

# ABA

CANADA

PRESENTS



# World of Beauty

Mall Competition Tour



WEST EDMONTON MALL

FEBRUARY 1 - 3, 2020

FASHION SHOW RULE BOOK



**BRIDAL FASHION SHOW**  
**Stage Presentation and Photo Ready looks**  
**SATURDAY – FEBRUARY 1ST 2020**  
**ON-STAGE PRESENTATION AT 3PM**

Every Salon and School in Alberta is invited to participate in this show / demonstration.  
First 12 teams to register will be entered in the show.  
No selection process...First Come / First Serve

Each team (max of 3 participants per team) must register on the website and pay the registration fee.

**BRIDAL FASHION SHOW**

Each team must present a fully complete look of a couple in bridal attire; the couple could be of a Bride and a Groom, two brides or two grooms.

The looks presented must be in line with Summer 2020 bridal trends, commercial and realistic.

The objective is to present a showcase of the best possible work, promote the salon or the team and promote the bridal / tux shop and the jewelry/accessories shop as well. This is all about presenting a glamorous fashion show of the best bridal looks of the season that will also generate beautiful pictures that can be used by the team on social media.

Only one team per salon location; priority will be given to West Edmonton Mall salons first. Each team will have 1 hour to prepare on site; the show line up will be decided by a draw once all teams are present for the competitions. Each team will have only 1 minute to catwalk on stage and then move to the step and repeat wall for photography.

After all pictures are taken (one couple picture, one group picture with the artistic team); a jury will assess the presentation and an on-line voting will take place. An award ceremony will be staged a few minutes after the competition.

Every bride wants to look picture perfect on her special day. Makeup is a large part of the day. This competition allows the makeup artist to create a photo ready daytime makeup design suited for the everyday glamorous bride.

This makeup should reflect the artist's own interpretation as to how to enhance cosmetic highlights, contour and shades for the models' face structure & features and coordinate with the photo ready daytime bridal theme. Ethnic type bridal makeup is also allowed.

There is limited space available, pre-registration is required. Competitors will be accepted on a first come, first serve basis. All competitors must check in at the ABA registration desk LATEST AT 1PM to be ready to have access to workstations at 2PM.

If a competitor is late, they may forfeit their place in the competition and their paid entry fee.

Each team will be assigned a workstation with an electrical outlet. Note that ONLY ONE HOT TOOL CAN BE PLUGGED AT A TIME. Changing room will be available.

NO HAIR CUTTING should be done on premises. Models must arrive with hair already washed; you will not have access to sinks.

NO SPRAY COLOR OR SPRAY GLITTER ARE NOT ALLOWED in the preparation area or the stage.

For the Fashion Show, only the couple presented is on stage, no bridal party or accompanying kids are allowed. The host will read the description of the bridal inspiration (100 words max), the name of the salon/school, the name of the artists and their role, the dress / tux / jewelry / shoes sponsors.

NO NUDITY or exposing of any body parts that common decency deems to be covered in public – this a general public event where kids and people of various cultures and beliefs will be present in the audience.

#### JUDGING CRITERIAS FOR THE PANEL OF JUDGES

Originality, Creativity, Workmanship, Technical Execution (Hair and Make-up), Suitability to the theme, Cohesiveness, On-Trend, Model Presentation.

Note that even though the clothing and accessories are not judged, they will for sure have an influence on the perception of the judges with regards with overall look, suitability and presentation.

Each judge will give a note on 10 for each of the criteria above

Only one 10, two 9, three 8 can be given by each judge for each criterion, no limits on 7 or below.

#### JUDGING CRITERIAS FOR THE PUBLIC VOTE;

Most vote during the allotted voting time will win, the voting method will be announced to participants two weeks prior to the show.

**\*\*The following photos are for reference only\*\***



**ABA Canada reserves the right to amend, correct or change the above rules up to one week before the competition. We recommend that you verify the rules posted on the [www.abacanada.com](http://www.abacanada.com) website ONE WEEK before any competitions.**

Rules are property of ABA Canada Competitions ©2019. All rules including judging criteria are NOT ALLOWED TO BE USED UNLESS WRITTEN APPROVAL IS GIVEN BY ABA COMPETITION DIRECTOR ONLY! ABA Competitions Rules are copyrighted, and all rights are reserved.



**HAIR COLOR TRENDS FASHION SHOW**  
**Stage Presentation and Photo Ready looks**  
**SATURDAY – FEBRUARY 1ST 2020**  
**ON-STAGE PRESENTATION AT 5 PM**

Every Salon and School in Alberta is invited to participate in this show / demonstration.  
First 12 teams to register will be entered in the show.  
No selection process...First Come / First Serve

Each team (max of 4 participants per team) must register on the website and pay the registration fee.

**HAIR COLOR TRENDS FASHION SHOW**

Each team must present a 3 fully completed HAIR COLOR TRENDS LOOKS on 3 models of your choice.

The looks presented must be in line with Editorial and Fashion Show Summer 2020 color and style trends.

The objective is to present a showcase of the best possible work, promote the salon or the team.

This is all about presenting a glamorous fashion show of the colour and style looks of the season and to generate beautiful pictures that can be used by the team on social media.

Only one team per salon location; priority will be given to West Edmonton Mall salons first. Each team will have 1 hour to prepare on site; a show line up will be decided by a draw once all teams are present for the competitions. Each team will have only 1 minutes to catwalk on stage and then move to the step and repeat wall for photography.

After all pictures are taken (one individual model, on model group picture, one group picture with the artistic team); a jury will assess the presentation and an on-line voting will take place. An award ceremony will be staged a few minutes after the competition.

There is limited space available, pre-registration is required. Competitors will be accepted on a first come, first serve basis. All competitors must check in at the ABA registration desk LATEST AT 1PM to be ready to have access to workstations at 2PM.

If a competitor is late, they may forfeit their place in the competition and their paid entry fee.

Each team will be assigned a workstation with an electrical outlet. Note that ONLY ONE HOT TOOL CAN BE PLUGGED AT A TIME. Changing room will be available.

NO HAIR CUTTING should be done on premises. Models must arrive with hair already washed; you will not have access to sinks.

NO SPRAY COLOR OR SPRAY GLITTER ARE NOT ALLOWED in the preparation area or the stage.

For the Fashion Show, only the models are presented on stage, no kids or animals are allowed. The host will read the description of the inspiration (100 words max), the name of the salon/school, the name of the artists and their role.

NO NUDITY or exposing of any body parts that common decency deems to be covered in

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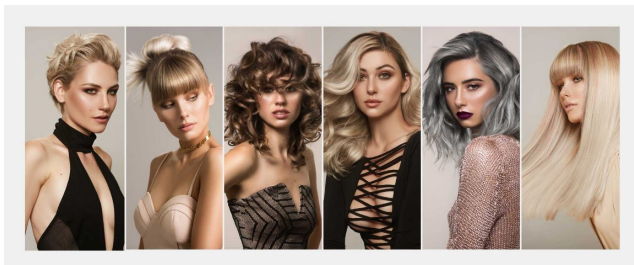
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