REIGN OF STYLE
HAIR SHOW & COMPETITION

The Pacific Northwest's
Premier Hair Competition &
Showcase

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Dear Competitor,

Welcome to the 13th Annual Reign of Style Hair Competition & Showcase!

We are honored that you have chosen to be part of one of the Pacific Northwest's premier beauty industry events. For over a decade, Reign of Style has celebrated the creativity, artistry, and innovation of hairstylists, barbers, makeup artists, students, and beauty professionals from across the region.

This event is more than a competition - it’s a platform.

A platform to showcase your talent.

A platform to gain visibility.

A platform to connect with fellow professionals and inspire the next generation of beauty industry leaders.

As a participant, you will have the opportunity to:

- Showcase your work before a live audience
- Build brand awareness for yourself, your salon, school, or business
- Compete for cash awards, championship titles, and industry recognition
- Receive exposure through event photography, videography, and social media promotion
- Be part of a community that celebrates excellence, creativity, and growth

Whether you are stepping onto the Reign of Style stage for the first time or returning as a competitor, we are excited to see what you create.

Thank you for helping us continue to elevate the beauty industry throughout the Pacific Northwest.

Now it's time to show us what you've got.

Let's Reign!

Aisha Ellis Asim

Founder & Executive Producer

Reign of Style Hair Competition & Showcase

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Competition Package

All Watch Me Work competitors will compete live in front of the audience. Competitors will have 40 minutes to complete their look unless otherwise specified.

Categories with fewer than three competitors may be combined, modified, or canceled at the discretion of Reign of Style management.

Watch Me Work Professional

- *Entry Fee: $100*
- *Includes:*
  - *Competitor admission bands*
  - *Model admission bands*
  - *Three (3) general admission tickets*

Watch Me Work Student

- *Entry Fee: $50*
- *Includes:*
  - *Competitor admission band*
  - *Model admission bands*
  - *Three (3) student admission tickets*

MANE Stage

- *Entry Fee: $250*
- *Includes:*
  - *Competitor admission bands*
  - *Model admission bands (8 max)*
  - *Five (5) general admission tickets*

Reigning School Division

- *Entry Fee: $250*
- *Includes:*
  - *School participation (12 max)*
  - *Twenty-five (25) student admission tickets*

Competitor and model admission are included only as outlined above. Additional assistants, staff members, guests, family members, and supporters must purchase an admission ticket.

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Watch Me Work

Barber Battle (Professional & Student)

- All hair cutting must be completed during the competition.
- Hair may not be pre-cut, shaped, or trimmed before competition begins.
- Semi-permanent and permanent color are permitted.
- Color sprays and color pencils are prohibited.
- Competitors may use a maximum of four electrical outlets.
- Competitors must demonstrate a visible transformation.
- Time Limit: 40 Minutes

Make Me Up (MUA)

- Models must arrive with a clean, makeup-free face.
- Competitors must use their own products and tools.
- Judging will be based on creativity, execution, and overall presentation.
- Theme: Creative Glam
- Time Limit: 40 Minutes

Nailed It

- Models must arrive with one hand prepared as a blank canvas (clear nails).
- Competitors must create a minimum of two raised design nails.
- All work must be completed during competition time.
- Judging will focus on creativity, detail, and technical execution.
- Time Limit: 40 Minutes

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Watch Me Work

Fantasy Land

One or two competitors may collaborate on a Fantasy Land presentation. (collaborators share one registration fee and prize)

Requirements:

- The model's hair must stand a minimum of six (6) inches in height.
- Hair pieces and accessories may be pre-made.
- All placement, styling, and finishing must be completed during competition time.
- Judging will focus on creativity, technical execution, and overall presentation.
- Time Limit: 40 Minutes

Loc'd Up

- Models must arrive with clean, freshly maintained locs.
- Competitors must complete all styling during the competition.
- Assistants are not permitted.
- Judging will focus on creativity, precision, and complexity.
- Time Limit: 40 Minutes

Braided Up

- Models must arrive with clean hair.
- Hair may not be pre-parted or pre-sectioned.
- No extensions may be installed before competition begins.
- Competitors may use a braid stand, hair can be pre- stretched.
- Assistants are not permitted.
- Judging will focus on creativity, precision, and complexity.
- Time Limit: 40 Minutes

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Reigning School Competition Rules & Requirements

The Reigning School Division gives cosmetology and beauty students the opportunity to showcase their creativity, technical skills, teamwork, and school pride on the Reign of Style main stage. Schools will create a themed presentation featuring student-created looks and a coordinated stage performance. This division is designed to highlight the talent of emerging beauty professionals while giving students the experience of participating in a professional hair competition and showcase.

TEAM REQUIREMENTS

- Teams must represent a participating beauty or cosmetology school.
- Minimum of 6 models and maximum of 12 models.
- Each school may designate one instructor as the team lead.
- Students should be responsible for the creation and execution of the competition looks. The instructor may provide guidance and direction but should not complete the students' competition work.
- All hairstyles must be completed prior to the show unless otherwise instructed by Reign of Style.

PRESENTATION REQUIREMENTS

- Each school must create a theme for its presentation.
- Presentations should showcase hairstyling, creativity, fashion, teamwork and overall presentation.
- Presentations should run 5–7 minutes, including entrance and exit.
- Music must be clean and appropriate for a family-friendly event.
- Props may be used but must be brought on and removed from the stage by the team.
- Attire and presentation must be appropriate for a family-friendly audience.
- Theme, biography/school description and timed music are due February 16, 2027.

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Mane Stage Competition Rules & Requirements

MANE Stage is Reign of Style's premier showcase competition, designed for beauty professionals, salons, and creative teams who want to present their artistry on the main stage.

Unlike Watch Me Work, which focuses on live competition and technical execution, **MANE Stage** combines hairstyling, creativity, fashion, entertainment, and storytelling into a complete stage presentation.

Competitors are encouraged to create a themed presentation that highlights both their technical skills and artistic vision while engaging the audience through showmanship and creativity.

This division is ideal for professionals who want to:

- Showcase a collection of styles
- Promote your salon, team, or brand
- Demonstrate creativity and innovation
- Create a memorable stage experience
- Compete for the MANE Stage Championship Title

Presentations are judged on both technical execution and overall presentation.

The goal is to inspire, entertain, and elevate the beauty industry through creativity and excellence.

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Mane Stage Competition Rules & Requirements

Hair Styling

All model's hairstyles must be completed before the show. This category also requires at least three models have hair styled to a minimum height of 6 inches.There will be time for touch-ups and last-minute preparation, but there will not be space, equipment or time to work on hair styles before the show. If you have any concerns about this please contact your show representative.

Short Biography

We are asking that all participants send in a short personal bio and/or a description of your salon. The bio/description will be placed in the show's program. Please submit to Reign of Style staff no later than **February 16, 2027** They may be emailed in to reignofstyle@msn.com

Theme

All participants should have a theme for their presentation. Themes may consist of any creative (yet appropriate) ideas that you or your team create. Examples include: 90's, Back to School, TV shows, movies, etc. Here is your chance to go all out! All themes must be turned in to Reign of Style staff no later than **February 16, 2027**. They may be emailed in to reignofstyle@msn.com

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Mane Stage Competition Rules & Requirements

Attire

Remember that this is going to be a family friendly event. Please, be very tasteful in the way you represent yourself and/or your salon. Outfits that Reign of Style staff feel are unacceptable will not be permitted on stage. Please follow the dress criteria closely as there will be a dress check performed before your stage presentation. If you have any questions about outfits, please contact Reign of Style staff.

Scene & Stage Time

The purpose of the Reign of Style Hair Competition & Show is to showcase the talents of NW beauticians, barbers and students. We are asking that all hair show participants use the 80/20 rule. 80% of the presentation should highlight the hairstyles and skills/creativity; the other 20% can/should incorporate showmanship (dancing, acting, modeling, hair cutting, and styling).

Presentations should run between **5 to 7 minutes.** This time is inclusive of entrance/exit, and stage presentation. Cutting is permitted on stage, and stage props will be allowed only if you take them on and off the stage with you. There will not be anyone to pick up items left on the stage so be mindful of that in the planning of your stage performance.

***Always remember, practice makes perfect, so try to make great efforts to rehearse on your own. We are placing our trust in you to adhere to these rules and stipulations.

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Admission, Media & Participant Policies

Photography & Videography

Official event photographers and videographers will be onsite capturing the competition and show experience.

By participating in Reign of Style, competitors grant permission for photos and videos to be used for event promotion, marketing, website content, social media, and future event materials.

Music

Please do not submit music containing explicit language or profanity. Timed music will need to be turned in by February 16, 2027. They may be emailed to reignofstyle@msn.com

Drop-Outs & Refunds

All competition entry fees and ticket purchases are non-refundable. Participants withdrawing from the competition should notify Reign of Style no later than two weeks before the event. If Reign of Style cancels a competition category, registered competitors will be offered a transfer to another eligible category or a refund of their competition entry fee.

Admission

Competition packages include admission bands and tickets as outlined in the participation package. Any individual arriving without an admission band or ticket will be required to purchase admission at the door. No admission list will be maintained.

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Judging

WATCH ME WORK

Competitors will be evaluated based on the requirements of their individual competition category.

Overall judging will consider:

- Technical Execution – Quality, precision and skill demonstrated
- Creativity & Originality – Originality and creative interpretation of the category
- Difficulty/Complexity – Level of skill and difficulty demonstrated
- Finished Look – Overall polish, balance and completion
- Overall Presentation – Final appearance and impact of the completed look

MANE STAGE

Judging will consider:

- Hair & Technical Execution
- Creativity & Originality
- Theme & Cohesiveness
- Stage Presentation & Showmanship
- Overall Impact

REIGNING SCHOOL DIVISION

Judging will consider:

- Hair & Technical Execution
- Creativity & Originality
- Theme & Cohesiveness
- Stage Presentation
- Teamwork & Overall Presentation

Judges' decisions are final. Failure to follow competition rules, time limits or category requirements may result in point deductions or disqualification.

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Prize Structure

Watch Me Work Professional Categories

1st Place

- $250 Cash Prize
- Trophy
- Professional Winner Photos
- Sponsor Gifts

2nd Place

- Trophy

Professional Winner Photos

3rd Place

- Trophy

Professional Winner Photos

Watch Me Work Student Categories

1st Place

- $100 Cash Prize
- Trophy
- Professional Winner Photos

2nd Place

- Trophy

3rd Place

- Trophy

MANE Stage Competition

1st Place

- $750 Cash Prize
- Trophy
- Professional Winner Photos
- Winner Feature

2nd Place

- Trophy
- Professional Winner Photos
- Sponsor Gifts

3rd Place

- Trophy
- Professional Winner Photos

Reigning School Division

1st Place

- $500 Cash Prize
- Trophy
- Team Winner Photos

2nd Place

- Trophy
- Sponsor Gifts

3rd Place

- Trophy

Prize Adjustments

Prize amounts may be adjusted based on category participation, sponsorship support, and event production requirements.

Prize Eligibility

Cash prizes are based on a minimum of three competitors in a category. Categories with fewer than three competitors may have adjusted prize packages.

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Things to Remember

IMPORTANT THINGS TO REMEMBER***

The stage dimensions are 16'x4'x32" is the top of the T then the runway is 12’x40’x32".
(Subject to change)

- ♦ MANE Stage – Model limit
- Minimum: **5 models**
- Maximum: **8 models**
- ♦ School – Model limit
- Minimum **6 models**
- Maximum **12 models**
- One instructor lead

♦ Remember to have your entry bands

♦ Remember only show participants will be allowed in before the show.

♦ February 16, 2027 -Themes due /biographies due/ timed music due

♦ March 7, 2027- All models ready for competition. All participants to arrive at assigned time for pre-judging, and photos.

Thank you for your participation. Any questions or concerns please contact Reign of Style staff

Aisha Ellis Asim

Let’s Reign

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