

# SALON

TM

## INTERNATIONAL



# SALON

INTERNATIONAL

INDIAN SUBCONTINENT | Vol 5 No 4 | April 2013

Editor-in-Chief Amitabh Taneja  
Editorial Director R S Roy

Publisher S P Taneja  
Editor-in-Charge Aradhana V Bhatnagar (Deputy Editor)  
Chief of Bureau (Mumbai) Nivedita Jayaram Pawar (Sr Assoc. Editor)  
Chief of Bureau (Bangalore) Rajeev Kumar (Assoc. Editor)  
Correspondents Roshna Chandran (Bangalore)  
Shahona Dutta (Kolkata)  
Aparna Mudi (Trainee)

#### Creatives

Art Director Pawan Kumar Verma  
Sr. Layout Designer Rati Mathur  
Sr. Photographer Vipin Kardam

#### Circulation & Support

Assoc. VP - Consumer Connect Anil Nagar  
General Manager - Administration Hemant Wadhawan  
Sr. Manager - Circulation R P Singh  
Dy. Manager - Operations Rajesh Kumar  
Sr. Executive - Subscriptions Kiran Rawat

#### Production

General Manager Manish Kadam  
Sr. Executive Ramesh Gupta

#### ADVERTISING

##### DELHI

**Rajeev Chopra**, Vice President  
rajeevchopra@imagesgroup.in  
Mob: +91 9811098430  
**Hemant Soni**, Project Manager  
hemantsoni@imagesgroup.in  
Mob: +91 9810178293  
**Sudhesh Kumar**, Asst. Manager-Beauty  
sudheshkumar@imagesgroup.in  
Mob: +91 9911491612

##### MUMBAI

**Ketki Dhote**, Sr. Executive-Sales  
ketkidhote@imagesgroup.in  
Mob: +91 9594956043

##### BANGALORE

**Suvir Jaggi**, Assoc. Vice President  
suvirjaggi@imagesgroup.in  
Mob: +91 9611127470  
**Rajiv Ranjan Raj**, Asst. Manager-Sales  
rajivranjan@imagesgroup.in  
Mob: +91 8951066641

##### KOLKATA

**Piyali Roy Oberoi**, Assoc. Vice President  
piyalioberoi@imagesgroup.in  
Mob: +91 9831171388

**Avishek Paul**, Manager  
avishekpaul@imagesgroup.in  
Mob: +91 9830412093

IMAGES Multimedia Pvt Ltd

**Delhi:** S-21, Okhla Industrial Area Phase II, New Delhi 110020  
Ph: +91 11 40525000, Fax: +91 11 40525001

**Mumbai:** 1st Floor, Bharat Tin Works, Opp. Borosil Glass Works, Off. Military Road, Marol Maroshi, Andheri(E), Mumbai 400 059  
Ph: +91 22 42567000, 29200043/46, Fax: +91 22 42567022

**Bangalore:** 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bangalore 560 075, Ph: +91 80 41255172/41750595/96, Fax: +91 80 41255182

**Kolkata:** 30-B, Anil Roy Road, Ground Floor, Kolkata 700 029  
Ph: +91 33 40080480, Fax: +91 33 40080440

All material printed in this publication is the sole property of M.T.E. Edizioni, Srl or Images Multimedia Pvt. Ltd. or both and each of them have copyrights on their respective materials. All printed matter contained in the magazine is based on the information provided by the writers/ authors. The views, ideas, comments and opinions expressed are solely of the writers/ authors or those featured in the articles and the Editor and Printer & Publisher do not necessarily subscribe to the same.

Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Aarvee Printers Pvt. Ltd., B-235, Naraina Industrial Area, Phase - 1, New Delhi 110028 and published by S P Taneja from S- 21 Okhla Industrial Area Phase - 2, New Delhi.110020 Editor: Amitabh Taneja

In relation to any advertisements appearing in this publication, readers are recommended to make appropriate enquiries before entering into any commitments. Images Multimedia Pvt. Ltd. does not vouch for any claims made by the advertisers of products and services. The Printer, Publisher and Editor-in-Chief of the publication shall not be held for any consequences in the event of such claims not being honored by the advertisers. All rights reserved. Reproduction in any manner is prohibited. All disputes are subject to the jurisdiction of competent courts and forums in Delhi/New Delhi only. Salon International does not accept responsibility for returning unsolicited manuscripts and photographs.

Salon International, Italy: **Publisher:** Giuseppe Tirabasso, Editor-in-chief: Claudia Stagno Redazione, Amministrazione, Pubblicità, M.T.E. Edizioni S.r.l.-Via Romolo Gessi, 28 - 20146 Milano, www.salon-international.net

For subscriptions: [subscription@imagesgroup.in](mailto:subscription@imagesgroup.in)  
For feedback/editorial queries: [letter2editor@imagesgroup.in](mailto:letter2editor@imagesgroup.in)  
Visit us at [www.imagesgroup.in](http://www.imagesgroup.in)

*Salon India* is back with more excitement, news, views and trends on the burgeoning beauty and wellness industry! Keeping pace with the trends being followed, the fashion of having own-name salons has come up in India. A fad that was already popular in the West, ever since Vidal Sassoon, the guru of hairstyling opened his signature salon way back in 1954. We delve into the evolution of this trend, importance and the way the own-name brands aspire to take matters forward... It's all in the *Cover Story*.

Meet renowned international hairstylist Terence Jansen Van Vuuren, a L'Oréal Professionnel Colour Judge and Performing artist. With two salons and an academy to his credit, Vuuren travels all over the world as the L'Oréal Professionnel International Ambassador educating new and senior hairstylists on current trends and styles. A tete-a-tete followed when he was in Bangalore.

Take a look at the hair and beauty trends being predicted at Wills Lifestyle India Fashion Week A/W 2013. From what's the latest in make-up and hairstyles, find out what the experts have to say...

This month's *Success Story* is on Sapna Bhavnani, the creative celebrity hairstylist and owner of Mad O Wot salons in Mumbai. She shares with us her philosophy of life, how she started her salons and more...

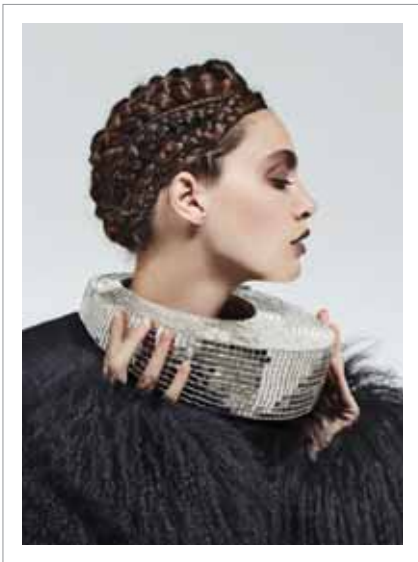
In *Design Wise*, we present two popular salons from the East - The EyeCatchers and June Tomkyns salons. The salon owners, Vinay Rungta and Janice Jones, June Tomkyns' daughter, share their perspective on the design layout of the salons.

In *Show Review*, we cover The Makeup Show held annually in Los Angeles. Larger and better this year, here too, the salon and beauty business looked upbeat.

All this and more in this issue. Look forward to your feedback.



Amitabh Taneja  
Editor-in-Chief, Salon International, India

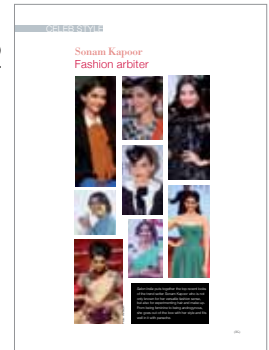


Hair: Matteo Susini at Loft Parrucchieri  
 Photo: Fulvio Maiani  
 Make-up: Silvia D

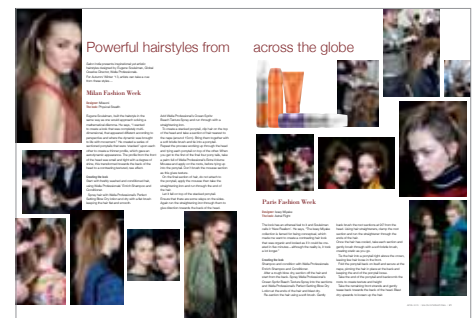
# Contents

- 14 **Snippets** Latest news and updates of the beauty and hair industry
- 16 **New launches** Salons and spas across the country
- 18 **Trends** Eugene Souleiman, Global Creative Director, Wella Professionals creates looks for fashion weeks across the globe; Mila Kunis' shimmering hair look created by celebrity stylist, Mara Roszak for MoroccanOil.
- 24 **Success story** Sapna Bhavnani, Owner, Mad O Wot talks about her philosophy of life, her salons and more
- 29-34 **International stylists** Take a look at global styles
- 36 **Interview** Terence Jansen Van Vuuren, L'Oréal Professionnel International Ambassador, shares his take on education, current trends and styles
- 38 **Cover story** Rise of signature salons signal the onset of a trend, pioneered by Vidal Sassoon in 1954 and then Habib Ahmed in India in 1970
- 48 **Style notes** Sherri Jessee creates the halo braid for party and prom nights
- 50 **In first person** A look into Renee Malek's passion for hairstyling and individual and professional growth
- 52 **Visual dynamics** Two salons in the east - The EyeCatchers and June Tomkyns are appreciated for their innovative design sensibilities
- 60 **Hair products** New hair care products in the market
- 62 **Beauty** New launches, skin care and more
- 74-81 **Fashion** Black and Withe collection by Janer Stewart
- 82 **Page 3** Rina Dhaka on beauty looks and inspiration for her show
- 84 **Events** Launches, openings and happenings in the industry
- 86 **Show review** The Make Up Show, LA
- 88 **Training** Fat Mu Academy, Mumbai
- 92 **Celeb style** Sonam Kapoor is her various avatars
- 82 **Coffee break** Try this quiz and win fabulous prizes
- 100-103 **Step by step** Recreate these intricate cuts and colours

92



20



94



86



100





Photo: Fred Duval/FilmMagic

## Looks at the yellow carpet!

For the London Premiere of *Oz the Great and Powerful*, glamorous Mila Kunis walked the yellow brick road in an Alexander McQueen, paired with a shimmering hair look created by celebrity stylist, Mara Roszak for Moroccanoil. Says Roszak, "After seeing Mila's gorgeous dress, I envisioned a straight, shiny blowout with a perfect part in the middle. Since the dress had dramatic print detail and flowing ruffles, I wanted to keep the hair clean, shiny and modern."

### Mara Roszak details the look

Apply Moroccanoil Treatment to damp hair starting at the ends and work the way up. A smooth, silky finish with a modern-looking shine is essential for the look.

Blow dry, using a Moroccanoil Round Brush, making sure the ends are smooth and straight. Set the top and crown area with velcro rollers for a touch of volume and bounce.


Once the hair gets dry, use a 1" flat iron and run it over the mid-length all the way down to the ends. Mist Moroccanoil Glimmer Shine Spray all over the hair for extra shine.

Finish with Moroccanoil Luminous Hairspray Medium. Use fingers to tap down any remaining flyways.



## Homme collection

The Saco's latest men's collection, Homme illustrates the key 2013 hair trends – Blonde, Crop Curls and Quiff. The styles can be described as a statement of intent and belief. Being fashion-forward for the modern male, the styles are uncomplicated and effortlessly cool.

Says Richard Ashforth, "The essence was to capture 'real' streetwise hair for the young. An editorial take on men's hair maintaining masculinity, avoiding the feminine learnings of 'unisex' or overly androgynous hair." 

Hair: Saco Creative Team led by Richard Ashforth  
 Photography: David Oldham  
 Make-Up: Maxine Leonard  
 Clothing: Serena Gill





# Powerful hairstyles from

Salon India presents inspirational yet artistic hairstyles designed by Eugene Souleiman, Global Creative Director, Wella Professionals. For Autumn/ Winter '13, artists can take a cue from these styles....

## Milan Fashion Week

**Designer:** Missoni

**The look:** Physical Stealth

Eugene Souleiman, built the hairstyle in the same way as one would approach solving a mathematical dilemma. He says, "I wanted to create a look that was completely multi-dimensional, that appeared different according to perspective and where the dynamic was brought to life with movement." He created a series of sectioned ponytails that were 'stacked' upon each other to create a thinner profile, which gave an aerodynamic appearance. The profile from the front of the head was small and tight with a degree of shine, this transformed towards the back of the head to a contrasting textured, raw effect.

### Creating the look

Start with freshly washed and conditioned hair, using Wella Professionals' Enrich Shampoo and Conditioner.

Spray hair with Wella Professional's Perfect Setting Blow Dry lotion and dry with a flat brush keeping the hair flat and smooth.

Add Wella Professional's Ocean Spritz Beach Texture Spray and run through with a straightening iron.

To create a stacked ponytail, clip hair on the top of the head and take a section of hair nearest to the nape (around 15cm). Bring them together with a soft bristle brush and tie into a ponytail. Repeat the process working up through the head and tying each ponytail on top of the other. When you get to the first of the final four pony tails, take a palm full of Wella Professional's Extra Volume Mousse and apply on the roots, before tying up into the ponytail. Don't brush the mousse section as this gives texture.

On the final section of hair, do not attach to the ponytail, apply the mousse then take the straightening iron and run through the end of the hair.

Let it fall on top of the stacked ponytail. Ensure that there are some wisps on the sides. Again run the straightening iron through them to give direction towards the back of the head.



# London Fashion Week

**Designer:** Mary Katrantzou

**The look:** New Geo

The hair look was based on two contradicting styles, a technically brilliant geometric short fringe in the front and an organic, raw textured ponytail at the back, creating tension within the look. "There's something medieval about the short, boyish fringes, the girls almost look like choir boys, yet when they turn around you get this beautiful, feminine high ponytail that stands away from the head and swings as the girls walk on the catwalk," shares Souleiman. He created 32 custom cutting fringes backstage, which sat just above the ear then arched up on the forehead.

### Creating the look

Shampoo and condition the hair.

Rough dry the hair and brush back into a high

ponytail – bind the ponytail with layers of elastic so that it stands away from the head. Create separation and texture, then comb through and shake to encourage natural movement. Apply a small amount of Wella Professional's Create Character to the mid-ends of the ponytail and lightly scrunch with your hands and allow to dry naturally for a sporty or beachy texture. Using Wella Professional's Stay Styled Hair Spray, spray across the front section, spraying close to the head to create a gel-like texture. Take a colour matching hair piece (or clip-in fringe) and attach to the roots of the pulled back hair. Using a large barrel curling tong, tong the roots of the fringe, so that it falls naturally away from the head. 📌



# Terence Jansen Van Vuuren Never Stop Learning

by Roshna Chandran



Terence Jansen Van Vuuren

**W**orld renowned L'Oréal Professionnel Colour Judge and Performing artist, Terence Jansen Van Vuuren, runs his own salon in West Africa, called Terenzo Hairdressing International. He has two branches each in Cape Town in Johannesburg, including a professional Terenzo Hairdressing Academy. Vuuren travels all over the world as the L'Oréal Professionnel International Ambassador to educate new and senior hairstylists on current trends and styles. *Salon India* meets him in Bangalore during L'Oréal's Master Class programme.

### India story

One of the biggest challenges for hairdressers in India, is that client's do not want the length to be cut. I try not to push hairdressers to learn short hairstyles. This time I did looks, styles and designs, where the hairdressers were able to maintain every bit of the length. So it was not even trimmed, but cut into a brand new style and combined with different layering techniques, fringes, to suit the client's face shape. Hairstylists must play a psychology game with the client

and cut as little as possible or nothing. I bring current trends from across the world, also done in South Africa and then take that to different parts of the world. A rage right now on the fashion runways of South Africa, Paris and London are sweeping fringes, including the blunt fringe and popped crown, that gives that extra femininity and can make a woman appear taller.

### Favourite look

It is not about the favourite look, but about the favourite feeling. I like to play with textures. People immediately think that texture means a lot of pieces, but even a smooth look is a texture. A bob with a smooth surface is texture, so I quite enjoy working with textures.

### Inspiration

I come from a family of hairdressers, but unfortunately, no one today is really involved in it anymore. I have a cousin who works with me, but coming from a family, does influence your thoughts unconsciously.

### Challenges faced

I have definitely faced challenges with the staff. We always try to



EXCLUSIVE

# Beauty lookbook



The India Salon & Wellness Pro and Beauty Market India 2013 showcased some of the best looks and styles that can be adopted by the hairstylists. Hairdressers and make-up artists across the country participated and displayed their expertise. *Salon India* captures the trends presented by experts – Shailesh Moolya and Sangeeta Mahimtura from Juice Salon, Raman Bhardwaj from AN John, Dhruv Abichandani from Drama Salon and Vipul Chudasama.



Styling: Shane Lonen  
Clothes: Clockwise from top:  
Dress and shrug by LC Style Studio; White gown, Shane Lonen; Green top with Golden sequined skirt by LC Style Studio; Red top and crocodile printed pants, The Source; Black tube dress, The source  
Jewellery: Memore

(IG)





# The Makeup Show, LA Inspiring artistry

by Aparna Mudi



Show: The Makeup Show, LA  
Date: March 2 to 3, 2013  
Venue: California Market Center, Los Angeles, California

The Makeup Show in LA has grown into being one of the most sought after show for big brands as well as budding makeup artist. In the fifth year of the show in Los Angeles. This year it has had a footfall of over 4,500 people, 75 exhibiting brands and 30 keynote speakers. Every year, the show brings together brands across the globe to a common platform, giving the opportunity to develop artistry, networking, community development, inspiration and education to makeup and beauty professionals. The show has the top industry artists and pro-driven companies present their latest products, seminars, forums as well as hands-on workshops and seminars for the ones who are starting out in the industry.

### The brands

Several established brands such as Smashbox, Anastasia, Stila, Inglot, Make Up For Ever, Japanese makeup brushes manufacturers - Hakuodo and Australian brand - Gorgous Cosmetics showcased



Character make-up, body painting and hands on workshops at The MakeUp Show, LA

## Sonam Kapoor Fashion arbiter



Photos: Viral Bhayani

*Salon India* puts together the top recent looks of the trend setter Sonam Kapoor who is not only known for her versatile fashion sense, but also for experimenting hair and make-up. From being feminine to being androgynous, she goes out-of-the box with her style and fits well in it with panache.

# CASMARA®

MADE IN SPAIN

*L* Leader in Professional Facial Cosmetics since 35 years



*Experience the power of New Gogi Facials.  
In the best salons and spas.*



Transforming Beauty & Welfare to the next level

Importer and Sole Distributor in India -

**Esskay Beauty Resources Pvt. Ltd.**

(Corporate Office, Showroom and Training Academy)

B/14 WSA, Kirti Bldg, New Delhi - 110 005, India

Mob. +91 9312947022, 9311566603

email@esskaybeauty.com, www.esskaybeauty.com

Follow 'Esskay Beauty' on  and 

Also Available at :

AHMEDABAD Panash International, Ph.: 0908660909 AGRA R.S. Enterprises, Ph.: 09897579450 AMRITSAR PL. Traders, Ph.: 09888033538 BANGALORE Veibhav Store, Ph.: 09448274385  
BHOPAL Rishi Enterprises, Ph.: 09826058102 CHANDIGARH Srihti Enterprises, Ph.: 09668272847 RAIPUR Roshan Agencies, Ph.: 09893157777 INDORE Monalisa, Ph.: 09826070857  
JAIPUR P.N. Enterprises, Ph.: 09829053507 JALANDHAR Impression Beauty Zone, Ph.: 09464520041 KOCHI Live in Health, Ph.: 09447169659  
KOLKATA Streamline Services, Ph.: 09674180015 LUCKNOW New Faith Parlour House, Ph.: 09839118012 LUDHIANA United Marketing, Ph.: 09814418767  
NAGPUR S.J. Enterprises, Ph.: 09372397208 MUMBAI Beauty Palace, Ph.: 09820187055 PUNE Rohit Enterprises, Ph.: 09766261198

**LONG LASTING,  
VIBRANT COLOR  
YOUR CLIENTS  
WILL LOVE.**

**Color confidently  
with 360° keratin  
protection for  
100% reliable  
results.**

NEW  
**SOCOLOR**

PERMANENT NOURISHING  
HAIR COLOR CREAM  
WITH KERA-PROTECT™ TECHNOLOGY



**M A T R I X**

IMAGINE ALL YOU CAN BE

[www.matrix-india.in](http://www.matrix-india.in)



/matrixindia