



TM

ESL

Photographic
COMPETITION

2023

LUST 2023 PHOTOGRAPHIC COMPETITION

2022 Master Colour Winner
Andrew Cobeldick



Lust invites you to submit your entry into LPC 2023.

LUST haircare, semi-permanent Colour and NEW coloured Masks are the perfect partner for your creativity.

Both senior and junior stylists working in a professional hairdressing establishment are welcome to enter in this exciting competition.

To enter:

Select from one of the 2 categories:

- 1**
- MONOCHROME
 - COLOUR

Choose your experience level:

- 2**
- MASTER STYLIST
 - Open to all ages and skill levels.
 - EMERGING STYLIST

Must be under age of 25 or currently serving in their hairdressing apprenticeship. Proof of age will be required; photo ID and/or current apprenticeship status (please include this information with your Lust entry form).

Note: Emerging Stylist and Master Stylist will be judged separately.

JUDGING

The judges will be looking for the best overall image that will stand out and demand attention in any fashion or trade magazine and showcases technical skill, concept, current trends, luxury and fashion forward thinking in both categories.

IMAGE REQUIREMENTS

Your finished look needs to adhere to the following requirements:

- Ensure the detail of the hair is the main focus of the final image.
- Model, makeup, wardrobe and background choices must be carefully considered as they will reflect in the overall judging.
- Model does not have to be professional but must be photogenic and present a luxurious and polished look.
- All hair types and lengths can be used.

HAIR PIECES AND/OR EXTENSIONS

Colour Category no more than 50% of the overall hair can be extensions/hair pieces. Monochrome Category open to full use of hair pieces and padding etc.

The image must be created for and entered exclusively into Lust Photographic Competition. Out-takes or re-purposed images from other competitions will be disqualified without refund of entry fee.

MONOCHROME

BLACK & WHITE IMAGE

Focus on style, shape and haircut.

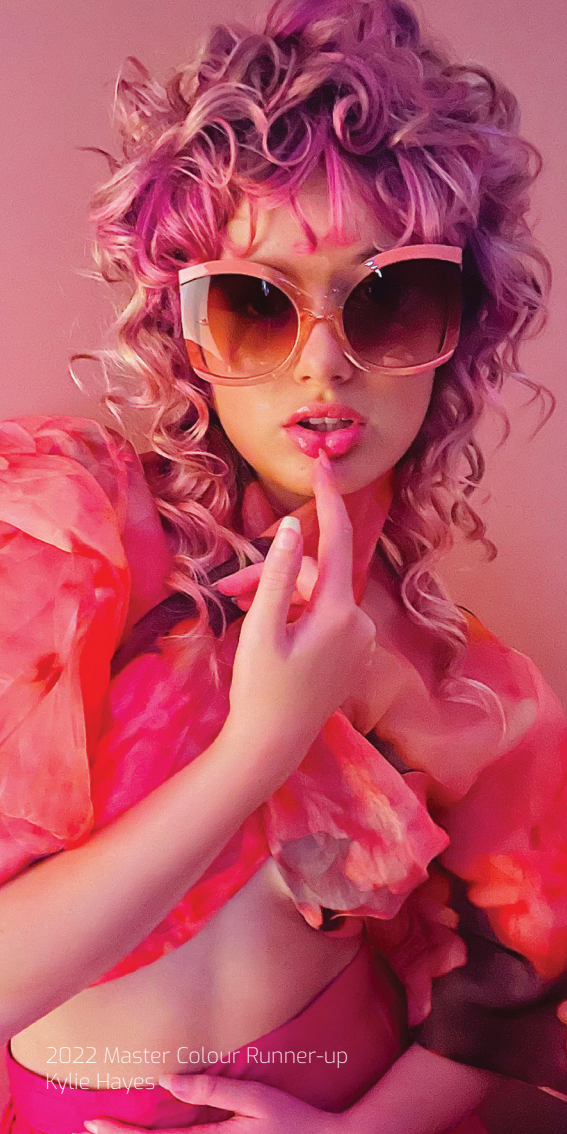
Black and white imagery has always been a dramatic way to showcase style, silhouette and structure. Express your creativity using Lust Haircare products to produce a forward thinking and fashion focused image where the hair style/ shape is your main focal point.

MONOCHROME JUDGING CRITERIA

- Black & White - focus on styling, shape, haircut.
- The finished image must tell a story utilising style/shape, model suitability, styling and makeup.
- Style must be created using Lust Haircare products.
- Black and White lets you focus on the actual composition and texture of the photo.
- Produce a forward thinking and fashion focus image utilising the hair, model, styling while considering shape, light, shadows, lines and perspective.



2022 Monochrome Runner-up
Wei Jiang



2022 Master Colour Runner-up
Kylie Hayes

COLOUR

COLOUR IMAGE

Focus on creative colour pallet, and colour placement.

Current trends are still prominent around pastel tones, bright brilliant shades and everything in between. Showcase your creativity using Lust Semi - Permanent Colour and/or Colour Masks as your main focal point to create forward thinking and fashion focused images.

COLOUR JUDGING CRITERIA

- Colour - focus on creative colour choice, placement and overall look.
- The finished image must tell a story utilising colour, model suitability, styling and makeup.
- Lust Semi-Permanent Colour and/or Colour Masks must be the anchor for the shoot concept.
- Make the detail of the colour and the style clearly visible and the main focus in the after photos. Either the overall colour is Lust or it may be partial Lust with an oxidising colour to platform Lust. Permanent or semi mixed with hydrogen peroxide of any brand can be used.

RULES & GUIDELINES

LUST PHOTOGRAPHIC COMPETITION

Read all of the competition rules thoroughly to ensure you understand the requirements of the competition:

- 1 Entries close 5pm on Thursday 26th October 2023. No late entries will be accepted.
- 2 Every entry must include:
 - Completed entry form via www.lusthair.nz/lpc-entry-form
 - 1 x Final entry image (showing a minimum of half facial profile).
 - 1x before photo (prior to starting any work on the model)
 - 1x final entry untouched (if the entry you are submitting has been touched up in any way)
 - 1x final entry to be submitted.
 - Emerging Stylist must include proof of age and/or apprenticeship.
- 3 Digitally enhanced or altered images must be accompanied by an original untouched photo.
- 4 Photo retouching must be kept to a minimum when it comes to the hair.



2022 Emerging Stylist Winner
Alysha Ellis

- 5 All entries and images will become the property of Lust Ltd who will hold the rights to use the photos for marketing and advertising.
- 6 If model is under 18 years of age, a guardian must provide written permission for their image/s to be used by Lust Ltd.
- 7 Models must be over 15 years of age.
- 8 Winner will be announced on Thursday 23rd November.
- 9 You can enter Monochrome or Colour category as many times as you like. If you are entering the same category your model must be different. If you are entering a different category, you can use the same model but the hair must be completely restyled. One completed entry form and fee must accompany every entry.
- 10 Colour category - Lust Semi-Permanent Colour must be used.
Monochrome category - Lust Haircare products must be used. Failure to use these products will result in immediate disqualification.
- 11 All colour recipes and techniques, styling products and tools used must be filled out in the relevant section of the entry form before being submitted. Incomplete entries will not be accepted.
- 12 All images that are entered must be originally and exclusively done for the 2023 Lust Photographic Competition.
- 13 The work submitted, must be the stylist's own.
- 14 Lust Ltd employees, any person(s) associated with the competition and immediate family members are not eligible to enter this Lust Photographic Competition.
- 15 Judges select the top entries from all categories to enter People's Choice Award 2023. People's Choice Award 2023 will commence on Facebook:
COLOUR: [lustcolour.nz](https://www.facebook.com/lustcolour.nz)
MONOCHROME: [lusthair.nz](https://www.facebook.com/lusthair.nz)
Pages from 10am Monday 6th November and finish on 10pm Wednesday 8th November with the highest number of likes on a single image resulting in the winner. We recommend contestants share the Lust Facebook post to all avenues possible to ensure votes/likes.
- 16 Any adverse communication, either written or verbal, between competition entrants and their supporters could result in one or all entrants involved being disqualified at the discretion of Lust Ltd.

PRIZES

LUST PHOTOGRAPHIC COMPETITION

LUST PHOTOGRAPHIC MONOCHROME WINNER

- Trophy
- \$1,500 Cash
- 10 Lust Haircare &/or colour products of your choice
- Salon window sticker “Lust Monochrome Photographic Winner 2023”
- Title “The Lust Monochrome Photographic Winner 2023”

LUST PHOTOGRAPHIC COLOUR WINNER

- Trophy
- \$1,500 Cash
- 10 Lust Haircare &/or colour products of your choice
- Salon window sticker “Lust Colour Photographic Winner 2023”
- Title “The Lust Colour Photographic Winner 2023”

LUST PHOTOGRAPHIC EMERGING STYLIST WINNER

- Trophy
- 10 Lust Haircare &/or colour products of your choice
- Salon window sticker “Lust Photographic Emerging Stylist Winner Winner 2023”
- Free ticket to a PHB guest artist seminar

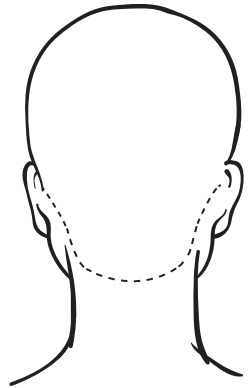
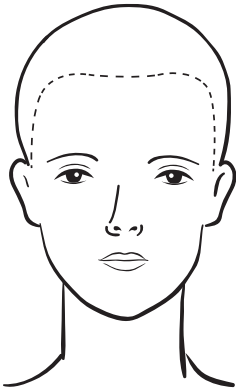
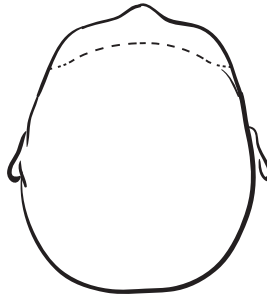
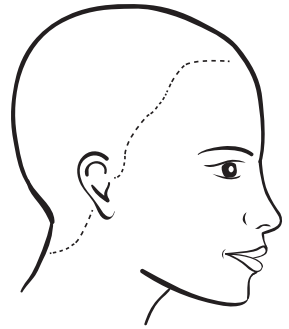
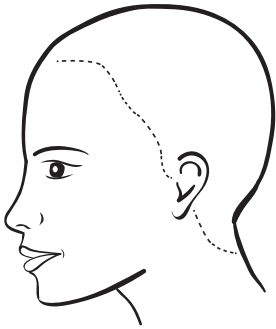
LUST PHOTOGRAPHIC PEOPLE’S CHOICE AWARD

- Trophy
- 10 Lust Haircare &/or colour products of your choice
- Salon window sticker “Lust Photographic People’s Choice Award Winner 2023”



2022 Master Monochrome Winner
Kylie Hayes





Use this page to document your technique and application or download the PDF via the entry form.



 Use #lustcolourcomp23 on Instagram