

HJ Reports: Davines World Wide Hair Tour 2024



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The latest Davines World Wide Hair Tour took inspiration from its host city, Berlin, to offer a weekend of culture-inspired creativity

On Sunday 6 October, HJ travelled to Berlin for Davines' World Wide Hair Tour 2024 (WWHT24), which saw 2,400 hair professionals from 53 countries come together to champion culture, creativity and hair artistry. With the launch of Davines' new Düsseldorf office, Germany was the perfect host for this year's event.

Over three days, attendees had the opportunity to immerse themselves in Berlin's vibrant culture, with walking tours and a community graffiti wall which proved popular on day one, before a Welcome Dinner at FUNKHAUS KRAFTWERK. Featuring a surprise performance to pay homage to the city's techno culture, the

evening also saw the top ten finalists from 2024's Talent Green House take to the stage to showcase their skills, blending visual artistry with music.

Day two of WWHT24 saw attendees gather at the Uber Eats Music Hall to witness world-renowned hairstylists from the Davines family showcase their talents. Kicking off the show, Danny Pato presented his collection 'Nomad Queens', inspired by feminine power and the merging of cultures. Playing with avant garde structures to create crown-like shapes, Danny explained: "I think there's something beautiful, powerful even, in bringing everyone together." This sentiment was then echoed by



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Davide Bollati, Chairman of Davines Group, who explained: "Even though we are joined by people from 53 countries, we shouldn't be defined by our flags; we are one community and we need to unite together to find a new way to live on our planet more peacefully."

Next on stage was Swedish hairstylist Annie Ankervik, who presented her show 'Alchemy of Superheroes.' Annie's models portrayed 'the real life superpowers we see in nature', including mosquitoes (a lesser known, but crucial, pollinator) and dandelions, a flower capable of growing through concrete.

Following this, the Allilon team from London delivered a moving collaboration with 'A Song For You' – a local Berlin choir centering BIPOC (Black, Indigenous, or People of Colour) voices. The performance disrupted the traditional hair show format, instead blending beauty with music. Reflecting on the presentation, Pedro Inchenko, co-founder of Allilon Education, explained: "Our goal was to not only create looks for the aesthetic, but to also create looks that would make each individual feel their most confident."

Radio London Hair Salon kept the momentum with a show that sought to bridge the gap between salon work and editorial, showcasing British subcultures from the 70s, 80s and 90s, including New Romantic, Skinhead and Punk.

Rounding off the day, Tom Connell, Davines Hair Art Director, debuted his magazine, 'I followed him to the studio, but I was too late to stop him'. Tom talked attendees through the interviews and the images, all of which showcased looks about contrasts and

enhancing natural colour. This then linked perfectly to the announcement of Davines' new cream based demi colour, The Present Time, which offers more deposit of tone than View, but is still less restrictive than a permanent colour. Then, after a full day of shows, everyone made their way over to Berlin's Kraftwerk Rummelsburg, for a party. The theme? 'Give Peace a Chance'.

The final day of WWHT24 kicked off back at the Uber Eats Music Hall, with international hairstylist Jesus Oliver introducing 'a world of concentrated sunshine', sharing a project inspired by the beauty of amber. Reflecting on his work, Jesus shared: "Sometimes the fun is in researching the looks and in making mistakes."

Coray Absolut, the 2022 Talent Green House winner, presented his show 'Prioller', which drew on his Turkish and German heritage to combine vibrant prints with the roller technique that earned him his title. Michael Polsinelli then concluded the event with a performance themed around visual distortion, exploring the beauty of imperfection, with a focus on colour.

The stage also hosted the award ceremony for the Talent Green House competition. UK hairstylist Ben Grace from Radio London Hair Salon was announced as the Talent Green House 2024 winner by a jury of industry experts, winning the opportunity to showcase at the next WWHT in 2026.

'Let extraordinary hair artistry arouse your imagination' was the theme for Davines' WWHT24, and with three days packed full of innovative creations and thought-provoking presentations, attendees certainly walked away with a newfound sense of vision. **HJ**

