



# WORLD STYLE CONTEST 2018

## 13<sup>th</sup> edition

### OBJECTIVE

The World Style Contest is an international competition among the world wide Davines community, which calls for stylists to submit their personal vision of an inspirational, tasteful and fashion forward look suitable for their chosen model. We invite all Davines stylists to enter for the opportunity to exhibit their artistic expression, creativity, and talent through photography and onstage performance.

### PHASE 1: PHOTOGRAPHIC ENTRY

All competing stylists must submit their entries directly to Davines through [sdint@davines.it](mailto:sdint@davines.it). You will also need to:

- complete the “entry” form (below)
- collect consent forms from the models and the photographer (below)
- scan and attach the consent forms together with the document pack.

### The Rules:

- Only clients of Davines may participate
- Contestants are not allowed to appear on competitor’s media from the moment they have applied until the stage competition at WWHT
- Only Davines products may be used
- No wigs are allowed
- The “application material” including entry form, photos and video must be sent to [sdint@davines.it](mailto:sdint@davines.it).
- By entering the competition and accepting the terms of publication the contestant confirms that he/she has the agreement of both the photographer and model that Davines obtains the rights to use the photos as described below. The consent forms can be found below, please, get them signed by the models and the photographer, scan or picture with your phone and upload to the website.
- Davines leaves the right to refuse the contestant in further participation

**The following materials must be sent to [SDINT@DAVINES.IT](mailto:SDINT@DAVINES.IT) by January, 31, 2018.**

### **IMPORTANT! ABSOLUTE DEADLINE!**

1. ENTRY FORM completed in all parts (including a short biography and short salon presentation).
2. DIGITAL PHOTOS OF THE MODEL.  
Photos required: 3 of the same model:
  - a) 1 photo of the model before the preparation
  - b) 1 photo that clearly shows the hair
  - c) 1 photo that show the total lookPhoto format: high-resolution jpeg (300dpi).
3. PREP VIDEO of the contestant preparing the model.  
A non-professional video in low resolution is fine; we warmly recommend all phases of the model’s preparation to be filmed (color preparation, color application, cut and styling).
4. PHOTO OF THE CONTESTANT: portrait size, digital and high resolution (minimum 1MB).
5. CONSENT TO PUBLICATION: Scan or take a picture of consent forms, signed by the models and the photographer and sent with the rest of the documents.

### PHOTOGRAPHIC COMPETITION EVALUATION CRITERIA

The local winner is the stylist who accumulates the highest score based on:

color

cut&styling

total look

### *Evaluation criteria*

The international jury will determine the regional winners.

*This year the international jury will choose 10 finalists*

The winners will be announced by the end of February 2019 and will represent their countries/distributors at the grand final competition held during the WORLDWIDE HAIR TOUR 6-9 May 2019 in Reykjavik, Iceland.

**PHASE 2: THE FINAL**

The final of the World Style Contest takes place during **WORLD WIDE HAIR TOUR 2019 in Iceland.**

Finalists will have an unforgettable experience as an international audience of over 40 countries and 1600 people will watch!

The winner will have a fantastic opportunity to perform at the next World Wide Hair Tour with his/her own show!

**ENTRY FORM**

**(to complete, scan or photograph and email back together with all attachments)**

NAME OF HAIRDRESSER: .....

NAME OF SALON: .....

CITY: .....

STREET: .....

POST CODE: .....

COUNTRY: .....

TEL. NO. OF SALON: .....

EMAIL ADDRESS OF SALON: .....

SHORT HAIRDRESSER BIOGRAPHY

SHORT SALON PRESENTATION

I accept Terms and Conditions:

DATE: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

**PORTRAIT USAGE RIGHT AUTHORIZATION (to be signed by the stylist)**

I, the undersigned Mr./Mrs \_\_\_\_\_, born on ..... residing at..... permit and authorize Davines S.p.a. (Davines) and third parties who are authorized by Davines, to use fully and exclusively, without temporal, territorial or linguistic limitation or restrictions my portrait/image as depicted in the photograph(s)/video(s) below for purposes related to any commercial activity of Davines, including, by way of example, the publicity, marketing, and promotion of any Davines' (and/or Comfort Zone) product or line.

*Please, insert the name of the video or a pictured look, date and place, where it was filmed, if possible with the short description of the content of the video|picture.*

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- a) I declare and recognize that this permission/authorization is given without compensation to me.
- b) I understand that the above photograph(s)/video(s), or parts thereof bearing my portrait/image , may be copied/reproduced and distributed without temporal, territorial or linguistic limitation or restrictions regarding type of use, worldwide, by means of in-salon/in store communication, shows/events/awards, PR, editorials/advertorials, Trade and Consumer magazines printed and online, product's packaging, various media, publications, video or digital presentations, news releases, mail-outs, e-mails, billboards, signs, brochures, websites (Davines official channels and websites, online Davines partners' websites, trade and consumer websites) and/or other electronic delivery (Davines and partners 'digital activities and social media such as youtube, facebook, Instagram and mobile device application eg iphone, ipad, android, ...). I further understand that my portrait/image may be subject to reasonable modification or editing.
- c) I accept that Davines may authorize third parties (including 'distributors, commercial partners, clients etc.) to use photograph (s)/ video(s), or parts thereof bearing my portrait/image for purposes related to any commercial activity of Davines (and/or Comfort Zone), including, by way of example, the publicity, marketing, and promotion of any Davines' (and/or Comfort Zone) product.
- d) I understand that, although Davines will endeavor to use photograph (s)/ video(s) or parts thereof bearing my portrait/image with standards of good judgment, Davines cannot warrant or guarantee that any further dissemination of the photograph(s)/video(s) or of my portrait/image will be subject to Davines supervision or control. Accordingly, I release Davines from any and all liability related to the dissemination, reproduction, distribution, and/or display of the photograph (s)/video(s), or parts thereof or my portrait/image in print or any and all other media, and related to any alteration, distortion or illusionary effect of my portrait/image, whether intentional or otherwise.
- e) I recognize that Davines it is not under any obligation to use the photograph(s), video(s), or parts thereof bearing my portrait/image. The use of the same is within Davines'(and/or Comfort Zone) sole discretion. Where used, Davines may cease or change / modify at any time and for any reason, in its sole discretion, the use of the photograph (s)/video(s), or parts thereof bearing my portrait/image.
- f) I have no copyright or any other right of any nature on the i photograph(s)/ video(s), or parts thereof bearing my portrait/image; my authorization refers to my portrait/image only.
- g) I also understand that I may not withdraw my permission/authorization for use photograph (s)/video(s), or parts thereof bearing my portrait/image except for serious reasons related to my honor and my reputation and giving Davines a reasonable notice of at least 6 months and allowing in any case the sell-out of any material bearing the picture(s) above.
- h) This authorization is governed by the Italian law.

Date\_\_\_\_\_ Signature\_\_\_\_\_

**PRIVACY POLICY, CONSENT AND RIGHTS OF PARTIES CONCERNED (GDPR – Articles 12-22)**

**(to be signed by the stylist)**

Pursuant to article Reg. EU 2016/679 – G.D.P.R. General Data Protection Regulation Articles 12, 13, 14 and following, the undersigned Mr./Ms....., born on ..... and resident in ....., in via ....., declare that Davines S.p.A. has informed me that my personal data, including my picture/my image, provided in relation to this Authorization (hereinafter, Personal Data) will be processed by Davines S.p.A. in order to exercise the rights referred to in this Authorization. The conferment of Personal Data for such purposes is obligatory and any refusal will affect the possibility of executing the provisions of the Authorization signed by me. The Personal Data may be disclosed to third parties appointed by Davines S.p.A. that will act as Responsible (appointed) or authorized to process. The processing is done by collecting, recording, organizing, consulting and storing data in appropriate archives protected by appropriate security measures. Operations can be performed with or without the aid of electronic or automated tools. The Personal Data may be communicated to parties appointed (also as Responsible, article 28) both nationally and internationally with the appropriate security and organizational measures adopted.

I am aware that at any time I have the right to obtain confirmation of the existence or otherwise of such Personal Data and to know its content and origin, verify its accuracy or request its integration or updating, or correction, request the identification details of the data controller and of the parties to which the data can be communicated (Reg. EU 2016/679 - GDPR General Data Protection Regulation articles 12, 13, 14 and following). Pursuant to said regulation on personal data protection, I am aware that I have the right to request cancellation, transformation into anonymous form or blocking of data processed in violation of the law, and to oppose to processing in any case for legitimate reasons.

The data controller is Davines S.p.A., with registered office in Via Ravasini 9/A, Parma (PR). Contact: mail [info@davines.it](mailto:info@davines.it) or telephone number 0521 965611.

For further information such as retention times, <http://www.davines.com/it/company/normativa-sulla-privacy>

**Pursuant to article 13 and following of the GDPR, having acknowledged the Information, fully informed of my rights, I consent to the processing of my Personal Data for purposes and aims related to the performance of the activities envisaged in this document.**

Place \_\_\_\_\_, date \_\_\_\_\_ Signature for acknowledgement and consent \_\_\_\_\_

A copy of the identity document is annexed herewith.

**PORTRAIT USAGE RIGHT AUTHORIZATION (to be signed by the model)**

I, the undersigned Mr./Mrs \_\_\_\_\_, born on ..... residing at..... permit and authorize Davines S.p.a. (Davines) and third parties who are authorized by Davines, to use fully and exclusively, without temporal, territorial or linguistic limitation or restrictions my portrait/image as depicted in the photograph(s)/video(s) below for purposes related to any commercial activity of Davines, including, by way of example, the publicity, marketing, and promotion of any Davines' (and/or Comfort Zone) product or line.

*Please, insert the name of the video or a pictured look, date and place, where it was filmed, if possible with the short description of the content of the video/picture.*

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- i) I declare and recognize that this permission/authorization is given without compensation to me.
  
- j) I understand that the above photograph(s)/video(s), or parts thereof bearing my portrait/image , may be copied/reproduced and distributed without temporal, territorial or linguistic limitation or restrictions regarding type of use, worldwide, by means of in-salon/in store communication, shows/events/awards, PR, editorials/advertorials, Trade and Consumer magazines printed and online, product's packaging, various media, publications, video or digital presentations, news releases, mail-outs, e-mails, billboards, signs, brochures, websites (Davines official channels and websites, online Davines partners' websites, trade and consumer websites) and/or other electronic delivery (Davines and partners 'digital activities and social media such as youtube, facebook, Instagram and mobile device application eg iphone, ipad, android, ...). I further understand that my portrait/image may be subject to reasonable modification or editing.
  
- k) I accept that Davines may authorize third parties (including 'distributors, commercial partners, clients etc.) to use photograph (s)/ video(s), or parts thereof bearing my portrait/image for purposes related to any commercial activity of Davines (and/or Comfort Zone), including, by way of example, the publicity, marketing, and promotion of any Davines' (and/or Comfort Zone) product.
  
- l) I understand that, although Davines will endeavor to use photograph (s)/ video(s) or parts thereof bearing my portrait/image with standards of good judgment, Davines cannot warrant or guarantee that any further dissemination of the photograph(s)/video(s) or of my portrait/image will be subject to Davines supervision or control. Accordingly, I release Davines from any and all liability related to the dissemination, reproduction, distribution, and/or display of the photograph (s)/video(s), or parts thereof or my portrait/image in print or any and all other media, and related to any alteration, distortion or illusionary effect of my portrait/image, whether intentional or otherwise.
  
- m) I recognize that Davines it is not under any obligation to use the photograph(s), video(s), or parts thereof bearing my portrait/image. The use of the same is within Davines'(and/or Comfort Zone) sole discretion. Where used, Davines may cease or change / modify at any time and for any reason, in its sole discretion, the use of the photograph (s)/video(s), or parts thereof bearing my portrait/image.
  
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- o) I also understand that I may not withdraw my permission/authorization for use photograph (s)/video(s), or parts thereof bearing my portrait/image except for serious reasons related to my honor and my reputation and giving Davines a reasonable notice of at least 6 months and allowing in any case the sell-out of any material bearing the picture(s) above.
  
- p) This authorization is governed by the Italian law.

Date \_\_\_\_\_ Signature \_\_\_\_\_

**PRIVACY POLICY, CONSENT AND RIGHTS OF PARTIES CONCERNED (GDPR – Articles 12-22)**

**(to be signed by the model)**

Pursuant to article Reg. EU 2016/679 – G.D.P.R. General Data Protection Regulation Articles 12, 13, 14 and following, the undersigned Mr./Ms....., born on ..... and resident in ....., declare that Davines S.p.A. has informed me that my personal data, including my picture/my image, provided in relation to this Authorization (hereinafter, Personal Data) will be processed by Davines S.p.A. in order to exercise the rights referred to in this Authorization. The conferment of Personal Data for such purposes is obligatory and any refusal will affect the possibility of executing the provisions of the Authorization signed by me. The Personal Data may be disclosed to third parties appointed by Davines S.p.A. that will act as Responsible (appointed) or authorized to process. The processing is done by collecting, recording, organizing, consulting and storing data in appropriate archives protected by appropriate security measures. Operations can be performed with or without the aid of electronic or automated tools. The Personal Data may be communicated to parties appointed (also as Responsible, article 28) both nationally and internationally with the appropriate security and organizational measures adopted.

I am aware that at any time I have the right to obtain confirmation of the existence or otherwise of such Personal Data and to know its content and origin, verify its accuracy or request its integration or updating, or correction, request the identification details of the data controller and of the parties to which the data can be communicated (Reg. EU 2016/679 - GDPR General Data Protection Regulation articles 12, 13, 14 and following). Pursuant to said regulation on personal data protection, I am aware that I have the right to request cancellation, transformation into anonymous form or blocking of data processed in violation of the law, and to oppose to processing in any case for legitimate reasons.

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*Please, insert the name of the video or a photographed look(collection), date and place, where it was filmed, if possible with the short description of the content of the video/picture.*

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- q) I declare and recognize that this permission/authorization is given without compensation to me.
  
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- u) I recognize that Davines it is not under any obligation to use my work. The use of the same is within Davines'(and/or Comfort Zone) sole discretion. Where used, Davines may cease or change / modify at any time and for any reason, in its sole discretion, the use of the photograph (s)/video(s), or parts.
  
- v) I have no copyright or any other right of any nature on the work described above or parts.
  
- w) I also understand that I may not withdraw my permission/authorization for use of the photograph (s)/video(s), described above or parts, except for serious reasons related to my honor and my reputation and giving Davines a reasonable notice of at least 6 months and allowing in any case the sell-out of any material bearing the picture(s) above.
  
- x) This authorization is governed by the Italian law.

Date\_\_\_\_\_ Signature\_\_\_\_\_



