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May 27, 2026

## Intercoiffure Mondial announces the winners of the inaugural edition of Creative Capsule, its new global editorial hair platform.

Paris, France — Intercoiffure Mondial is proud to announce the winners of the first edition of **Creative Capsule**, its new international editorial initiative designed to celebrate global creativity, cultural identity and excellence in hair fashion.

Created as a long-term artistic platform rather than a traditional competition, **Creative Capsule** is a 360° editorial initiative inviting Intercoiffure Sections and Regions from around the world to interpret the future of hair through mood boards, photography, technical content and educational storytelling.

From creativity to technique — including cut, colour and styling — the platform celebrates the complete creative process behind a collection, transforming inspiration into both artistic and educational content.

More than a showcase, **Creative Capsule** was created with one ambition: **inspiring the world through the world**.

Intercoiffure Mondial warmly congratulates all participating teams for the exceptional level of creativity, craftsmanship and cultural interpretation demonstrated throughout this first edition.

The inaugural **Creative Capsule** brought together **12 artistic teams** representing **8 countries** and **1 Region** across the Intercoiffure community, including Argentina, Austria, Bulgaria, Japan, Romania, South Africa, South Korea, Sweden and the Latin America Region.

Their collections reflected a remarkable diversity of inspirations, techniques and fashion perspectives, reinforcing the richness of Intercoiffure's international creative identity.

The collections were evaluated by an international jury composed of **10 judges from 8 different countries**, including members of the international fashion and trade press, Intercoiffure Fashion Directors from non-participating Sections, and representatives of Intercoiffure Mondial. The judging process was supervised by Intercoiffure Mondial's Global President, **Peter F. Pfister**, acting as non-voting Head of Jury.

After careful evaluation, Intercoiffure Mondial is pleased to announce  
**Intercoiffure Latin America Region** and **Intercoiffure Japan**  
as the winners of this first edition of **Creative Capsule**.

Their collections stood out for their strong editorial vision, technical excellence and ability to translate cultural identity into contemporary hair fashion.

While the winning collections have now been selected, all submitted material remains under official embargo until September 2026.

## PRESS RELEASE – INTERCOIFFURE MONDIAL

The winning creations will be officially revealed live on stage during “**The Hair Show Must Go On!**”, Intercoiffure Mondial’s international event taking place on **September 12, 2026**, at the iconic **Cirque d’Hiver Bougione in Paris**.

The artists behind the winning teams will also present an **exclusive educational workshop** on **September 13**, at the Intercoiffure House of Nations, offering members and attendees the opportunity to discover the creative process behind the collections, explore the technical execution and gain inspiration from the ideas that shaped this first edition.

In addition, exclusive educational content, technical videos and creative resources developed through **Creative Capsule** will be made available to **Intercoiffure members and their teams** via the Intercoiffure Mondial official website — contributing to the development of one of **the industry’s most ambitious international fashion and education hubs for hairstylists**.

“Creating a collection for the whole world is a special task. Striking a balance between fashion-forward and avant-garde while catering to the tastes of all our members, and above all our customers, is what makes our collection so unique.” — **Peter F. Pfister, Austria**

“It is truly a joy to see the immense creativity and regional fashion perspectives brought to life through this competition. What an opportunity for all of us to learn from each other and grow together.” — **Joakim Roos, Sweden**

“I was truly impressed by the high level of the collections presented. There were many strong, inspiring and beautifully executed works.” — **Svetlana Jouini, Norway**

**Creative Capsule** was developed to strengthen the involvement of Intercoiffure’s global community in shaping its Fashion identity while creating a space where regional creativity and international vision can coexist.

More than a competition, the initiative aims to become a lasting **editorial reference** within the global hair industry, building an archive of creative excellence, technical craftsmanship and cultural dialogue across generations.

**Every Region. Every culture. One global identity.**

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### International Jury

The collections were evaluated by an international jury composed of creative leaders, Fashion Directors and members of the professional fashion and trade press from 8 different countries.

The jury included:

- **Markus Herrmann** | Intercoiffure Mondial Vice President Responsible for Fashion / Germany
- **Joakim Roos** | Intercoiffure Mondial WorldAcademy / Sweden
- **Edgar Krug** | Intercoiffure Mondial WorldAcademy / Germany
- **Sergi Bancells** | Global Editorial Ambassador Estetica / Spain
- **Maeve O’Hearly-Harte** | Irish Hairdresser Magazine / Ireland
- **Ariane Dreisbach** | Top Hair Magazine / Germany
- **Tun de Oliveira** | Fashion Director Intercoiffure Luxembourg
- **Jenni Nemlander** | Fashion Director Intercoiffure Finland
- **Svetlana Jouini** | Fashion Director Intercoiffure Norway
- **Federico Patelli** | Fashion Director Intercoiffure Italy

The judging process was supervised by Intercoiffure Mondial Global President, Peter F. Pfister, acting as non-voting Head of Jury.

## About Intercoiffure Mondial



Founded in 1925, Intercoiffure Mondial is the world's leading international organisations for high-end hairdressers, bringing together members from more than 40 countries. Through education, fashion, craftsmanship and international collaboration, Intercoiffure continues to shape the future of professional hairdressing worldwide.

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