

Great Lengths
GLAMMIES

IRELAND 2023

Back in the Republic of Ireland!

It's your time to shine...The GLammies by Great Lengths awards ceremony are back for the 4th year in the Republic of Ireland! A night to remember, filled with glamour and prestige so be part of history and join us for an evening of GREATness.

We have introduced new salon categories to reward all your hard work over the past few years, including bringing back our classic creative categories to showcase your hair extension talent!

Entries Open

8th AUGUST 2022

Entries Close

3rd OCTOBER 2022

Creative Categories

Longer Length
Enviably Volume
Captivating Colour
Avant Garde
Bridal Creation
Best Newcomer

Salon Categories

Customer Service Award **NEW**
Sustainable Salon of the Year **NEW**
Most Charitable Salon of the Year
Republic of Ireland Hair Extension
Salon/Freelancer of the Year
Great Lengths Trophy – Extension
Excellence

Great Lengths Masters Application



Enviably Volume 2019 winner – Laura Francis at Hession Hairdressing

Longer Length

The Brief

Calling all mermaids! Demonstrate how Great Lengths hair extensions can add length to your client's natural hair, seamlessly blend and create a truly exceptional transformation.

Who can enter?

All Great Lengths certified stylists who work with Great Lengths extensions in a commercial environment.

Enviably Volume

The Brief

Great Lengths hair extensions are everyone's best kept secret to thicker, natural looking hair.

Create a final look demonstrating how using hair extensions can create fuller, thicker hair for even the finest hair.

Who can enter?

All Great Lengths certified stylists who work with Great Lengths extensions in a commercial environment.



Longer Length winner 2019 - Karen Nolan at K.Hair



Captivating Colour Winner 2019 - Lynn Knox at Streetlife Hair

Captivating Colour

The Brief

Let's get creative! Add colour to your clients natural hair using Great Lengths hair extensions.

Bold or subtle, this should reflect a fashionable, on-trend look which inspires and shows the versatility of Great Lengths hair extensions.

Who can enter?

All Great Lengths certified stylists.

Avant Garde

The Brief

Step out of your comfort zone and demonstrate unique, experimental concepts should be at the forefront of your mind when creating your look.

Fashion forward, imaginative and creative styling are what we're looking for while using hair extensions.

Who can enter?

All Great Lengths certified stylists.

Bridal Creation

The Brief

Whether it's modern twists on classic styles or elegant up-dos, demonstrate how using hair extensions can create the wedding hair of your clients dreams.

Who can enter?

All Great Lengths certified stylists.

Best Newcomer

The Brief

Show us how you've set the world of hair extensions on fire! We're looking for a newly certified hair extensionist who has demonstrated true success with the brand and created truly exceptional, creative final looks.

Who can enter?

All Great Lengths certified stylists who have completed their certification after 1st January 2020.



Bridal Creation 2019 winner - Linda Thornton at Lynda T Hairdressing

Customer Service Award

NEW

The Brief

Be recognised for your care and attention to your clientele and prove your service is better than the rest.

Who can enter?

Any Great Lengths certified stylists.

Sustainable Salon of the Year



NEW

The Brief

Be recognised for your care and attention to your clientele and prove your service is better than the rest.

Who can enter?

Any Great Lengths certified stylists.

Most Charitable Salon of the Year



NEW

The Brief

Show initiative and dedication with fundraising activities throughout August to October for The Little Princess Trust.

Donate your clients removed Great Lengths hair extensions to our partnered charity, The Little Princess Trust directly with Great Lengths.

Who can enter?

Any Great Lengths certified stylists.

Republic of Ireland Hair Extension Salon/Freelancer of the Year

The Brief

Demonstrate how you have achieved true success using Great Lengths hair extensions in your business.

This award will go to an outstanding salon/freelancer who can demonstrate exceptional creativity and client loyalty.

You will have built a strong reputation for your work with Great Lengths hair extensions.

Who can enter?

Any Great Lengths certified stylists.

Great Lengths Trophy - Extension Excellence

The Brief

This award will go to an outstanding certified extensionist who can demonstrate exceptional creativity and client loyalty. You will have built a strong reputation for your work in Great Lengths hair extensions.

Who can enter?

All Great Lengths certified stylists who have worked with Great Lengths in a commercial setting for a minimum of 24 months with hair purchases of more than €5000 in a 12 month period prior to the competition deadline (1st August 2022).

Exclusions to The Great Lengths Trophy Previous winners are excluded.

HOW TO ENTER

Creative Categories

Longer Length
Enviably Volume
Captivating Colour
Avant Garde
Bridal Creation
Best Newcomer

Submit a minimum of 1x **'before'** image

Submit a minimum of 1x **'during'** image

Submit your **final image** for judging. This photograph must be a high resolution image (300 dpi) taken against a neutral background.

Submit **1 x Salon Logo** image

*Make sure to label your images with the category name you are applying for, E.G. **"Before – Longer Length"**.*

Only static imagery will be accepted for the creative categories.

This can be submitted via online entry www.greatlengths.com/ie



Creative Innovation winner 2019 - Laura O'Mahony at Biba Hair Salon

HOW TO ENTER

Salon Categories

Customer Service Award

- Why should you win this award? (Max 350 words)
- Include client and colleague testimonials about your service
- Tell us about how your customer service led to a positive effect on your business (Max 350 words)
- Submit an image of your business logo
- Submit any supporting images/press coverage which demonstrates your success with customer service and your business.

Sustainable Salon of the Year

- Why should you win this awards? (Max 350 words)
- Tell us why sustainability is important to you (Max 350 words)
- How have you made your salon more sustainable? Share examples with us including images and written. (Max 350 words)
- How has becoming a more sustainable business led to a positive effect on your business? (Max 350 words)

Enter via online entry www.greatlengths.com/ie

Republic of Ireland Hair Extension Salon/Freelancer of the Year

- Why should you win this award? (Max 350 words) per written entry
- In your opinion, what qualities do you possess to make you a successful extension business?
- Include client and colleague testimonials about your work and career so far.
- Submit a minimum of 3 before images and after pictures showing 3 different Great Lengths transformations (The final 'after' images must be a high resolution image taken against a neutral background).
- Include any advertising/marketing support you may have created for Great Lengths
- Submit an image of your business logo
- Submit any supporting images/press coverage which demonstrates the regional and/or national coverage you have received with Great Lengths and your own work
- Provide evidence of any in client loyalty packages you may run in your salon
- Demonstrate any creative ways you have promoted you and Great Lengths across social media.

Most Charitable Salon of the Year

Donations

From 1st August 2022 to 1st December please send only Great Lengths hair donations to **HB Collective, 7a Broadband House, Whitestown Business Park, Tallaght, Dublin, D24 NYY6**

Your donations will be tracked internally by Great Lengths. **The top 3 salons who donate the most will become finalists**, with the winner being announced at the GLammies ceremony.

Fundraising

Submit all your fundraising activities via the entry form labelled "*Other materials to support entry*" on the Salon Categories form.

HOW TO ENTER

Great Lengths Trophy – Hair Extension Excellence

- Why you should win this Award? (Max 350 words)
- Provide confirmation that you are eligible for this award.
- Submit the date you trained with Great Lengths.
- In your opinion what qualities do you possess to make you a successful extensionist?
- Provide an overview of your client base and the number of Great Lengths clients you have completed and explain how and why you use Great Lengths on these clients
- Submit up to 5 photographs of styles created by you with the use of Great Lengths hair extensions which best sums up your work. At least one photograph must be a high resolution image (300dpi) taken against a neutral background.
- Submit up to 5 client testimonials that demonstrate appreciation of your work

HOW TO ENTER

Great Lengths Masters

A separate application form is available to download on the website link below.

Enter via online entry www.greatlengths.com/ie



Great Lengths Trophy – Extension Excellence winner, Ireland 2019
Emma Leung at Kelly Leung Hair Design

PRIZES!

WHAT YOU'LL RECEIVE AS A
FINALIST AND A WINNER!

FINALIST PRIZES

Per salon will receive two complimentary tickets to the GLammies, recognition published on the Great Lengths website, be included in PR promotional activity, be shared across social media and receive finalist logos.

PRESS & PR

We will aim to secure press coverage for finalists and winners. Content will be published on GL website and social channels.

WINNERS PRIZES

All winners receive a TROPHY and CERTIFICATE.
Use of winners logo and official photography receiving the award.

**ALL WINNERS WILL WIN 2 TICKETS AS PART OF A GROUP TOUR OF
THE GREAT LENGTHS PRODUCTION FACILITY IN ROME FOR 2023.
THE PRIZE INCLUDES 2 NIGHTS 5* HOTEL, MEALS AND INTERNAL
TRANSFERS FOR 2 PEOPLE.**





DON'T WASTE, DONATE ...

We will be raising money for our partnered charity The Little Princess Trust on the evening to help raise money towards cancer research and the creation of wigs for children and young adults suffering with cancer and alopecia illnesses.

CHARITY SPONSOR OF THE EVENING



 HB Collective

 @hbcollective_uk

PROUDLY PRESENTS


Great Lengths®


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