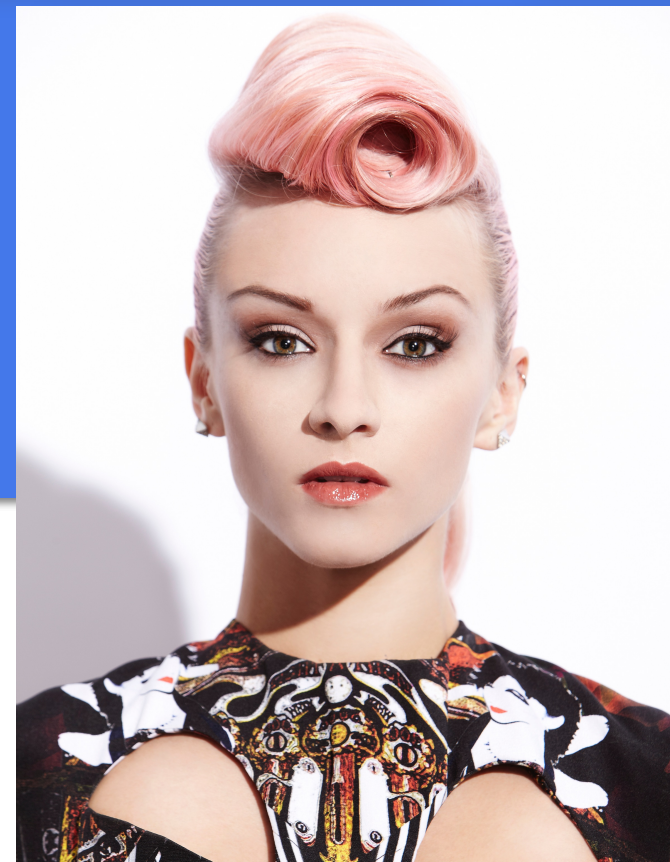
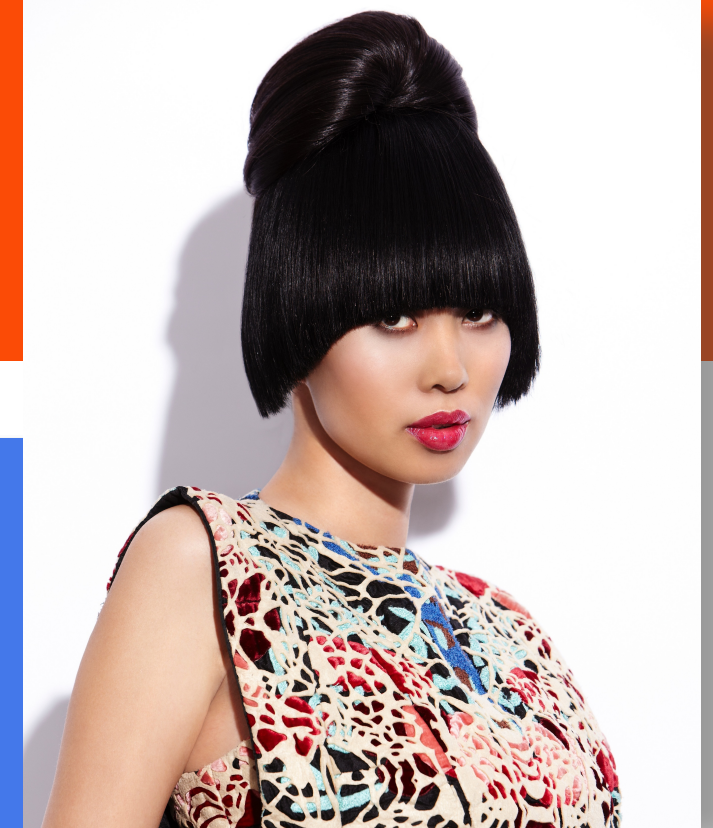
# PAUL MITCHELL SCHOOLS' Next Top Photo Stylist 2014

## About Lucie Doughty:

Lucie began her professional career in the United Kingdom at a Paul Mitchell 365 Salon, where she was influenced by the hair sculpting techniques of Paul Mitchell and the way the 365 program focused on the complete guest experience. As a salon professional, educator, celebrity stylist, and Editorial Director for John Paul Mitchell Systems, Lucie is passionate about making sure each guest leaves feeling beautiful. She believes you can truly become whoever or whatever you wish to be in this industry.

## About Devri Ficklin:

Since 1983, Devri has passionately coordinated and inspired teams of hairstylists and makeup artists in her roles as salon owner, special effects director, author, motivational speaker, and Paul Mitchell School owner. As Paul Mitchell Schools' Makeup Education Leader and Director of Product Development, Devri achieved a 25-year goal with the nationwide release of the Paul Mitchell Schools makeup curriculum. Her attention to detail and ability to connect inspire creativity in others.



PAUL MITCHELL  
schools



# Paul Mitchell Schools' Next Top Photo Stylist

**What** - Photo shoot contest for Paul Mitchell Schools' Future Professionals and Learning Leaders

**When** - June 1 through September 30, 2014.

**How** -

## 1. Select Skill - Hair or Makeup

## 2. Select 3 of the 5 categories for hair

**Texture** - wave, shattered, chunky

**Avant Garde** - edgy, visionary, artistic

**Contemporary Classic** - pure, timeless, fresh

**Color** - vibrant, extreme, beautiful

**Long Hair Up Style** - couture, artistry, glamour

## Select 3 of the 4 categories for makeup

**Editorial** - modern, expressive, simplicity

**Classics** - sophisticated, retro, polished

**Runway** - dramatic, playful, trendy

**Bridal** - beautiful, elegant, fresh

## 3. Take Pictures

You have from June 1 through September 30 to complete 3 photo shoots. Your 3 photos can be independent of the others, or your 3 photos can tell a story or have a common theme. Makeup models need a before photo sent in with entry. Makeup must use a total of 3 separate models, a different model for each category. No male models for makeup. Image Specifications: All images must be submitted online. All image files must be in JPEG (.jpg) format, at a resolution of at least 300 DPI. For online entries, image files must be at least 1-3 MB's. High resolution images may be requested. All images uploaded online must be labeled using the following format:

Entrant First Name\_Entrant Last Name\_Image1\_category.....

Entrant First Name\_Entrant Last Name\_Image 2\_category.....

Entrant First Name\_Entrant Last Name\_Image 3\_category.....

## 4. Fill Out Entry Form and Sign

## 5. Release Forms

By entering Paul Mitchell Schools' Next Top Stylist, the entrant ensures that the photographer(s), makeup artist(s), model(s) and other parties involved in the production of each entry have authorized the entry. All parties involved must sign the Paul Mitchell Release Form. Please ensure that any modeling agency you are working with has confirmed the release form and that the agent representative has signed off on the Paul Mitchell Release Form. The Paul Mitchell Release Form MUST be signed and included with your entry. All entries must be uploaded by September 30, 2014.

## 6. Model Record Card

Every style must include the Paul Mitchell Professional Color formulation and all Paul Mitchell Take Home products and Pro Tools used. Each makeup entry must include a completed face design sheet.

**What happens next?** After September 30, a panel of judges will select 3 winners in each skill for Future Professionals and 3 winners in each skill for Learning Leaders based on all images submitted. Note: \*Hair skill, photo manipulation will be taken into consideration by the judges. It is neither encouraged nor discouraged. Please use your best judgment when manipulation is considered. Remember, this is a photographic hairstyling competition! Makeup skill can have **no photo retouch or manipulation**.

## What can you win?

A photo shoot with Lucie Doughty and Devri Ficklin in Los Angeles.

Each winner shoots 1 model with 2 separate looks.

## Agenda – Photo Shoot Prep Day

Learn how to prepare for a photo shoot. Spend the day with Lucie and Devri doing...

Wardrobe lesson

Create storyboard

Meet with photographer regarding lighting, storyboard, and overall looks

Practice the styles and makeup

Meet with makeup artist and wardrobe stylist

Learn how to use hair extensions and hair pieces

Enjoy dinner with Lucie & Devri

## Agenda – Shoot Day

Bring your storyboard to life on live professional models by creating 2 separate looks on one model and having the photographer shoot it. The makeup artist and wardrobe stylist will be there, along with Lucie and Devri, to support your vision.

## \*Tips

Follow the Rules

Review photo shoot/fashion show guidelines

\*Transportation and hotel can be covered by Andrew Gomez funds.



Entry form, release forms, color formulation, product forms, face design sheets and photo shoot/fashion show guidelines are available on The HUB and Plugged In June 1, 2014