



LASH DESIGNER
OF THE YEAR

2025

BLACK SWAN with COLOR EFFECT

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About the competition

Once again, the
LASH DESIGNER of the Year
international online lash competition
will be held!

In recent years, the focus has been on precision, professional dedication, and a cross-category challenge. This year will be no different – and of course, we've brought some exciting new updates for the 2025 edition ☺

The theme of this year's competition is:
Black Swan with Color Effect
– this must be reflected in every category.

In the lash categories, the complete set must consist of **2/3 black and 1/3 colored lashes**.

In the lifting and brow categories, the same ratio of coloring must be applied to the lashes and brows.

In the makeup category, the makeup look must contain **2/3 black and 1/3 color** (one or more colors).

In 2025, we will once again award the title of
Ultimate Lash Master!

Only a carefully selected panel of highly qualified professional judges will be seeking the most outstanding lash stylists – those who distinguish themselves through **precision, sense of style, and creativity**, earning the prestigious title of **Lash Artist of the Year**.

The core value of this competition is **perfection**, which is not just an expectation but a **baseline requirement**.

This kind of perfection stands in contrast to mass-produced, cheap work and reveals itself through **conscientious precision**, full consideration of the model's unique features, and a **naturally captivating look**.

*"Perfection is not always obvious,
but its absence is immediately noticeable."*

Refined frame lines, eye-catching symmetry, and restrained material usage are the marks of a skilled artist. Everything beyond that will determine **who delivers a performance that excels across categories**, thus earning the title of **Ultimate Lash Master**.

Follow the competition, watch for registration deadlines, enter as many categories as you can, and prove that **you are the one** who deserves the

Ultimate Lash Master title!

Express Yourself Like No One Else!

Use your signature color palette, play with lashes, your model, makeup, and accessories. Infuse your entry with **vision, personal perspective**, and above all – **quality**.

Elevate lash styling to an **art form** and become the ultimate creator!

THE ULTIMATE LASH MASTER 2025

Show us that **you are the best of the best** – someone who is precise, stylish, and creative all at once!

Own the competition and prove that **you are the true Lash Master!**

For the **Ultimate Lash Master** title, you need to apply for these 3 categories (of course you can also apply for more): Classic 1D, Volume 3-5D, Trending Volume..

The winner is the contestant who achieves the **highest total score** across **three categories** (e.g., Classic, Volume 3–5D, Trending Volume Set).

Competition Rules

Categories & Levels*

- *Classic Look* (2 levels: Rising Star & Elite Artist)
- *Volume 3–5D Look* (2 levels: Rising Star & Elite Artist)
- *Trending Volume Set* (Wet Effect, Eyeliner Effect, Wispy Effect)] (2 levels: Rising Star & Elite Artist)
- *CURLX Freestyle Promade Set* [Y, W, Pre/Promade, Hybrid, Spike, Anime] (One Level)
- *Lash Lifting + Brow Styling* (2 levels: Rising Star & Elite Artist)
- *Fantasy Lash Art* (One Level)

*Levels:

- Rising Star: 0-2 Years experience
- Elite Artist: 2+ Years of experience and/or Trainer

Entry Fees

	HUF	EUR
Early Bird (discounted pre-registration):	10,000 HUF / category	35 EUR / category
Regular fee:	15,000 HUF / category	45 EUR / category

Prizes

The **Top 3 winners in each category** will receive:

- A beautiful trophy
- A personalized certificate
- Valuable sponsor gifts

The **ULTIMATE LASH MASTER** title winner will receive:

- The **Ultimate Lash Master Trophy & Certificate**
- A **sponsor prize package**
- An **invitation to join the jury** for next year's competition!

Conditions

To participate in the competition, the following requirements must be met:

- Acceptance of the **Competition Rules and GDPR policy**
- The contestant must be a **real person over the age of 18** with a **professional certificate** in lash, brow, or makeup work
- Entries are open to participants **from any country**
- The contestant must provide all required information truthfully to the organizer, including:
full name, billing address, chosen category, email address, Facebook and Instagram profile links, and their qualification(s) for the selected categories
- A contestant may enter **multiple categories**, but **only one submission per category** is allowed
- The entry is only valid if the contestant **fully pays the entry fee** for the selected category or categories via **bank transfer** to the account indicated on the invoice provided by the organizer
- **Entry fees are non-refundable**, even in the case of incorrect transfers, missed submission, late submission, or if the wrong category or level was selected
- Submissions are only considered valid if they **fully comply** with all rules and technical requirements for each category
- Submissions must **not be shared or published on any media platforms** prior to the official results announcement. Failure to comply will result in **disqualification**, and the entry fee will not be refunded
- **Early bird registrations** are only considered final once the fee is paid within the promotional timeframe
- Any contestant attempting to **influence the judges** or placing **any identifying hints** in their entry will be **immediately disqualified**
- Any entry that does **not meet the listed criteria** will not be evaluated

Submission Requirements

- Entries must be submitted **as image files (JPG/JPEG)** without the contestant's name, via a **Google Drive folder** shared by the organizers in advance
- **Photo editing/retouching is strictly prohibited**, not just on the eyes, but on the **entire photo**
- **No logos or text overlays** are allowed on the photos
- **Collaged or montaged photos are not accepted**
- Photos must be **close-up shots** with **excellent lighting**, so judges can assess the technical work properly. Otherwise, the entry may receive a **partial score** or not be scored at all
- **Red or irritated eyes** in the photos will result in point deductions
- Uploading **too many or too few photos** compared to the required number will also result in point deductions
- Contestants must enter at the **correct level** that matches their actual experience

- The **level of professional experience** is calculated from the date when the contestant obtained their certificate for the category, up to the **payment date** of the entry fee
- A contestant may use the **same model in multiple categories**
- Entries must **not have been published or shared** on any media platform prior to submission. Any violation will result in **disqualification**.
- **Prizes:** The 1st, 2nd, and 3rd place winners at each level will receive a **trophy and sponsor package**. If **fewer than 5 entries** are submitted in a given category or level, the works will still be judged and may be eligible for special prizes. However, a **trophy will only be awarded** if the final score of the entry reaches **at least 80% of the maximum possible score** for that category and level. This is intended to uphold the high standards of the competition.
- If you are **uncertain about anything** and it's **not mentioned in the rules**, please contact the organizer via the competition's official email address.

Process of Registration

1. The contestant submits their **personal information** via the registration form on www.lashdesigneroftheyear.com and selects the category or categories they wish to enter. Registration requires the contestant to **read and accept** the competition rules, data protection policy, and **consent to the use of personal data**.
2. The organizer will **review the application** and respond within **48 hours** with a **confirmation email**, which will include the **invoice for the entry fee**.
3. The contestant transfers the full amount on the invoice to the provided bank account. In the **payment reference**, they must include their name and the category or categories they are registering for (e.g., "Jane Doe – Classic Elite Artist, Volume Rising Star").
4. Once the payment is received, the organizer will send the **official invoice** and the **personal Google Drive folder link** for uploading the competition materials.
5. The contestant uploads the required **photos (in JPG/JPEG format)** along with their **certificate** and **lash map** to the shared folder. The contestant's **name must not appear** on the checklist or any photo. The date of the **first certificate** earned in the selected category should be used as the reference date.

Judging

- Each submission is judged by a **minimum of 3 judges per category**.
- Scores are given in **increments of 0.5**, rounded to whole numbers.
- The **organizer does not participate** in the evaluation of any submissions.
- Entries are submitted with **anonymous numerical codes** to ensure **unbiased judging**. Any attempt to include identifying hints will result in **immediate disqualification**.
- In the case of a **tie**, the final decision is made by **judge vote**.
- Judges may offer **additional trophies, awards, or gifts** at their own discretion.

The organizers reserve the right to make changes.

Deadlines

- **Competition Launch:** September 1, 2025
- **Early Bird Registration Deadline:** August 20-31, 2025
- **Submission Deadline:** December 30, 2025 at 18:00 CET
- **Judging Period:** January 3–11, 2026
- **Results Announcement:** January 16, 2026 at 18:00 CET

*On the day of the announcement, winners' names and their submitted works will be published. If a contestant wishes to enter the same work in a future competition, they must notify the organizers by email **before** the official results are announced!*

- **Score Sheets:** Will be shared with all contestants as soon as possible after the results. Each contestant can identify their scores using their **assigned submission number**.
- **Shipping of Trophies & Prizes:** Begins **January 19, 2026**
- **Sponsor Packages & Special Prizes:** Must be submitted **by January 15, 2026** so they can be forwarded to winners on time

(The organizer reserves the right to make changes.)

