



WE CREATE

WELCOME

to the **no miss** online event of 2021

I'M IN, ARE YOU?

On April 25th, we are proud to present a unique global online gathering, exclusively for hair professionals:

WE Create. Featuring a breath-taking line-up of top international Hair Artists and Ambassadors, this special event will be shared simultaneously over two online channels and packed with inspirational, educational and business content.



The free industry event you can't afford to miss.

Four hours of specialist content shared over two separate online channels:

WE Inspire and **WE Transform.**

Here's how it works.

CHANNEL 1 *WE Inspire*

WE Inspire is a fast-paced whirlwind of inspirations. Experience four unmissable journeys: **World Class Colour Collection**, **Blonde Ambition Collection**, **Artist Showcases** and the **2021 International TrendVision Awards**. Each story is broken into short mini-episodes and features a dizzying ensemble of international talent.

CHANNEL 2 *WE Transform*

WE Transform dives a little deeper into the techniques that can take your creativity and thinking to another level. Follow six superstar Hair Artists in our **Transformations** series, meet our breakthrough talents in **New Faces**, snack on quick **Hair Hacks** and raise your game with our **Business Session Collective**.

I'M THERE!

O.P.I.
#1 SALON BRAND WORLDWIDE

ghd
good hair day

NIOXIN

weDo/
PROFESSIONAL

PROFESSIONAL
SEBASTIAN

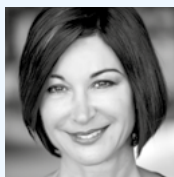
SYSTEM
PROFESSIONAL

Londa
PROFESSIONAL

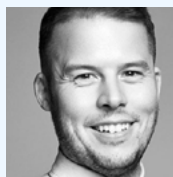
Kadus
PROFESSIONAL

World Class Colour Collection

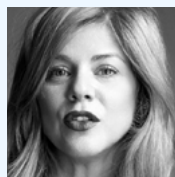
FEATURING



Sonya
DOVE



Robert
EATON



Renya
YDIS

Each artist have been given the same brief, see how our international Headline Artists use the Koleston perfect colour palette to achieve remarkable diversity in their looks. Discover how Master Colourists blend light and shade to bring their vision and techniques to life in true technicolour.

Episode 1

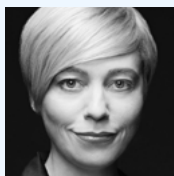
Wella's creative director, Reiner Sauter, briefs our Guest Artist stars on their task and discusses the challenges of creating a joint collection.

Episode 2&3

Join our Artists as they share their interpretations of the brief and the techniques that drive their creativity and diversity.

Episode 4

The big reveal Episode! See our Artist's creations and their individual interpretations of the brief marry together as the World Class Colour collection.



Abby
SMITH



Michal
BEILECKI



Hidetoshi
SIAGA

Blonde Ambition Collection

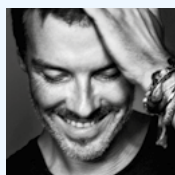
FEATURING



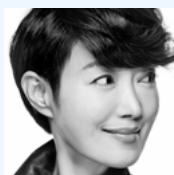
Nicole
REVISH



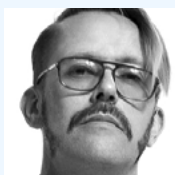
Briana
CISNEROS



Darren
AMBROSE



Sanghee
KIM



Jayson
GRAY

Blonde remains an unstoppable trend. With so many creative opportunities, how do our Headline Artists embrace the diversity of the blonde palette. And where will they take their Blonde Ambition?

Episode 1

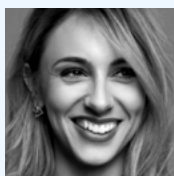
Meet our international Guest Artists as they share what inspires them and how they create their own personal style.

Episode 2&3

Follow our Guest Artists on their creative journey and discover where they are taking their Blonde Ambitions for the show.

Episode 4

Our Guest Artists reveal their blonde transformations and discuss how each look adds up to a complete collection.

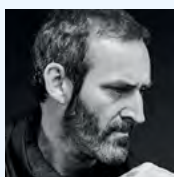


Jordanna
COBELLA



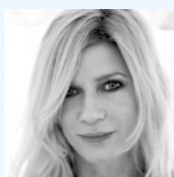
Dmitry
VINOKUROV

ARTIST SHOWCASE



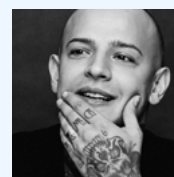
Shay Dempsey
powered by Sebastian

Shay introduces us to the incredible potential of Sebastian's newest release: 'No Breaker' as well as sharing the how to tips on his signature blading technique.



Zoe Irwin
powered by ghd

ghd superstar Zoe reveals the new ghd Max styler and the latest heat protection innovation.



Alexey Osipchuk
powered by Londa

Alexey gives us a sneak peak on his interpretation of the latest Prismatic collection from Londa.

2021 International TrendVision Award

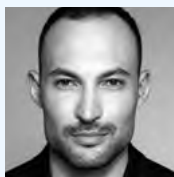
It's crunch time!

Who will win the overall International TrendVision Award for each of our 7 categories.



Transformations

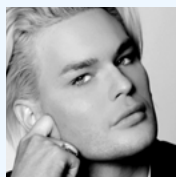
FEATURING



Romeu
FELIPE



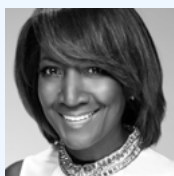
Patricia
NIKOLE



Zach
MESQUIT

In our **Transformation** episodes we get inside the creative heads of 6 of our Artist Headliners.

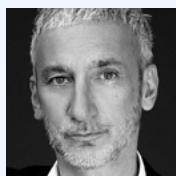
We follow their process as they create and transform their models look.



Diane
STEVENS



Alexis
FERRER



Akin
KONIZI



New Faces

Meeting exciting, up and coming talent from around the Wella world, as they answer the transformation brief to create a 'Playful Blondes' look. Learn what inspires them, what their ambitions are, and how that plays into their creative expression.

Business Session Collective

Things are changing ever faster for all of us, with deeper changes coming that will redefine our industry and ways of working. How will Covid impact retail, consumption, consumer buying habits and behaviour?

The Business Session Collective offers vital areas for entrepreneurs, with plug and play, concrete actions to help you navigate what to do now and what to anticipate ahead.

The Virtual Consultation

BY ROBERT EATON

Robert explains how virtual consultations offer a great way to engage with clients and build relationships that retain business.

The Sustainable Salon

BY CHRISTOPHE NICOLAS BIOT

Christophe shares with us how and why his brand embrace this important subject. What benefits there are to taking steps to include this into the salon environment and communication to clients.

Gain more Clients through Social media

BY MATTHIAS HERZBERG

How can you stand out? Get clients to tag friends? Run a referral incentive scheme? Turn your clients into one big family? Find out with Matthias!

Keeping close to your clients during and post pandemic

BY BRIANA CISNEROS

Join Briana to learn the best and most effective ways to support clients during and post pandemic and keep an emotional connection.

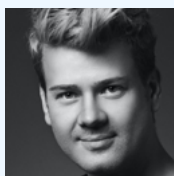
New World Service Menu

BY RENYA XYDIS

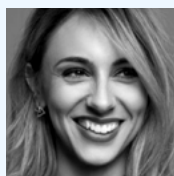
Renya explores the many ways that client habits and expectations are changing and shares how smart businesses can respond and thrive.

Hair Hacks

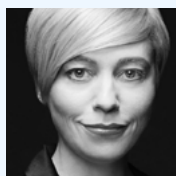
FEATURING



Clayde
BAUMANN



Jordanna
COBELLA



Abby
SMITH



Patricia
NIKOLE

Awesome quick-snack hair hacks from renowned Hair Artists, to help you raise your game. Easy to pick up, easy to try out in your salon.