

**PRESS RELEASE**  
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AMERICA • CANADA

## Rising Stars

**New Competition for Cosmetology Students from Intercoiffure America/Canada (ICA) and Vivienne Mackinder**

**Entry Deadline Extended to March 15**

**NEW YORK:** An exciting new contest for North American cosmetology students was recently announced by Vivienne Mackinder, six-time NAHA winner and ICA Fashion Director. The Rising Star Competition will choose the continent's top students at ICA's Spring Symposium, April 17-18, in Miami.

The contest is not only a chance for students and schools alike to shine. It also offers participants an extraordinary educational and networking opportunity to meet the industry's elite salon owners.

"Intercoiffure attracts the best of the best in North America. These salons are leaders within their market place," notes Vivienne Mackinder, the guiding hand behind Rising Star. "ICA is dedicated to developing the next generation of young talent. The Rising Star Competition is a wonderful opportunity to network with the elite salons of Intercoiffure, a perfect place to interview for a job after graduation."

In the first phase of the competition, using "Dean's Honours List" criteria developed by Mackinder, school directors select their top students. These students will represent their school in Miami.

The selected students will be assigned to one of six theme groups—street, couture, eclectic, classic, Bohemian or minimalist. They will bring their pre-styled mannequin head to ICA's Spring Symposium, where a panel of ICA members will judge the entries based on technical skill, creativity, fashion sense and taste.

The deadline for applications has been extended to March 15. Competition details are available online at [www.intercoiffure.com/risingstar](http://www.intercoiffure.com/risingstar). Or contact Intercoiffure's administrative offices at [info@intercoiffure.com](mailto:info@intercoiffure.com) or 800.442.3007.

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Vivienne Mackinder made history in January 2010 when she was appointed the first female Fashion Director of Intercoiffure America/Canada. As such, she is tasked with shaping the image of Intercoiffure and bringing its collective vision to life.

When not working on Intercoiffure projects, Mackinder divides her time between her celebrity clientele, advertising and editorial photo shoots, runway fashion shows, keynote speaking engagements, platform artist presentations, and her pioneering work in online education, [www.HairDesignerTV.com](http://www.HairDesignerTV.com) (HDTV).

Mackinder has been honored with numerous prestigious awards, including the IBS Editors' Choice Awards (three times); North American Hairstyling Awards (five times), and the NAHA Lifetime Achievement Award 2009.

Intercoiffure America/Canada ([www.intercoiffure.com](http://www.intercoiffure.com)) is an association of the beauty industry's elite—more than 250 salon owners employing more than 27,500 employees. The average annual sales volume for an Intercoiffure member ranges from \$1.5 million to \$85 million. In addition to their economic clout, Intercoiffure members set the creative and quality standards for the industry.

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