

Toni & Guy Mainstage, London



Every year, leading hair brand Toni&Guy rewards its staff with 'Mainstage' a celebration of the best salons and stylists, and a look ahead to future trends. The event, held for the past two years at the Queen Elizabeth Olympic Park, includes three elements – an award ceremony, a fashion show and a performance by a talented new artist.

Over 5,000 international staff members and selected media and fashion VIPs are invited to attend the event, which was as technically complex, as it was creative. With Bluman being tasked with bringing to life the event's creative concept through specially created motion graphics and real time relay footage.

A glittering award ceremony took place first, followed by a performance from 'Hold my Hand' star Jess Glynne. Next, the glamorous fashion show – featuring the latest avant-garde fashion and hair styles – before culminating in a lavish after party.

The main focus of the event was a huge 45m expanse of front projection screens forming the backdrop to the white, aesthetically minimal stage and catwalk, and five additional screens across the back of the stage. Contracted by production manager Rachel

Haughey from International Production Network, the Bluman team worked closely with Rachel, Sascha Mascolo-Tarbuck, global creative director at Toni&Guy (and daughter of Toni himself), and her husband James Tarbuck, global brand director.

As well as the five screens across the back of the stage, an additional three flanked the left, right and back of the venue, with 12 LED strips proving the ability for 360° content. Five relay cameras were set up so that award winners reactions could be beamed onto the screens, as well as close ups of the hair styles during the fashion show.

The video content formed the backdrop of every element of the show; the awards, Jess Glynne's performance and the fashion show. It was vital that there was a continuous creative theme. Collaborating with Toni&Guy months beforehand, the team at Bluman worked closely with the production and creative teams to ensure the content matched their brief, and ran cohesively across the entire show.

Brand: Toni&Guy
Client: International Production Network
Role: Video content production, content design and creation.

