

Hairworld Inspiration

Always a monumental event, the 2016 OMC Hairworld in Korea offered a fascinating live competition of global hairdressing in terms of amazing creativity, technical skill and true artistry.

Estetica Magazine was the only international publication that made it to the other side of the world in Korea, where we saw beauty unlike anything we've seen anywhere else. Seoul, Korea, was the gracious host city for the World Hairdressing Championships: the 2016 OMC

Hairworld competition welcomed guests with glorious displays of their culture through booming drums, gold, silk and the faithful representation of oriental beauty resulting in a triumphant weekend for the industry. True artistry dominated the stage in a craft where hair is the medium used to create sculptures too grandiose for words. This is why we bring you this inspirational gallery, so you can see for yourself the skill that we saw first hand when we traveled around the globe to get our readers the inside scoop of a one-of-a-kind competition. This celebration could not have been more successful, enticing over 1,600 attendees from 50 nations who dared to compete on the opulent Korean stage. Talent was overflowing from the stage as competitors stood next to their creations with pride, and of course there was no limit to how grandiose these looks could be. These outstanding styles lean more towards the unexpected than emphasizing the abstract. Present throughout the competition was Salvatore Fodera, OMC World President, and Young-Hee Choi, OMC Korea President, where they met and observed a successful year with their sponsors, which included some major names; Wella Professionals, L'Oréal Professionnel, Takara Belmont, Create the Professional Choice & Amos Professional (Platinum Sponsors); Pivot Point, Vitality's, Silkey, Raphael Perrier, Yingfei Hair & Jinda Hiar (Gold Sponsors). The competition demanded 38 practical trials giving us a grand number of talent to watch in real time. This means that the competitions honored hairdressers from more than one country for their skill alone, embodying a true emblem of the industry's love of celebration of the craft. With so much passion for the craft, who won? Take a look at www.esteticamagazine.com for the full list of the winners... see whose scores stand out!



An ocean of people gathered for the event, and after the international spectacle, it is safe to say, Korea sure knows about hair.



Hairworld is truly a creative challenge for enhancing careers

