

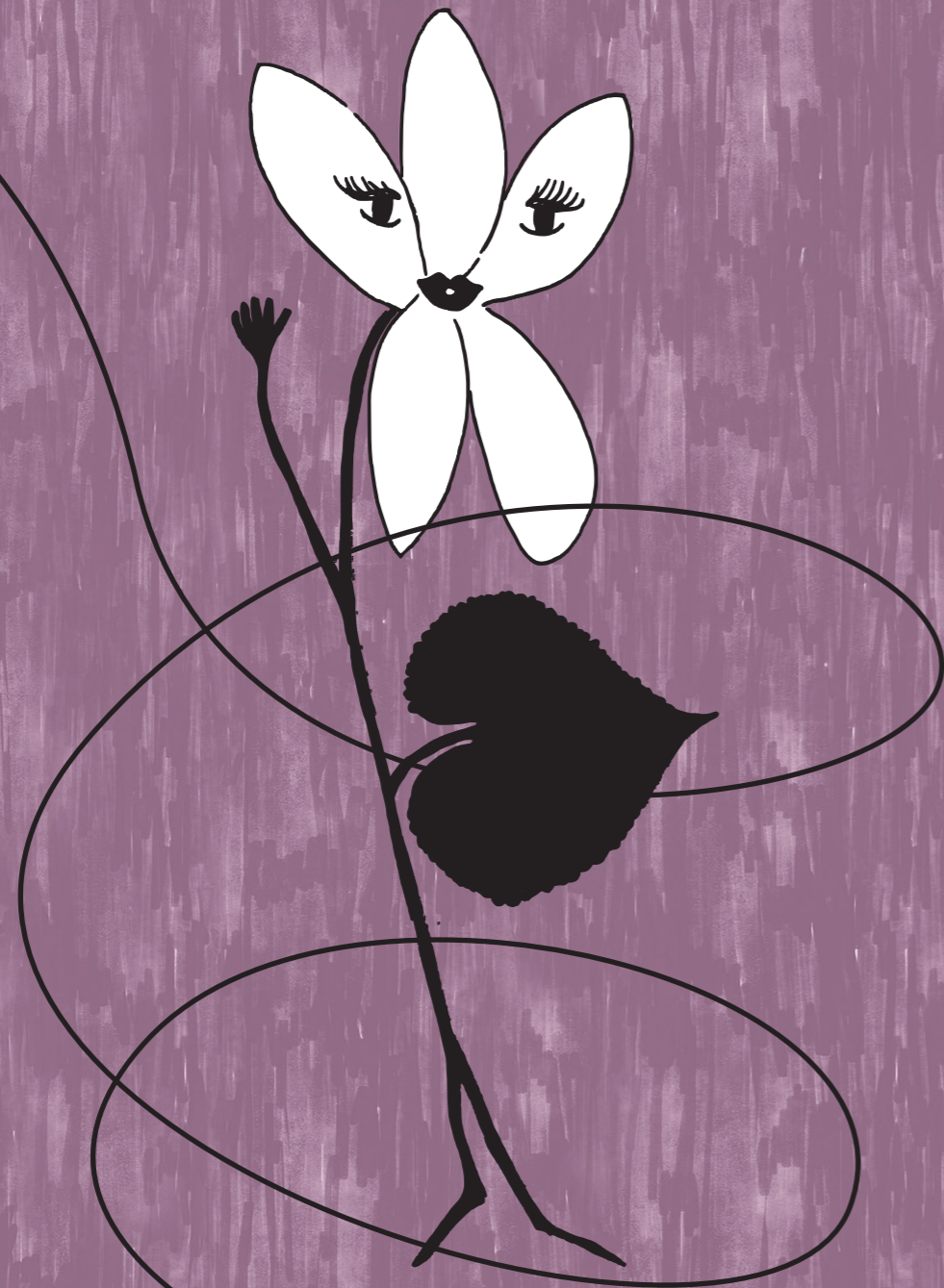
DOPO IL MEZZODI

WORLD WIDE HAIR TOUR

PARMA 2022
JUNE, 4TH - 7TH

davines
sustainable beauty





Davines **WORLD WIDE HAIR TOUR** is the opportunity to meet creative hairdressers, with a similar mindset, exchange trends, ideas and projects in an event dedicated to beauty and live the values of respect for nature.

On stage Davines Hairstylists will share their latest insights, designed to teach and transmit the latest trends in the industry.

The **Talent Green House** contest will leave behind the World style Contest with its new rule and digital approach, to discover and train new Davines hairstylists talents.

After the 2019 appointment in Reykjavik and the missed one in NY, the World Wide Hair Tour comes back to Italy, in the birthplace of Davines: Parma!

Discover Parma!

Discover the Davines hairstylists trends!



PARMA CITY

Parma will host WWHT 2022!

In Parma, you can breathe the atmosphere of a refined, small capital.

Its center, rich in artistic masterpieces, large green areas, treasures of different ages, welcomes tourists and citizens and amuses them with grace.

Parma is well-known for its musical and cultural tradition, but also for the territory with its infinite resources: a natural and varied landscape that extends between the Po river and the Apennines, with so many small and vibrant centers, castles, medieval churches and its renowned typical gastronomic products, which offer the opportunity to make a real journey into taste.



DAVINES VILLAGE



WWHT22 WILL BE THE OCCASION FOR THE DAVINES COMMUNITY TO LIVE THE VILLAGE

On a total area of 77.000 square meters, the Village grows over 11.000 square feet and includes 2 buildings and a large greenhouse that is the centerpiece of the entire complex.

The Village, designed by Matteo Thun, is surrounded by 33.000 square meters garden, created by Patrice Taravella.

The Village expresses the values in which Davines believes: sustainable beauty, a virtuous relationship between human beings, nature and landscape and a humanistic approach to business.

PROGRAM

JUNE, 4th - 7th 2022

Saturday, June 4th

3, 4 nights land-package, Clients arrival

- » WWHT OFF Cultural experience in Parma (afternoon + evening; for 3, 4 nights land-package)
- » Visit at Davines Village

Sunday, June 5th

2 nights land-package, Clients arrival

- » WWHT OFF Cultural experience in Parma (half day; for 2 nights land-package)
- » Visit to Davines Village
- » Welcome dinner and Show

Monday, June 6th

- » Show (all day)
- » Lunch
- » Party to Davines Village

Tuesday, June 7th

- » Show (half day)
- » Lunch
- » Visit to Davines Village

2, 3 nights land-package, Clients departure

Wednesday, June 8th

4 nights land-package, Clients departure

ON STAGE

TOM CONNELL Davines Hair Art Director

Tom joined the Davines team in the role of Hair Art Director and is working on reinforcing and expressing Davines style through his vision.

Tom is a young, talented and extremely passionate stylist, committed to experimenting and exploring the world of hair and its myriad possibilities.

He focuses particularly on the creative process in his work, as the key to achieving unique, top-level results.





ALLILON

Founded in 2008, by Johnny Othona and Pedro Inchenko, Allilon is an education company who communicates globally, spreading knowledge within hairdresser's industry.

They specialize in producing educational hair shows and seminars, exploring shapes and form in haircutting and colour techniques.

MIRELA ZEN WSC 2019 WINNER

Following several shows, she fell in love with Davines philosophy.

In 2018, she participated at the Italian selection of the World Style Contest (WSC), in Rome; at WWHT19, in Reykjavik (Iceland), she won the WSC and became Davines Colour Ambassador.

She also works behind the scene of some catwalks at Milan Fashion Week and photoshootings for various magazines.



TALENT GREEN HOUSE

Talent Green House is an online educational program open to 100 selected participants, gaining access to the knowledge of the industry's finest mentors and being coached by Davines Educators.

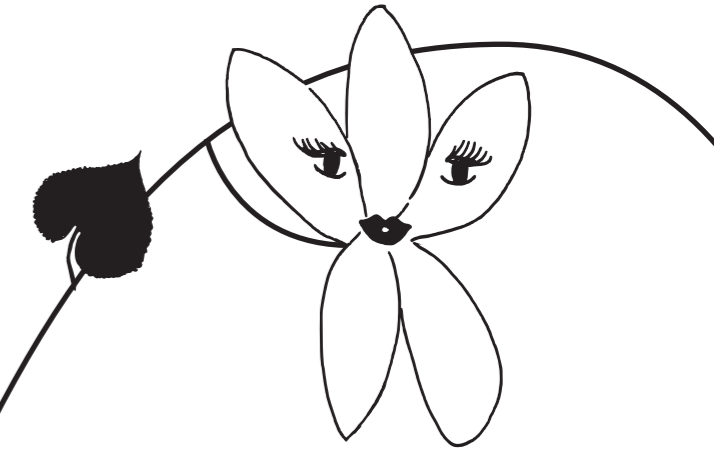
WWHT2022 will give to the Talent Green House Contestants the opportunity to show case their talent to the whole world!



...AND MANY OTHER DAVINES AMBASSADORS

Some of the best names in the international hairdressing arena showcase their creativity to the full, in a series of shows that will inspire and delight...

STAY TUNED FOR THE HAIRSTYLISTS STILL TO BE ANNOUNCED!!



EVENT LOCATION

Palacassa will host the WWHT22.

It is not a traditional fair, but a dynamic and state-of-the-art space that offers advanced and innovative technologies, distinguished by the excellence of the service provided by highly qualified staff.

A congress center with an exhibition area of 17,000 sqm, featuring stage, 4 maxi screens with video projectors, outdoor parking, restaurant and wi-fi connection.

Palacassa will be transformed for our needs, becoming a major theater and an amazing venue for our Get together moments.

WELCOME DINNER AT PALACASSA

The Welcome Dinner will be the occasion to celebrate once again the Davines Community together, with amazing culinary proposals, live music and a colorfull hair show.

Enjoy the excellent dinner prepared by our Chef! Look at the incredible colour trends shared by Davines Colour Ambassadors.

Listen to the sound of a talented band of international musicians.



PARTY AT THE VILLAGE

“Music” will be the key word of this night to remember!

Enjoy Davines’ party. DJ, music bands and artists performing “live” will play for you to celebrate this memorable night!

Buffet dinner with Italian food!

WWHT OFF LIVE THE CITY!

OFF is a unique event: it is an unusual way to visit the city, in a full immersion of creativity. Music, dance, artistic installations and events designed specifically for our Davines Community to experience the spirit of Parma. During the day, among the most beautiful locations and museum of the city... In the evening along the streets with shops and restaurants open to welcome us.



**OFF IS A SPECIAL
FESTIVAL OF
CREATIVITY FOR
THE ENTIRE
DAVINES
COMMUNITY!**

FOLLOW US

on Davines Facebook and Instagram pages to be updated.

IMPORTANT: 7 days after the WWHT “live”, in Parma, a one hour streaming event with the “very best of” will be delivered on davinesprofessional.com.

DON'T MISS IT AND... STAY TUNED!

HOW TO GET TO PARMA PLANE + TRAIN

Organize your arrival in Italy in Milan (Milan Linate or Malpensa airports) or Bologna and then continue by train to Parma.

Parma station is well connected to the major Italian cities and the main European capitals.





Certified



Corporation

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