



**THE 7th WORLD
HAIRDRESSING
CONGRESS**

**GRAND METROPOLITAN HOTELS IN
ASSOCIATION WITH HAIRDRESSERS
JOURNAL INTERNATIONAL PRESENT**

**THE 1982
WORLD HAIRDRESSING
CONGRESS, LONDON**

Official Carriers **BRITISH AIRWAYS**
Produced by **PAT CLOAKE**

**THE GREATEST
EDUCATIONAL
AND
ENTERTAINMENT
EVENT IN THE WORLD
OF HAIRSTYLING**

**INCORPORATING
THE WORLD
TOP FASHION
HAIRSTYLING
AWARDS 1982**

**1/2 FEBRUARY
ROYAL ALBERT HALL
LONDON**

The 1982 World Hairdressing Congress will be the finest ever presentation of hairstyling, and it is done solely for the benefit of hairdressers – not for sponsoring manufacturers of hair products.

Here is your chance to see the hair fashion event of the year for the richest prize ever offered in hairdressing. Don't miss this opportunity to see in close-up detail and on the 24 foot video screen, in colour, the cutting, styling and the ideas in hair fashion that will win the prestigious World Top Fashion Hairstyling Award.

The World Hairdressing Congress is the greatest international event held for hairdressers, attracting stars and visitors from over 60 countries. In February '82 the Congress will present the largest and most magnificent technical hairdressing show, where the top international hair artists, the leaders in the world of hair fashion will present their ideas, techniques and fashions for the coming year.

Two days of truly professional hairstyling, vividly filmed on our 24 foot video screen which will give you a unique opportunity to see the latest and the coming trends in hair fashion.



**Hairdressers
Journal International**



**British
airways**

DAY ONE

The greatest spectacle ever in the world of hairstyling — it includes not only the World Top Hairstyling Award with prizes of over £10,000 to be won, but also, for the first time ever, the appearance on the same day in one arena of both World Championship teams from the 1980 World Championships. Firstly the British Championship Team and in the afternoon the Championship winning team from France.

DAY TWO

A collection of the top hairstyling artists in the world present their up-to-date fashions on the stage of the Royal Albert Hall.

REMY INTERNATIONAL

MARLIES MÖLLER

— Germany's leading fashion hairdresser.

MASA OHTAKE

— the Japanese artist

Presentation by the winners of the World Top Fashion Hairstyling Award

CORBELLA INTERNATIONAL

GIGI GANDINI

and the Art et Technica Group

EVENING

The World Hairdressing Congress Gala Dinner and Dance with the Stars and Awards Winners

The event that has captured the imagination of the entire hairstyling world. Innovative and trend-setting stylists competing for the richest prize ever offered in hairdressing. Here is the competition to find the World's leading hair fashion stylist. The whole concept of the competition is one of total fashion in hairdressing. The consideration of the jury will be on aspects of current and futuristic hair fashion, modern hair colour concepts, make-up and clothes. The jury will consist of stylists who are acknowledged in the field of hair fashion. Leading hairdressing press throughout the world have given the World Top Fashion Hairstyling Award their enthusiastic support. Modern Salon, the leading North American magazine is awarding a cash prize of £1,000 to the stylist who, in their opinion, presents the best commercial fashion hair style. Trophies and awards will also be made by Hairdressers Journal International, Canadian Hairdresser, Coiffure of Holland, Hair Flair of Ireland and many more International magazines will be making awards. All this in addition to the top prizes of

£7,000 AND A GOLD MEDAL — 1st PRIZE
£2,000 AND A SILVER MEDAL — 2nd PRIZE
£750 AND A BRONZE MEDAL — 3rd PRIZE

Here is your opportunity to watch these leading stylists cut and style, and to see in close-up detail on the giant 24ft video screen the techniques and fashion concepts that will win these great prizes. All discerning hairdressers who attend will gain the inspiration to turn these ideas and techniques into commercial and profitable outlets.



The Japanese Master Artist — **MASA OHTAKE**



One of Japan's most renowned hair artists, his unique concept of combining make-up for both face & body and hairstyles to suit has made him one of the most interesting performers in the world today. His unusual styling concepts have received high acclaim wherever he has appeared, and his presentation at the New York show this year was one of the high spots of that prestigious event. Masa is a haristylist of ideas, with a great regard for technique. He follows in the footsteps of other Japanese hair artists, whose presentations have delighted all those people who were fortunate enough to see them.

To fully appreciate the talent of Masa it helps to know that Shiseido, the cosmetics company for whom he designs, has sales exceeded by only one other company in the world.

land. This is because their exciting, innovative work is so popular worldwide that they are continually asked to undertake long tours. Their fashion book COBELLA introduced their fashion styling to the hair-dressing trade and was an instant success, all copies being sold.

After a recent show presented by the artistic team the organiser enthused "this progressive fashion trend setting team are dedicated hairdressers who dominate the world of hair fashion in the British and European market."



GIGI GANDINI and the stars of — the Art Et Technica International Hairstyling Team



This is the team who amazed the hair-dressing world by their skill, when they won the **WORLD CHAMPIONSHIP** in New York. Since then they have travelled extensively throughout the world, where the quality of their presentation has won them many friends. They operate salons and advanced hairdressing schools in Italy and Bangkok. Their hairdressing concepts and Italian flair always makes their presentation exciting, interesting and educational.

The Art Et Technica International Team will present for the World Hairdressing Congress their commercial artistry which not only wins awards but keeps their appointment books full, their businesses thriving.

REMY INTERNATIONAL



Extended tours of Italy, Switzerland, Japan and several American appearances; feature style articles in fashion and hairdressing magazines like Vogue, Estetica, D.F.Z., Modern Salon and Hairdressers Journal are a clear indication of the rising eminence in World Hair Fashion of this exciting new star. Remy is a successful salon operator, who has the ability to combine the commercial aspect of hairstyling with his undoubted Italian flair. Here is a unique opportunity to see first hand the styles which have created so much interest in the world hairdressing press.

At the Royal Albert Hall in February he will produce the immaculate modern styling for which he is renowned.