

**III INTERNATIONAL OPEN CHAMPIONSHIP  
CMC\* - RUSSIA - URAL - 2019  
IN HAIRDRESSING, MAKE-UP AND NAIL-ART  
(\*under the auspices of Confederation Mondiale Coiffure)**

**Qualifying stage for the world championship 2019 (Japan)**

**Regulations**

**The third open international championship CMC-RUSSIA-URAL in hairdressing, make-up and nail-art is a qualifying stage for participation in the world championship in hairdressing art, decorative cosmetics and nail art, which will be in Osaka (Japan) in May 2019. The winners will be in Russian national team, and will protect honor of the country in Japan.**

Masters of beautiful business from Siberia, the Far East, North-West and South of Russia are coming to Yekaterinburg In February 2019. In addition, guests from Italy, Poland, Estonia, Czech Republic and other countries are taking part in this championship. This event will be held under the flag of the world organization of hairdressers CMC (CONFEDERATION MONDIALE COIFFURE), which has been successfully working for 80 years and is one of the organizers of the world and European Championships. Masters from the Ural region and Russia have the opportunity to get to such important event. CMC Russia President and Vice-President of the CMC world, multiple world champion, Vazha Mkhitaryan is in charge of this significant event, which will be interesting not only to beauty industry professionals - hairdressers, makeup artists and nail service, but also to customers of salons, residents and guests of our region. More than 700 strongest masters from 25 countries of the world took part in the world championship of CMC 2017 in Italy; the Russian national team took the first place in Italy. The Russian team included six masters from the Ural region, who returned home as world Champions.

**DATE: 16-17 Feryary 2019.**

### **THE CONCEPT OF THE EVENT**

All participants have an equal chance for the title of champion in their category. The competition aims to promote the profession of hairdresser, makeup masters, nail service master; to identify new areas of fashion; to show new directions of work technology; to improve the professional skills of the participants.

The organizers want to make the event colorful and attractive for professionals - owners, managers, different levels masters of beauty industry, and for current and potential beauty salons clients.

### **THE ORGANIZERS OF THE COMPETITION**

The competition is held under the auspices of the world organization of the CMC (CONFEDERATION MONDIALE COIFFURE).

The organizer in Yekaterinburg is a group of companies ANIMA holding and the international Academy of hairdressing "STUDIO BEST".

## **JURY**

The jury consists of CMC world presidents with the status of world champion, European champion, presidents and Vice-presidents of the international Confederation of hairdressers CMC from different countries and regions. The jury evaluate the contestants in open refereeing.

## **THE STATUS OF THE PARTICIPANT**

Hairstyling masters, makeup masters, stylists, nail service masters, artists, eyelash extension masters, eyebrow masters are accepted for the contest.

The age of participants is not limited.

You can participate in any types of competitions that do not coincide the time (see regulations).

**Juniors** must provide a certificate from the COMMERCIAL vocational schools. Juniors can perform hairstyles and haircuts on mannequin heads, strictly observing the regulations. The amount of payment for participation in the championship for juniors is lower than for masters (see regulations). (A Junior is a student of a commercial vocational school, and a commercial or public vocational school graduate for two years after the date of graduation).

**Students** must provide a certificate from the STATE educational institution, full-time education. Students have the right to participate FREE of charge in 3 competitions (where it is allowed to participate in this status: Technical category, Fantasy image with wig-making decoration, Bride - weaving, Hairstyle 20 years), in strict compliance with the regulations. Choosing nominations that are not free, students pay for participation at the "Junior" category price. The amount of payment for participation in the championship for juniors is lower than for masters (see regulations).

## **ACCEPTING APPLICATIONS**

From 15 November 2018 to 1 February 2019 – send the applications to the e-mail: [studio\\_best@mail.ru](mailto:studio_best@mail.ru)

## THE REQUIREMENTS OF THE APPLICATION

The application must contain:

- \* Surname, name, patronymic of the participant (for team participation - full names of all participants)
- \* Country, city
- \* Nomination
- \* Category (master, junior)
- \* Contact information (e-mail, phone number, postal address with index)
- \* Date of birth, place of study/work
- \* Links to the participant's pages on social networks
- \* Links to videos, interviews, articles (if any)
- \* List of accompanying persons (model, make-up artist, dresser, etc.))

**Only paid application is considered.**

## PAYMENT METHODS

- \* Cards (VISA, VISA Electron, MasterCard, Maestro+, American Express, Diners Club);
- \* At the organizing company office, the address: Ekaterinburg, Bazhova 68, international hairdressing Academy «STUDIO BEST".

## THE COST OF PARTICIPATION

FILL AND PAY THE APPLICATION BEFORE THE 1ST FEBRUARY, MASTERS JUNIORS	MASTERS	JUNIORS
PARTICIPATION IN 1 NOMINATION	5000 RUBLES	3000 RUBLES
PARTICIPATION IN 2 NOMINATIONS	6500 RUBLES	4500 RUBLES
PARTICIPATION IN 3 NOMINATIONS	8000 RUBLES	6000 RUBLES
PARTICIPATION IN 4 OR MORE NOMINATIONS	10000 RUBLES	8000 RUBLES

\*Full Fashion Look nomination – 3000 Rubles

## REWARDING

Winners (first place) and prize-winners (second and third places) are awarded with cups or medals and valuable prizes

Additionally, team\* Cup sets are played for the sum of prize points (in the categories of hairdressers, makeup artists, Full Fashion Look):

- \* team competition among participating countries;
- \* team championship among the cities of Russia;
- \* team championship among beauty salons;
- \* team championship among commercial vocational schools;
- \* team championship among state professional educational institutions.

\* A team is a group of contestants who have applied under the same name.

The diploma of the championship participant can be ordered from the organizers.

The organizing Committee is not responsible for awards and prizes, which were not received during the awards ceremony!

## **THE COMPETITION STRUCTURE**

### **Women's masters competition – 13 types**

Technical category (masters, juniors, students)

1. Creative hairstyle
2. Evening hairstyle (Hair by night)

Fashion category (masters, juniors)

1. Fashionable haircut with styling
2. Salon coloring "Fashion color stretching"

Artistic category (masters, juniors)

1. Free hair hairstyle (Hairstyle on free hair)
2. "Artistic" Updo (High hairstyle) on long hair
3. "Artistic" Wedding hairstyle.

Salon service (masters, juniors)

1. Salon gala hairstyle
2. Salon styling. Model 50+

Fantasy category (masters, juniors, students)

1. Fantasy image with a wig-making decoration
2. Bride. Hair braiding.

Historical category

1. 1970-80's contest hairstyle (classical modeling) (masters)
2. 1920s Hairstyle (masters, juniors, students)

**Men's masters competition/ BARBERSHOP – 4 types**

Technical category

1. Hair Graduation and men's hairstyle OLD SCHOOL

Fashion category

1. Men's haircut and styling RAZOR FADE
2. Men's haircut and styling SALON LOOK

Fantasy category

1. HAIR TATTOO

**FULL FASHION LOOK - 3 types**

Women's Full fashion look

Men's Full fashion look

Children's Full fashion look

**MAKE-UP Artists Competition – 3 types**

Commercial makeup. Subject: "Color smoky eyes".

Fantasy make-up.

Wedding makeup.

**Body art competition – 1 type**

Body art. Subject: "Alice in Wonderland" (painting technique)

## **CREATIVE COMPETITION – 2 types**

1. NEW! VIDEOS contest.
2. SHOWS contest

### **Nail art competition**

In the development

### **Eyelash extension masters competition**

In the development

### **Eyebrow masters competition**

In the development

## **PARTICIPATION CONDITIONS**

**Women's masters.** Technical category. 2 types.

- MASTERS, JUNIORS, STUDENTS can take part in the competition.
- Technical category participants can perform their works on the model or on the mannequin head.
- Models are not allowed to help competitors to create hairstyles (for example, to dry hair with a Hairdryer, to touch the hair, etc.). Competition rules Violations or failure to comply with the rules relating to the performance of certain competitive works shall be punished by the judges in the field in accordance with the current list of violations and penalties for these violations.
- During the judging the model have to sit facing the mirror. Mannequin-heads have to be fixed on a table top or on a tripod facing the mirror.

### **1 type. Creative hairstyle.**

- Before starting work, participants have to moisturize and smoothly combed strictly back the hair of the model / mannequin-head. Before the beginning, it is forbidden to use all kind of styling. Judges in the field check the implementation of this requirement.
- A harmonious transition from one tone to another (at least two tones of color) is required. Color sprays are prohibited.
- All styling tools are allowed.
- Allowed using of all products for styling and fixing hair.
- Decorations and Wig-makings are prohibited.

- It is not allowed to dress or decorate the mannequin-head below the bust level.
- Model's clothes must conform to norms of decency and mustn't be defiant. Improper appearance of the model will be awarded penalty points.
- Participants will perform a creative hairstyle. Coloring (prepared in advance) is an additional type of work, which is included as a component in the creative hairstyle.
- Failure to comply with the above conditions will be penalized by the judges in accordance with the current list of penalties. Participants are given an additional 5 minutes after the finish to dress up the mannequin-head and set them on a table top or tripod.
- Evaluation criteria: shape, purity of performance, color design
- **Time: 25 minutes** (masters, juniors, students)

## 2 type. Evening hairstyle (Hair by night)

- Participants do a technical evening hairstyle. Participants can participate with a new hairstyle or with the same hairstyle as in "Creative hairstyle", model / mannequin-head.
- Before starting work, participants have to moisturize and smoothly combed strictly back the hair of the model / mannequin-head. Judges in the field check the implementation of this requirement.
- A harmonious transition from one tone to another (at least two tones of color) is required. Color sprays are prohibited.
- Wig-makings and decorations must be on the table in combed form waiting to be checked their condition. Judges in the field check the implementation of these requirements.
- Participants have to use at least 1 wig-making, but not more than 3 wig-makings. The base diameter of each wig-makings should not exceed 5 cm. Wig-makings can be combed and styled during only the competition time. After completion of the work, the wig-makings should be harmoniously included in the hairstyle, not divided into separate hair tresses. Mustn't be more than 40% of the surface of the head.
- All styling tools are allowed. Participants are allowed to use scissors to make the wig-makings "clear".
- Allowed using of all products for styling and fixing hair. Color sprays are prohibited.
- Using any means of support in the hair and wig-makings is prohibited. The means of support include hair rollers, nets and other materials.
- Decorations are allowed, but they must match the hairstyle and be proportional to it. Decorations made of hair, fibers or similar materials, whole wigs and hair extensions are prohibited.



- Models must be elegant, non-defiant and suitable for evening out. For inappropriate appearance, models will be awarded penalty points.
- Failure to comply with the above conditions will be penalized by the judges in accordance with the current list of penalties.
- Evaluation criteria: shape, purity of performance, color design
- **Time: 45 minutes** (masters, juniors, students)
- Participants are given an additional 5 minutes after the finish to dress up the mannequin-head and set them on a table top or tripod.

### **Women's masters. Fashion category.**

#### **Fashionable haircut with styling**

- MASTERS, JUNIORS, STUDENTS can take part in this competition.
- Artistic and fantasy hairstyles are prohibited.
- Models are not allowed to help competitors to create hairstyles (for example, to dry hair with a Hairdryer, to touch the hair, etc.). During the judging the model have to sit facing the mirror.
- Participants who do not comply with the above rules will be punished penalty points by the judges on the field in accordance with the current list of violations and penalties.
- Participants do haircut and styling, corresponding to the latest trends of modern fashion. Coloring (prepared in advance) is an additional type of work, which is included as a component in the fashionable hairstyle. Ready model should look like model from a fashion magazine cover.
- Before starting the model's hair should be moisturized and smooth combed strictly back. Judges in the field check the implementation of this requirement.
- A harmonious transition from one tone to another (at least two tones of color) is required. In the final version, the color should be harmonious and comply with fashion trends. Color sprays are prohibited.
- Before the competition, the hair length of the model must be at least 8 cm through the surface of the head. Hair extensions are prohibited.
- Hair must not be pre-cut or pre-prepared.
- Haircut is being done in a competitive time. Judges in the field check compliance with this requirement.
- It is allowed to use all products for hair styling and fixing
- Clippers are prohibited.
- Costume and decorations should match this category
- Failure to comply with the above conditions will be penalized by the judges in accordance with the current list of penalties.

- Evaluation criteria: color design, purity of performance, shape.
- **Time: 45 minutes (masters, juniors, students).**

**Women's masters.** Fashion category.

**Salon coloring "Fashion color stretching"**  
Homework\*

- MASTERS can take part in this competition.
- Participants do advanced hair coloring and represent the finished model. Participants do advanced hair coloring by any hair dye in any fashion color-stretching plan.
- Participants do pre-filled instruction, which describe the technique, the hair dye brand, which was used, model's original data, and the coloring task solution. The instruction must be on the table next to the model.
- As a result, the final image should be presented with coloring, styling, makeup, and costume.
- Styling should be focused on the General consumer and be suitable for commercial offer in salons. Hairstyle must not be like an evening hairstyle. Hair hairstyles can be completely free (loose). No more than 30% of the hair can be raised up.
- Fully prepared model comes out to the judging! After a word of command "START" participants are given time to put a model beautifully and fix their hair. Judges in the field check the implementation of this requirement.
- Evaluation criteria: the quality of coloring, styling, matching the image to a modern fashion trends.
- **Time: 3 minutes.**

\*The work is done in advance. The model comes out completely ready.

**Women's masters.** Artistic category. 2 types.

**1 type. Free hair hairstyle (Hairstyle on free hair)**

- MASTERS, JUNIORS can take part in this competition.
- Participants do an artistic hairstyle on long hair. In the finished form of the entire hairstyle should be free, the hair is not raised.
- Models come out the podium with back combed hair. Hair should not be prepared in advance. Judges in the field check compliance with this requirement.
- Hair length – shoulder-length and longer.

- One or more colors can be used. At the final version, the color should be harmonious and comply with fashion trends. Color sprays are prohibited.
- You can use any tools, including Curling iron and hair straightening. No hairpins, invisible hairpin or Bobby pins should not be in the hair after completion of the work
- All hair should be free (loose). The hair is not raised. Only 25% of the hair can be raised on one side in front of the head.
- All products are permitted.
- Any kinds of artificial hair are prohibited.
- Decorations are prohibited.
- Participants who do not comply with the above rules will be punished penalty points by the judges on the field in accordance with the current list of violations and penalties.
- Evaluation criteria: relevance of design (color and texture); external silhouette (hairstyle is mobile, creative and harmonious); purity of execution within the design.
- **Time: masters, juniors - 25 minutes.**

**Women's masters. Artistic category**  
**2 type. "Artistic" Updo (High hairstyle) on long hair.**

- MASTERS, JUNIORS can take part in this competition.
- Participants do artistic evening hairstyle on long hair. Do not forget the full image of the model.
- The models come back the podium with slicked-back hair. Judges in the field check compliance with this requirement.
- In any case, the hairstyle should not give the impression of free (loose) hair. Hair hairstyles can be completely raised. 25% of hairstyles can be free (loose) hair. During the competition, participants can use scissors to clean the hair ends.
- Hair length – shoulder- length or longer.
- One or more colors can be used. At the final version, the color should be harmonious and comply with fashion trends. Color sprays are prohibited.
- You can use any tools, including Curling iron and hair straightening.
- All products are permitted.
- Tress (strand) is permitted.
- Any means of hair support is prohibited.
- No more than two decorations are allowed, they must match the hairstyle and be proportional to it. Decorations can be made of different materials, but when necessary should be easily removed at the jury request as proof that they are not supporting the hairstyle.

- Evaluation criteria: relevance of design, external silhouette (hairstyle is mobile, creative and harmonious), purity of execution within the design.
- **Time: masters, juniors— 25 minutes.**

**Women's masters. Artistic category  
"Artistic" Wedding hairstyle.**

- MASTERS, JUNIORS, STUDENTS can take part in this competition.
- Models are not allowed to help competitors to create hairstyles (for example, to dry hair with a Hairdryer, to touch the hair, etc.). During the judging the model have to sit facing the mirror.
- Participants who do not comply with the above rules will be punished penalty points by the judges on the field in accordance with the current list of violations and penalties.
- Hairstyle should be fashionable, artistic, as in illustrated professional publications for newlyweds.
- Models come out the podium with combed back hair. Hair can be wet or dry. Judges in the field check compliance with this requirement.
- All hairstyling tools are permitted
- All products for styling and fixing hair are permitted.
- Tress (strand) is permitted.
- Any means of hair support are prohibited.
- Decorations are allowed, but they must match the hairstyle and be proportional to it. Decorations made of hair, fibers or similar materials, whole wigs and hair extensions are prohibited. Decorations must not occupy more than 30% of the head area.
- Costumes must conform to norms of decency and mustn't be defiant. Improper appearance of the model will be awarded penalty points.
- **Time: masters, juniors, students - 35 minutes.**

**Women's masters. Salon service  
1 type. Salon gala hairstyle**

- MASTERS, JUNIORS can take part in this competition.
- Participants do hairstyle on long hair for special occasions. Hairstyle should be focused on the General consumer and be suitable for commercial offer in salons. Hair must not be similar to the evening hairstyle in the technical and fashion categories. Hairstyles can be completely raised. 30% of hairstyles can be free (loose) hair.

- The models come to the podium with dry, pre-designed hair. Before starting work (before the “start”) the model's hair must be combed. Judges in the field check the fulfillment of this requirement
- Hair length: shoulder-length or longer.
- One or more colors can be used. The color should be harmonious and comply with fashion trends.
- Tress (strand) is permitted.
- Any means of hair support are permitted. Hair support include rollers of hair and other materials.
- All hairstyling tools are permitted
- Hairstyles must match the given theme and be proportional.
- Hairstyles must match the modern fashion and rules of propriety (not to be provocative).
- Participants who do not comply with the above rules will be punished penalty points by the judges on the field in accordance with the current list of violations and penalties.
- Evaluation criteria: form, balance hairstyles with a model, purity of performance.
- **Time: 30 minutes.**

#### **Women's masters. Salon service**

#### **2 type. Salon styling. Model 50+**

- Participants do styling corresponding to the age category 50+.
- Hairstyle should be focused on the General consumer and be suitable for commercial offer in salons. Haircut and coloring must be pre-done. Ready model should look like model from a fashion magazine cover.
- The model's age must correspond to the age category 50+. Judges in the field check the implementation of this requirement.
- The model's hair should be moisturized and smooth strictly combed back before starting.
- Participants are free in color choice. Coloring (prepared in advance) is an additional type of work, which is included as a component.
- Haircut is pre-done. Hair length should correspond to the model's individual characteristics.
- All products for styling are permitted.
- All hairstyling tools are permitted
- Costume and decorations must match the nomination and model's age.
- Participants who do not comply with the above rules will be punished penalty points by the judges on the field in accordance with the current list of violations and penalties.

- Evaluation criteria: the balance of hairstyles with the model, haircut, color design.
- **Time: 20 minutes.**

### **Women's masters. Fantasy category**

#### **Fantasy image with a wig-making decoration**

- MASTERS, JUNIORS, STUDENTS can take part in the competition.
- Participants need to create a fantasy hairstyle with wig-making decoration.
- The contestant are free in choice of the work theme. The model comes to the podium with a fully finished work. Participants can tidy model's hair on the podium only after a word of command "start".
- Only one participant and model can be on the podium. Models are not allowed to touch their hair.
- Wig-making must be only made of hair.
- All colors are allowed.
- The model's costume must match the image.
- Participants who do not comply with the above rules will be punished penalty points by the judges on the field in accordance with the current list of violations and penalties.
- Evaluation criteria: integrity image, decoration wig-making, hairstyle.
- **Time: 5 minutes.**

### **Women's masters. Fantasy category**

#### **Bride. Hair braiding.**

- MASTERS, JUNIORS, STUDENTS can take part in the competition.
- Participants do the wedding hairstyle with elements of multi-strand tracery braiding. The braiding must not be less than 50% of the hairstyle composition.
- Models come out the podium with straight hair. The using of hairstyling oil or similar products before starting work is prohibited. Before starting work (before the word of command “Start”), participants comb back the models’ hair. Judges on the field check the implementation of this requirement.
- Participants who do not comply with the above rules will be punished penalty points by the judges on the field in accordance with the current list of violations and penalties.
- The choice of hair length is free.
- The choice of hair color is free.
- Decorations made of hair, fibers and similar materials are prohibited.

- Participants must not use any hair supports. Hair supports include rollers, nets, etc.
- Decorations should fit the hairstyle done and be proportional.
- All styling tools are allowed.
- All preparations for hair styling and fixing are allowed. All coloring sprays are forbidden.
- The costume must match the image of the bride.
- Evaluation criteria: form, balance hairstyles with external data model, purity of performance.
- **Time: 60 minutes**

**Women's masters.** Historical category.

### **1970-80's contest hairstyle (classical modeling) (masters)**

- MASTERS can take part in the competition.
- Participants must do the classical hairstyle comply 1970-1980 years
- Participants must to create a competitive hairstyle 70-80-ies old.
- Participants can do on models or on a mannequin-head.
- Models come with prepared hair (waves, curlers). Before the start, the participants remove the pins and comb the hair. Judges on the field check this condition, for non-compliance with the rules participants will be awarded penalty points.
- Model's hair color – blonde.
- All kinds of styling products are allowed.
- All kinds of hairstyling tools are allowed. Participants **must not use electrical tools!**
- Participants can use wig-makers decoration, which correspond to the theme and era.
- Model's suit should be balanced.
- Evaluation criteria: cleanliness, shape, General image, compliance with the topic.
- **Time: 45 min**

**Women's masters.** Historical category  
1920s Hairstyle  
Homework\*

- MASTERS, JUNIORS, STUDENTS can take part in the competition.
- Participants have to create model's hairstyle and image of the 1920s era.
- Length hair choice is free.
- Choose the color of hair free.
- Decorations can be made from hair, fiber, or similar materials.
- Decorations should fit (match) the hairstyle and to be proportional.
- All styling tools are allowed.
- All products for hair styling and fixing are allowed, except for colored sprays.
- Clothing and jewelry should match the image of the given topic.
- Evaluation criteria: image, balance hairstyles with model, purity of performance.
- **Time: 60 minutes**

### **Men's masters competition.**

#### **Hair Graduation and men's hairstyle OLD SCHOOL**

- MASTERS, JUNIORS can take part in this competition.
- Participants do this work only on the model.
- Male model must have at least 7 cm hair length in the frontal area, at least 2 cm on the sides and in the occipital part.
- Participants will have to cut hair with a comb and straight scissors, do one of the gradations (low, medium or high) and do styling in the "OLD SCHOOL" style.
- Commissioners check the models and the one who made a haircut before the competition will be fined.
- Prohibited: the using electric clippers, thinning scissors, hair extensions, wigs, etc.
- Allowed: all styling products
- **Time: 40 minutes.**

### **Men's masters. Fashion category**



### **Men's haircut and styling RAZOR FADE**

- Category: masters, juniors.
- Participants do this work on the model.
- Male model must have at least 7 cm hair length at the frontal area, at least 2 cm on the sides and at the occipital part.
- Commissioners check the models and the one who made a haircut before the competition will be fined.
- This haircut consists of: gradations RAZORFADE, which should correspond to the shape of the head; to start the necessary gradations from 0 mm smoothly for aging; styling in the form of free interpretation .
- All together should be a single unit and be in harmony with the model and clothes style.
- Prohibited: hair extensions, wigs, etc.
- Allowed: all styling products
- **Time: 40 minutes.**

### **Men's masters. Fashion category**

#### **Men's haircut and styling SALON LOOK**

- Category: masters, juniors.
- Participants do this work on the model.
- Male model must have at least 7 cm hair length at the frontal area, at least 2 cm on the sides and at the occipital part.
- Participants have to do haircut by scissors, not electric clipping, and styling in a commercial fashion style with free expression and artistic completion (on short hair, long hair, etc.), but excessive classic fashion and eccentricity will be fined.
- All haircutting techniques are allowed.
- Commissioners check the models and the one who made a haircut before the competition will be fined.
- Prohibited: the use of electric machines, hair extensions, wigs, etc., coloring sprays for hair.
- Allowed: straight and thinning scissors, razor.
- Allowed: coloring gels.
- **Time: 40 minutes.**

### **Men's masters. Fantasy category**

## HAIR TATTOO

- Category: masters, juniors.
- Terms of the contest: implementation of HAIR TATTOO on the model in a free interpretation.
- It is allowed to use all kinds of tools: razors, scissors, clippers, etc.
- All types of hair coloring can be used.
- Tattoos can be done over the entire surface of the head.
- All work must be done by hand.
- It is forbidden to use stencils and templates. It is forbidden to cover incorrect lines with color - commissioners will check this before the competition.
- **Time: 45 minutes.**

## FULL FASHION LOOK

**Women's Full fashion look**  
**Men's Full fashion look**  
**Children's Full fashion look**

- Full Fashion Look is an open type of stylists competition, the purpose is to create a complete image based on a mix of fashion trends of the current and (or) upcoming seasons.
- The purpose of Full Fashion Look nomination is to popularize the profession of stylist as the author of men's or women's image. Stylist is able to demonstrate all components of the image, in accordance with the fashion trends of the current or upcoming seasons. Stylist realize the image and show it by photos in the interior and on the podium.
- The contestant may be a hairdresser, make-up artist, stylist-image-maker, fashion designer, director of a beauty salon or other specialist of fashion-industry and beauty industry.
- Contestants' age is not limited.
- The contestant, who is also the author of the image, has the right to attract specialists of any direction and level of fashion-industry and beauty industry to solve the mission.
- The image must fit the model, including model's proportional, physiognomic and plastic features. The model plays an image. It is important model's ability to stay in the workplace, to walk the podium, facial expression, emotion.
- Participants get the number in the draw. They fix this number on the model, and keep it until the end of the fashion show. This number must be the same as the workplace number.

- Models come to the podium, ready for evaluation by the jury.
- In the workplace there is only the final revision of the image details. To do this, the participant is given 5 minutes.
- The model can take any position during judging.
- The contest work photo should be made in the style of cover glossy magazine.
- Image fashion-photo aims to show the image created by the stylist of a certain set of clothes, shoes and accessories, hair, makeup, manicure.
- It is important to pay attention to the clarity of the image in the photo of the story from the description of the competition work, the model's resource (her ability to play the image), pose, facial expression, mood, environment.
- You may use hats, wig-makings, artificial hair extensions.
- If the contestant needs to provide a model's photo from the back or not in full height for the jury's consideration, then a second photo is added, where all the components of the image are fully represented (hairstyle, makeup, costume, accessories, manicure).
- **Matching the image in the photo and on the competition area is mandatory.** The difference is fined.
- **Photo specifications:**
- Color. A4 Size.
- The photo must specify the number, which participant got during registration.
- Photos will not be returned. Photos absence is fined.
- Stylists-image makers, hairdressers, makeup artists, fashion designers will be in jury. Perhaps photographer and journalist working in the field of fashion will be in the jury
- **Time: 5 minutes.**

### **MAKE-UP Artists Competition**

#### **Commercial makeup. Subject: "Color smoky eyes".**

- Minimum model's age is 16 years.
- Participants have to use dressing gowns on the podium.
- The image must be completely. The model must be necessarily made hairstyle, manicure, and pedicure.
- Participants who do not comply with the above rules will be punished penalty points by the judges on the field in accordance with the current list of violations and penalties.
- Participation of the model with permanent make-up and extended eyelashes is prohibited.

- The model must not help master during work.
- **Description.** This nomination means the creation of a full commercial image with make-up, made in the “smoky eyes” technique. The created image should be modern, fashionable and relevant. Make-up should be made in bright and/or colors strength and take into account contemporary trends. Note that the smoky eyes technique is very versatile and can be reflected very differently. Carefully consider how you want to see the created image. Pay special attention to the choice of model. Contestants must take into account all the nuances of creating an image — the appropriate clothes and jewelry, the necessary accessories for the image, hairstyle and manicure. We draw the contestants’ attention to the quality of work: competent selection of colors, symmetry, purity and quality of color transitions, the ability to work with different textures.
- **Time: 45 minutes + 5 minutes for hair styling and accessories.**
- Preparation of the model: primer (tone, powder).

#### **Prohibits:**

- use of fantasy elements and face art elements in make-up;
- use of airbrush on stage;
- use of stencils and curve;
- use of sketch;
- use of decor that does not correspond to the theme of the competition and the image;
- perform face correction before the contest starts;
- use of grease paint, watercolor and supra colour products;
- availability and use of a mobile phone while working.

#### **Allows:**

- use of decorative elements and accessories appropriate to the image: false eyelashes, jewelry, clutch bag or theater bag;
- use the clock during the work.

#### **Evaluation criterion:**

- technique (make-up quality, symmetry, correction);
- color (choice of shades based on the image and color, the quality of color transitions);
- image (matching the theme, integrity and completeness of the image).

## **MAKE-UP Artists**

### **Fantasy make-up.**

Participant status: masters, juniors.

**Description:** this nomination involves the creation of a complete fantasy image. The image must be fully thought out and integral. Be sure to pay attention to the hairstyle, accessories and various additional elements that fit your idea. Pay attention to the choice of model for your work. Fantasy makeup should take into account the anatomy of the model's face. We draw the attention of the contestants to the quality of the fantasy work: symmetry and graphics, purity and quality of color transitions, the ability to combine different textures and techniques in makeup.

**Time: 90 minutes + 5 minutes for hair and accessories.**

Models:

- male or female;
- over 16 years of age;
- no permanent makeup;
- without eyelash extensions.
- Preparation of the model: primer (tone, powder)

**Prohibits:**

- use of stencils and curve;
- too large elements costume and props. The total volume of props elements should not exceed 30% of the costume volume;
- do face correction before the contest starts;
- use sketch;
- availability and use of a mobile phone while working.

**Allows:**

- the use of decor corresponding to the theme of the competition and the image;
- use of any makeup and grease paint products;
- participants can do body art elements, if it corresponds to the image. Body art is evaluated as a costume element;
- use the clock during the execution of the work.

Evaluation criterion

- technique (cleanliness of work, graphics, ability to work with different textures, correct construction taking into account the anatomy of the face, professional choice of model);
- color (selection of shades, quality of color transitions);
- image (integrity and completeness of the image).

## **MAKE-UP Artists**

### **Wedding makeup.**

**Description:** performing Bridal make-up in accordance with the fashion trends. Nomination involves the creation of bride's full image. The work must be fashionable, stylish and relevant. In preparation for this work, pay attention to the latest trends in makeup and fashion, the actual colors and stylistic directions. Pay special attention to the choice of model for this nomination.

Preparation -primer (tone, powder)

Prohibits:

- use of fantasy elements and elements of face art in make-up;
- use of airbrush on stage;
- the use of stencils;
- use of curve;
- do face correction before the contest starts;
- the use of decor that does not correspond to the theme of the competition and the image;
- availability and use of a mobile phone while working.

**Allows:**

- the use of decor corresponding to the theme of the competition and the image;
- use of any makeup and grease paint products;
- use any professional techniques and creative solutions;
- use the clock during the execution of the work.

Evaluation criterion

- make-up (technique, color, fashion and actuality);
- photo (the role and importance of makeup in creating a fashionable image);
- image (assessment of the image as a whole, compliance with the theme and fashion trends, professional choice of model).

## **Body art competition**

### **Body art. Subject: "Alice in Wonderland"**

#### **Painting technique**

**Categories of participants:** Masters.

**Description of the nomination:** this nomination means the creation of a complete image corresponding to a specific theme. Think carefully about the idea you want to implement. Pay attention to makeup, costume, hairstyle and accessories. Model's make-up is done BEFORE the competition. Make-up should fully comply with the theme of the competition and organically complement the image you created. The complexity of makeup can be anything, but makeup must be a natural addition to your work. Hairstyle, accessories and costume details should also correspond to the theme of the contest and complement the image as a whole.

Preparation of the model:

- model with fully made-up and clean body skin, without prior background coverage;
- fill in any background color is being done during the contest time;
- make-up of the model is done BEFORE the contest and must correspond to the theme of this nomination;
- costume should be no more than 30 % of the body area.

**Allows:**

- use brushes, sponges, applicators to create a common background and picture;
- Models come on the podium with ready-made makeup, costume, hair, nail design;
- use of decorative elements and accessories that complement the image;
- costume should be no more than 30 % of the body area.

**Prohibits:**

- use of toxic, including acrylic paints;
- use of stencils and pre-marking;
- use the airbrush to create a common background and picture;
- use sketches at the workplace;
- assistant help.

Evaluation criterion

- drawing (technique, originality, complexity);
- image (originality, relevance, harmony and integrity of the work);
- color scheme (contrast, harmony, matching theme).

**Time: 4 hours (total), allowed two 15 minutes breaks.**

## **CREATIVE COMPETITION**

### **VIDEOS contest.**

- Number of persons involved in the filming: unlimited.
- Location of filming: author choice.

#### **Allows:**

- use all types of filming;
- involvement of professional artists and creative teams.

#### **Prohibits:**

- to show nudity, use of foul language.

Video duration: up to 180 seconds.

- Location of videos: video hosting service (Youtube, Vimeo, RuTube, Yandex Video, etc.).
- Registration fee: 5000 rubles.

Evaluation of videos:

- Number of likes in the album, the group Vkontakte official community \_\_\_\_\_
- jury scores
- Deadline for applications and videos: 10 February 2019
- Nominations:
  - My beauty salon
  - I choose...
  - I'm in the CMC team.

Logical order:

- join the Vkontkte group \_\_\_\_\_;
- upload video to any video hosting service;
- provide a link to the video in the application;
- make a repost announcement in the VC.



- **Prizes:** cups and diplomas, gifts from sponsors

## **CREATIVE COMPETITION**

### **SHOWS contest**

- Stylists or groups of stylists (hairdressers, makeup artists, fashion designers) are allowed to participate.
- The time of showing the collection-no more than 10 minutes.
- Allowed the use of any entertainment techniques (soundtrack, video), except for pyrotechnics, open flames, tools which damage the environment.
- Allowed the use of artistic, vocal and choreographic collectives.
- Allowed use of all kinds of wig-making work and hair extensions.
- All makeup and body art techniques are allowed.
- Time constraints. Application and scenario plan must be submitted before February 1.
- The deadline for payment is February 1.
- The organizing Committee has the right to reject the application.
- The cost of participation: 10 100,000 rubles + the cost of additional special effects (guns, smoke machines, etc.), which are ordered in advance from the Organizer.