



August 2025

beauty
business
events.

Competition Booklet

A Celebration of Culture, Skill & Style

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Welcome

Welcome to the very first **Braiding Spotlight Competition** - a live celebration of talent, texture and creative the creative power of braiding.

This event was created by **Beauty Business Events** to spotlight self-employed stylists who are making waves in the industry, often without the platforms or recognition they deserve. Whether you're a competitor, guest or judge, today is all about **community, visibility, and excellence.**

Expect:

- **11 finalists showing their braiding skills live**
- **Celebrity judges scoring creativity, precision and presentation**
- **Workshops designed to empower and educate**
- **Exclusive giveaways and networking**
- **A room full of beauty lovers**

We're so glad you're here to be part of this experience

Let the competition begin!

Beauty Business Events



Meet the Judges



Dionne Smith

Dionne Smith -
Celebrity Hairstylist



Aminata Kamara

Aminata Kamara -
Celebrity Hairstylist



Gabrielle Anderson

Gabrielle Anderson -
Founder of Braids Gang

Contestant 1



Fels Annag (Braids by Fels)
Station 1

With 10 years of experience, she's crafted braids for celebrities, campaigns, and everyday clients, blending creativity with technical precision. Her work celebrates style and detail, driven by the joy of helping clients feel confident and complete.



Contestant 2



Jessica Noque (Noque Salon)
Station 2

Jessica is a braiding specialist offering a luxury service that redefines the braiding experience. She combines expert technique with personalised care to create elegant, confidence-boosting styles.



Contestant 3



Marla Mae (Marlamaehair)
Station 3

MarlamaeHair is a skilled braider working between London and New York, known for her sleek, ultra-neat styles and attention to detail. Her precise and creative work has earned her a strong reputation on both sides of the Atlantic.



Contestant 4



Kelechi Uma (Kekeculture Ltd)
Station 4

Kelechi, founder of KekeCulture, is a skilled braider with over ten years' experience who turned her passion into artistry. Known for precise, ultra-neat braids, she styles high-profile clients and empowers others through her craft.



Contestant 5



Sabine Clough (Beenfleecky Beauty) Station 5

Sabine, founder of Beenfleeckybeauty, offers expert styling, training, premium bundles, and care products. She specialises in protective styles and empowers clients through creativity and self-expression.



Contestant 6



Yayra Azumah (Yayra's Braids) Station 6

Yayra founder of Yayra's Braids and the Gentle Hair Lab, offers personalised natural hair care and education. She's dedicated to clean technique, lasting styles, and healthy hair with a focus on client satisfaction.



Contestant 7



Fortune Ticha (Fortune Braids) Station 7

Fortune is renowned for her expertise in stitch braids and dreadlock retwists. Her passion is evident in her meticulous attention to detail that she brings to her clients hair.



Contestant 8



Casey Dale (Casey Styles Mobile Service) Station 8

Casey is a skilled mobile hairstylist in London, she specialises in textured hair and braiding, delivering long-lasting, confidence-boosting styles.



Contestant 9



Faithiat Fatai-Dere (Arewa)
Station 9

Faith, braider behind Arewa, combines five years' experience with passion for creativity and empowerment. Known for precision and artistry, she's driven to innovate and bring clients' visions to life.



Contestant 10



Corrine Holder (Corz Braids)
Station 10

Corrinne is a self-taught braider with over 10 years of experience, known for her creativity, precision, and professionalism. She blends technical skill with a deep love for braiding culture, helping clients feel confident.



Contestant 11



Alla Zemite (Braids by Ginger) **Station 11**

Braids by Ginger is a skilled braider specialising in European and Afro hair, known for versatile, tailored techniques. She combines creativity and expertise to craft personalised styles that celebrate all hair types.





Lets Talk
Braids!



Braids Come Full Circle

Trends always come back — and right now, braids from the mid-2000s are having a major revival. Styles once seen on icons like Cassie, Alicia Keys, and early 2000s R&B stars are inspiring a new generation. The return of side-swept braids, intricate partings, and bold designs shows how timeless braiding truly is.

Freestyle braids — where braiders mix stitch patterns, curved partings, and mini designs into one look — are also booming. They reflect today's demand for individuality: no two freestyle sets are the same.

So how do braiders adapt? By blending heritage with reinvention. Braiders are pushing old-school looks into the now with:

- Cleaner finishes and knotless techniques
- Bold pops of colour
- Creative partings and patterns
- Styling that fits both everyday wear and luxury fashion



Breaking into Mainstream

Braids are no longer confined to community spaces or protective styling — they're stepping confidently into the mainstream beauty and fashion industries.

- **Fashion:** Braided updos and avant-garde plaits are appearing on global runways.
- **Music:** Artists use braids as part of their performance identity, from music videos to tours.
- **Beauty Industry:** Major brands are slowly beginning to spotlight braiding in campaigns and products.
- **Red Carpet:** High-profile celebrities are wearing braids to premieres, award shows, and galas, breaking the stigma that braids aren't "formal."

But the journey is just beginning. For braids to hold their rightful place, the industry must:

Recognise braiding as **high-skill** artistry

- Collaborate with authentic stylists and creators.
- Provide platforms for braiders in global beauty campaigns

Follow Us!



Let's talk braids!

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