

# PRESS RELEASE



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## **WORLD CUP INSPIRES HAIRDRESSING FINALIST**

Yeovil College student Sophie Chappell is one of just 12 finalists selected for the Habia Young Apprentice of the Year competition 2010.

The competition is run by the organisation responsible for setting standards in Hair qualifications and is open to any first year Hairdressing trainee in the country registered as a Young Apprentice. The prestigious contest attracts high quality entries from around the country and is judged by top industry professionals.

Sophie (14) of Yeovil was put forward for the national competition following a local heat at Yeovil College. Fourteen young students studying for Level 2 qualifications in Women's Hairdressing entered, producing some stunning and imaginative designs. The course is very popular and applicants must meet high standards to be accepted. The students attend Yeovil College one day a week to earn their qualifications.

Each student had to create a design on a theme of their choice, along with a mood board explaining their inspiration and a personal statement. Sophie's design was on the theme of the 2010 World Cup and drew on the international spirit of the contest.

Westfield School pupil Sophie said *"I like football and really like the build up to the World Cup. I like that everyone is getting involved. It was great to be able to be creative and express this. I used spray paints to create the colours of different flags in the style, as well as curlers to curl the hair. I've also used about 20 mini-flags, which I made myself. I'm really pleased about being a finalist in the Habia competition and looking forward to going on to the next stage."* Sophie normally supports Chelsea, but will be supporting England in the World Cup.

Course Lecturer Hannah Morris said *"I'm so proud of Sophie getting to the final of this competition. She would have been up against Young Apprentices from across the UK, so to be one of just 12 students selected to go to the final is just amazing. The competition was originally due to take place much earlier in the year, but, unfortunately, it had to be cancelled. It was reinstated just after Easter, leaving the students with only a few weeks to come up with and create their designs and mood boards. Fortunately, the whole group was able to live up to the challenge and came up with some really innovative and creative designs, many of which drew on current, popular themes. Sophie's World Cup design stood out in our competition and we hope it will again at the London judging!"*

Sophie's entry will be judged against the work of 12 other national finalists at the Wella Studio in London later this month. The team of judges, headed by professional hairdresser and presenter Patrick Cameron, will chose an

overall winner and two runners up. The winners will be announced at an awards ceremony at Hammersmith College in early July.

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### **Notes to Editors**

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**Habia's Young Apprenticeship of the Year** is a photographic competition that allows Young Apprentices to demonstrate their new hairdressing skills by submitting images of a finished look on a head block, along with a mood board and statement describing the look they have created and their inspiration. Support by L'Oreal Professionnel and Wahl, the competition is endorsed by some of the biggest names in the businesses and past awards have seen Patrick Cameron and Andrew Barton involved in the judging and presenting of awards. All entrants and their teachers are invited to a ceremony each year where the winners are announced. The winners then get the chance to appear on stage at Salon International. Visit [www.habia.org](http://www.habia.org) for more information.