



THE
Industry
AWARDS 2021
HAIR | BEAUTY | BARBERING



BEST SALON DESIGN ENTRY FORM

The Best Salon Design award celebrates a business that perfectly balances both form and function within their salon, spa, clinic or barbershop. From interior design to floor plan and location, the winning business provides the perfect look and feel for its target market while being practical and fit-for-purpose for their team.

Business owner's name	
Business name	
Address	
City	
Postcode	
Phone	
Email	
Instagram handle (optional)	

RULES OF ENTRY

- By entering the awards you agree to abide by the competition rules.
- Entry fees apply and are non-refundable.
- Entries and supporting documents (where requested) are due by 31 August 2021. No entries will be accepted after this date.
- The judges' decisions are final and no correspondence will be entered into.
- Shortlisted finalists may be required to verify the information they have submitted if evidence provided is not sufficient. All information received and submitted will be treated in the strictest confidence.
- This award category is open to businesses in the hair, beauty and barbering industries.
- To be eligible for this award your salon, spa, clinic or barbershop must either be new or have been refurbished in the past two years (1 September 2019 – 31 August 2021).

ENTRY REQUIREMENTS

- A physical copy of your entry must be submitted. Questions can be answered on this entry form or in another printed format. For example, a printed word document, booklet or folder. Remember the presentation of your entry is scored by the judges.
- Entries must not exceed the word limit (where specified).
- Entrants in this category are asked to submit a hi-res, horizontal photo of their salon, spa, clinic or barbershop to info@industryawards.co.nz which may be used in the presentation at The Industry Awards event.

JUDGING PROCESS AND CRITERIA

At all stages, judges score independently of other judges:

- Stage one of judging is carried out by Industry Awards representatives. During this stage a shortlist of finalists are identified.
- Stage two of judging is carried out by hair, beauty or barbering industry representatives. Outlined below are the criteria used to judge this award.

Design is well aligned with target market	30%
Design is well balanced in form and function	30%
Entry demonstrates good vision, planning and execution	15%
Judges overall impression	15%
Presentation	10%
Total	100%

QUESTIONS

1. Photographs

Submit a range of photographs showcasing your salon, spa, clinic or shop. Include 'before' and 'after' photos if you have them.

2. Salon redesign (Total word limit: up to 2 pages)

A: Why did you redesign your salon, spa, clinic or shop? Explain your objectives or intentions.

B: What was the inspiration behind the design?

C: What was your vision for your salon, spa, clinic or shop? Discuss functionality, brand, personality and suitability for your target market.

D: How did you achieve your vision?

E: What results, benefits, or other outcomes have you experienced because of your new or refurbished design?

3. Other supporting information

If you have any additional comments, examples, references, photos or information to support your entry for the Best Salon Design award, include them in this section.

SUBMISSION

- All entries must be received by Monday 31 August 2021.
- Please send all entries to: The Industry Awards Team, Level 2, 107 Customhouse Quay, Wellington, 6011
- All entries must be accompanied by a completed entry form.
- Entrants who wish to have their entries returned must include a self addressed prepaid envelope or courier bag with their entry.