



COLOR

Awards

THEME BOARD

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This mood board is your creative direction for the
velvetree Hair Colour Awards.

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Each colour family represents a distinct aesthetic,
mood and colour story.

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The reference images are intended to inspire, not replicate.
Interpret the theme
through your own artistic vision while staying true to
the assigned colour family.

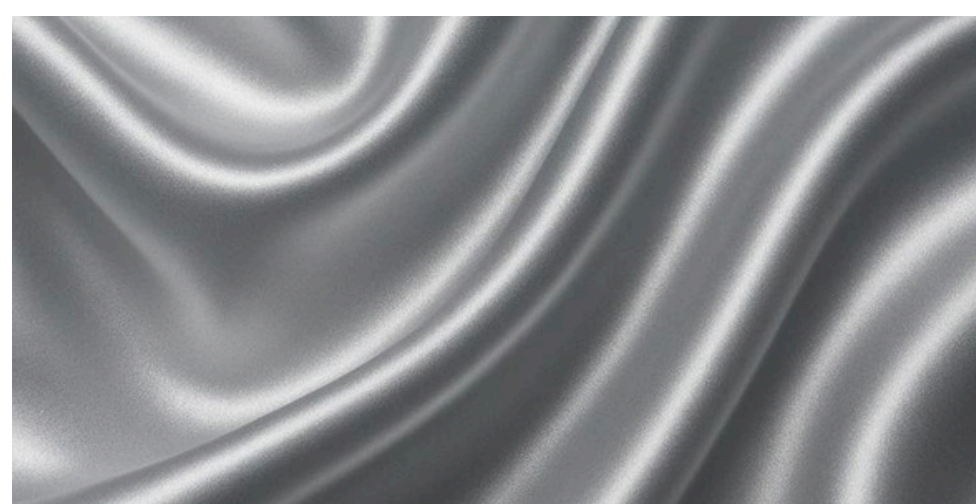
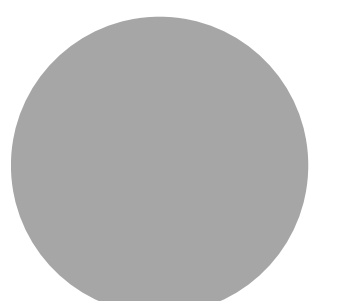
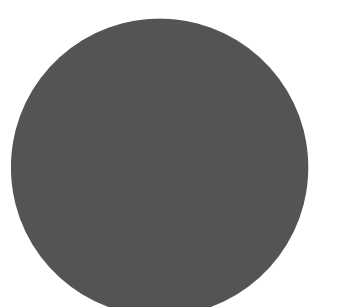
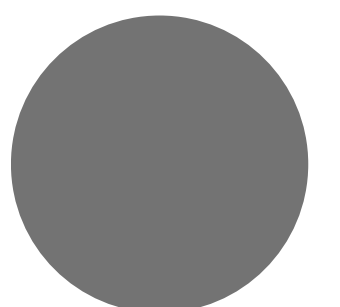
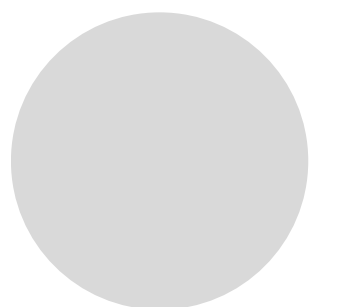
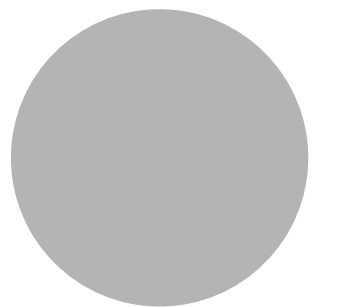
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Your goal is to create an original, award-worthy look
that reflects technical
excellence, creativity and a premium finish.

Ash Blonde



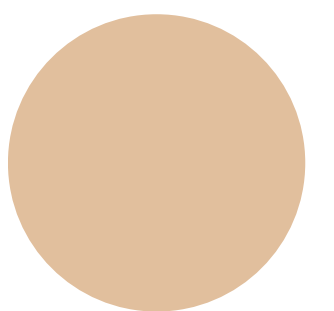
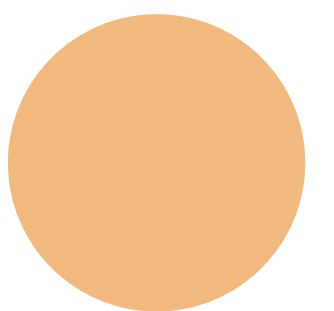
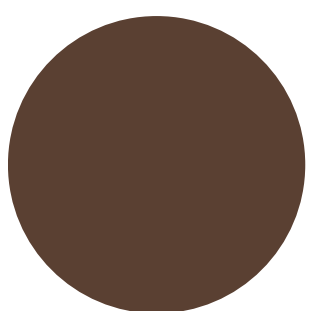
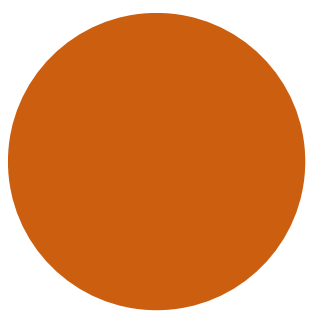
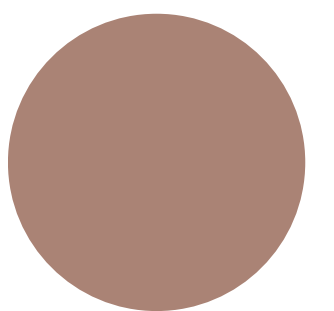
Create a refined ash blonde look that celebrates cool undertones, seamless dimension and effortless luxury.



Coffee & Caramel



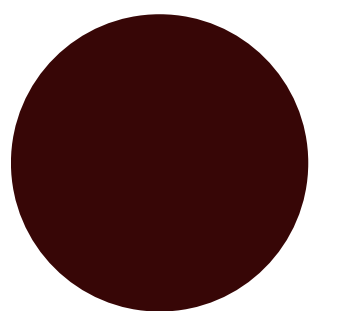
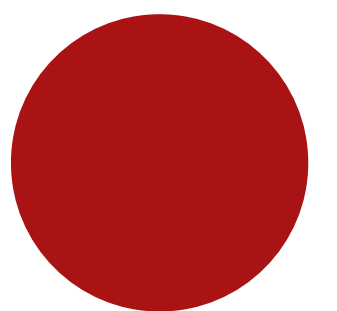
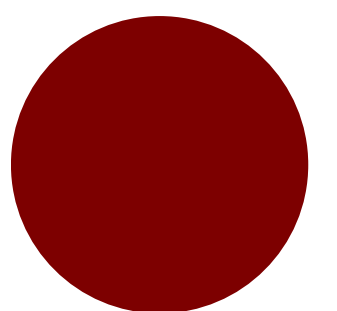
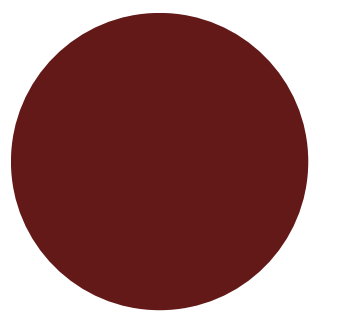
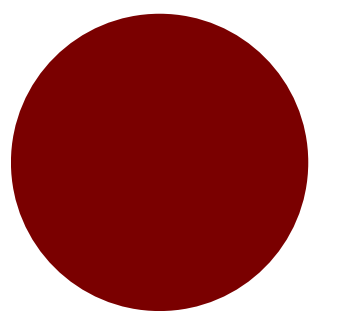
Craft a beautifully blended colour story inspired by warm beige, caramel and rich brunette tones with natural movement and dimension.



Wine & Plum



Push creative boundaries through bold reds, wine and plum tones while maintaining precision, balance and premium execution.



Creative Guidelines



Dos

- Stay true to one colour family and one theme.
- Create your own unique interpretation of the mood board.
- Showcase technical excellence with a premium, healthy finish.
- Ensure the colour and styling work together seamlessly.

Don't

- **Do not create a funky hairstyle**
- Copying the reference images.
- Mixing multiple colour families.
- Uneven colour placement or distracting styling.

Focus on

- Soft blends with visible depth
- Healthy shine and premium finish
- Modern, sophisticated styling
- Multi-dimensional colour
- Fashion-forward styling