

# SALON

TM

**INTERNATIONAL**

INDIAN SUBCONTINENT | Vol 6 No 1 | January 2014 | Price ₹100

5  
*Anniversary*

# SALON

INTERNATIONAL

INDIAN SUBCONTINENT | Vol 6 No 1 | January 2014

Editor-in-Chief	Amitabh Taneja
Editorial Director	R S Roy
Publisher	S P Taneja
Editor	Aradhana V Bhatnagar
Sr. Copy Editor	Shipra Sehgal
Contributing Editor	Zainab Morbiwala
Correspondent	Roshna Chandran
Reporter	Niharika Verma
Head, Knowledge & Editorial Alliances	Rajan Varma
Manager - International Relations	Noelia Piriz
<b>Creatives</b>	
Art Director	Pawan Kumar Verma
Asst. Art Director	Mohd. Shakeel
Sr. Layout Designer	Naresh Kumar
Sr. Photographer	Vipin Kardam
<b>Marketing &amp; Consumer Connect</b>	
Director - Mktg. & Consumer Connect	Gurpreet Wasi
General Manager - Consumer Connect	Hemant Wadhawan
Dy. General Manager - Marketing	Sharat Mishra
Asst. General Manager - Marketing	Sheela Malladi
Sr. Manager - Database	Anchal Agarwal
Sr. Executive - Subscriptions	Kiran Rawat
Executives - Database	Neeraj Kumar Singh
	Sarika Gautam
<b>Circulation</b>	
Assoc. VP - Circulation	Anil Nagar
<b>Production</b>	
General Manager	Manish Kadam
Sr. Executive	Ramesh Gupta
<b>Support</b>	
General Manager - Administration	Rajeev Mehandru

## ADVERTISING

### BUSINESS HEAD

**Rajeev Chopra**, Vice President  
 rajeevchopra@imagesgroup.in  
 Mob: +91 9811098430

### DELHI

**Hemant Soni**, Project Manager  
 hemantsoni@imagesgroup.in  
 Mob: +91 9810178293

**Nikhil Kumar**, Asst. Manager  
 nikhilkumar@imagesgroup.in  
 Mob: +91 9910035927

### MUMBAI

**Waseem Ahmad**, Vice President  
 & Branch Head  
 waseemahmad@imagesgroup.in  
 Mob: +91 9833628852

**Ketki Dhote**, Asst. Manager  
 ketkidhote@imagesgroup.in  
 Mob: +91 9594956043

### BENGALURU

**Suvir Jaggi**, Assoc. Vice President  
 & Branch Head  
 suvirjaggi@imagesgroup.in  
 Mob: +91 9611127470

### KOLKATA

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

**Anirban Sarkar**, Manager  
 anirbansarkar@imagesgroup.in  
 Mob: +91 9830007920

## SALON INTERNATIONAL ADVISORY BOARD MEMBERS

Claudia Stagno, Editorial Director, Salon International-Italy; Sanjay Dutta, Owner, Looks Salon; Renu Kant, Director, Envi Salon & Spa; Miriam Mathew, Sr President, Svastti, Landmarc Leisure Corporation; Nilin Passi, Director, Lotus Herbals; Raman Bhardwaj, Director, AN John Salons; Sukirti Patnaik, Owner, Indulge Salons; Vishal Sharma, Owner, Affinity Salons; Rekha Chaudhari, Co-owner, JCKRC Spa Destination; CK Kumarvel, Founder and MD, Naturals Salons; JC Kapoor, Co-owner, JCKRC Spa Destination; Murali Sundar, General Manager, Henkel Beauty Care-Professional; Samir Srivastav, Business Head- Education & Training Division & Beauty Retail Division at VLCC Health Care Limited; Vikram Bhatt, Director, Enrich Salons; Vikram Mohan, Owner, Bounce Salons; Vipul Chudasama, Artistic Development Consultant, Hair, Education and Shows; Dhruv Abichandani, Artistic Director, Drama Salons; Ojas Rajani, Celebrity Make-up Artist

### 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, Panchal Iron Works, Plot No.: 111/3 Marol Co op Industrial Estate, Marol, Andheri (East), Mumbai 400 059  
 Ph: +91 22 28508070/71, Fax: +91 22 28508072

**Bengaluru:** 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 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 International* completes five glorious years in India! Thank you all for making it the most successful magazine for salon professionals across the country.

For the first time ever, in this the anniversary issue, we have the top names narrating the opportunities and challenges that the beauty and wellness industry is rife with. Shahnaz Husain, Habib Ahmed, Vandana Luthra, Rossano Ferretti, Ojas Rajani, Miriam Mathew, Vikram Mohan, Gurpreet Seble, Dr Shefali Trasi Nerurkar, Cherag Bambboat, Maslyne K, Placid Braganza, Kishore Thairani and Jalpa Vohra Desai speak their mind about the growth of the industry that they love so much and are an intrinsic part of.

The potential of the beauty and wellness industry is well reflected in the cover story as well, which is on the various innovations that have been the biggest game changers. From the hair colour preferences of men and women, to nail care and beyond, the year has started off on the right note. L'Oréal Professionnel, Wella Professionals and Schwarzkopf Professional also decide to launch their revolutionary products – from dry shampoos to hair oils and a special hair care and style range for men, making these brands the justified pillars of the hair industry.

Sherri Jessee, the leading lady of hair design and independent hair and make-up artist, takes us through her journey and how, today, she has become a name to reckon with. Markus Francis shares with his us his transition period when from salons in New York and Los Angeles, he decided to venture into television and his current position at Tresemeé. In trends, we introduce new concepts in hair colour by exemplary internationally acclaimed hair stylists, like Craig Smith and other leading professionals in the space.

Back in India, we are inundated with newer brands entering the market and the existing business houses outdoing themselves to introduce still more product lines. A case in point is the launch of Balmain Hair. Steward Guliker, CEO, Balmain Hair, shares his plan for the year along with business partner, Ankit Arora, CEO, Streamline Services India.

The challenge in India is not of introducing interesting products, but of supply chain and distribution. So far, the professional industry has had its big fish and an array of smaller ones. Emerging with a vision is Skylark Initiatives that is building a strong portfolio of brands meant for salons. *Salon International* brings them on the talking table.

As we step into 2014, I wish you all a Happy New Year and hope this is a year full of *joie de vivre!*





Hair: Angelo Seminara  
 Make-up: Laura Dominique and Emma Kotch  
 Photography: Andrew O'Toole  
 Styling: Chloe Kerman

# Contents

- 16 Snippets** Latest news and updates of the beauty and hair industry
- 20 New launches** Salons and spas across the country
- 26 Trends** The Manifesto Collection
- 51 Interview** Sherri Jessee, a veteran in hair styling and make-up profession recalls her journey so far as she has collected several internationally renowned awards and is deftly climbing the ladder of success
- 78 In first person** Jassi Chabra, Shades Salon, Jaipur
- 82-85 Cover story** As India gets beauty conscious, leading brands are managing to do justice to the beauty industry by launching niche and innovative products
- 118 Marketing tools** Attractive offers across spas and salons
- 130 Innovations** Babor cleansing products, actively purify the skin while protecting it against external influences
- 89-102 International stylists** Renowned stylists create awe-inspiring collections that witness sharp cuts and colour
- 104 Beauty** David Maderich, ace hairstylist who has created scintillating looks on supermodels who have walked the ramp for established fashion designers.
- 145-164 Spa focus** Visual dynamics of Shanaya, The Spa; article by Jalpa R, Miriam Mathew, Vandana Luthra and Rekha Chaudhari; spa packages and products
- 182 Events** The social calendar: what's happening when and where
- 174 Celeb style** Bollywood diva Priyanka Chopra talks about her hair care and fitness regime
- 177 Coffee break** Try this quiz and win prizes
- 176 Influencers** Gautam Gupta, an unconventional designer who brought about a revolution in the Indian fashion industry, talks about fashion, trends and his future plans
- 187 Step-by-step** Recreate the intricate hairstyles

**89**



**26**



**158**



**60**



**78**



# L'Oréal Professionnel's Infinie Platine For vibrant, healthy hair colour

L'Oréal Professionnel pushes the limits of blonde with its new pre-lightening powder, the Infinie Platine. Infused with Pro-keratin, it allows stylists to experiment with an array of unique blonde looks



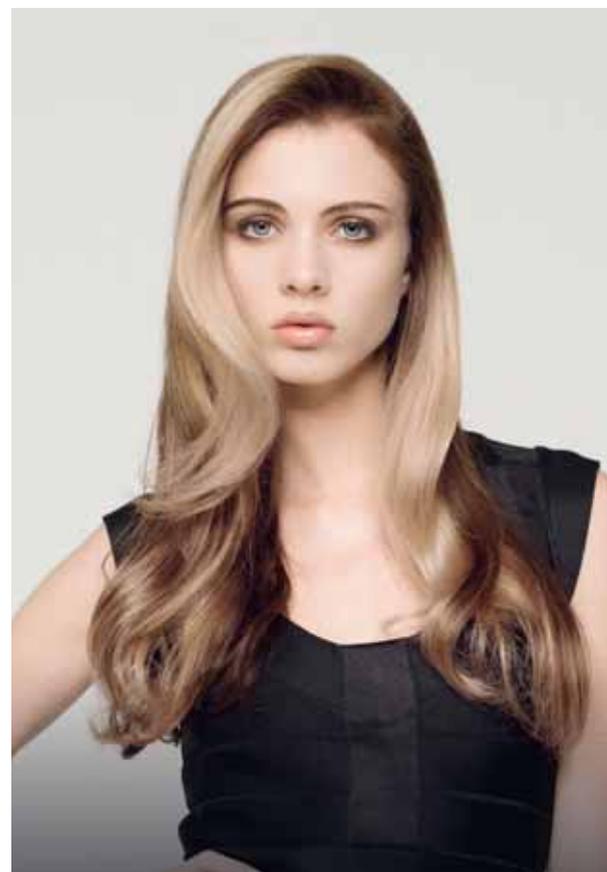
**Brilliant Balayage:** If you are looking for fashion-forward contrasts and 3D depths, this free-hand style of highlighting is the one for you – the glamorous, sophisticated woman, who wishes for subtle blonde highlights.

**Get the look:** The model's hair is pre-lightened with Infinie Platine Pro-keratine and coloured with Diarichesse 8.31 Golden Beige.

# TIGI Bed Head

## Iconic styling for every fashionista

This season, sport an edgy cut, a zany updo or get inspired by the mermaid and create a fishtail plait with the TIGI Bed Head range. These high performance innovative product textures are created by none other than the legendary Anthony Mascolo, making the range a must-have for the fashionista

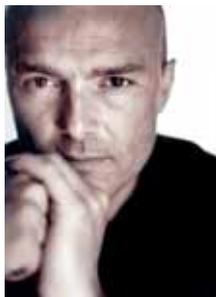


**W**ith festivities in full-swing, divas are experimenting with their hair looks across the world. They are sporting grungy cuts and experimenting like never before! Whether worn short or long, flat or volumised, hair expresses your style and adds to your overall personality like nothing else can!

The TIGI Bed Head styler range has a range of products that are meant for styling, smoothening, frizz control, curl enhancing, thickening, volumising, texturing and more. What's more – the range allows one to re-create dramatic hairstyles that have been the cynosure of eyes and worn by celebrities with élan.

# Hair brand The India experience

by Rossano Ferretti



## Views on the beauty and wellness industry of India

If you can convince a woman that a particular treatment or product is good for the health of her hair and scalp and a particular style will make her look young and beautiful, she is bound to love it! That's universal and Indian women are no different. The only difference is that women here are wary of using products from the shelf, as they are more used to traditional, homemade remedies from generations. However, if they are convinced about a product and see results and value then they are very loyal customers – whether to a salon or to a product. Most of our guests here love volume, textured, natural look and that is the core essence of the Rossano Ferretti method.

Having said that, I wish more women would experiment more with their hair and learn to wear them shorter, as that sometimes accentuates the face and the beautiful eyes of women, but I am very optimistic that the trend will become more popular.

## To be in India

I am very pleased to make the Indian hair experience a pursuit of art form every day. The people are really warm and friendly here. I love the respect each individual here has for nature and spirituality. They worship the moon and the sun! Everything has a meaning and a purpose. People here have a lot of

faith, which, I believe, is what keeps them so positive and friendly. I also love the food here. Although it is a great and growing market, Indians are very discerning and that makes our jobs tough, but in a good way. Also, Indians love to follow what is familiar and traditional. They will convert to a new concept only if they see value, results and are convinced about it – and that is not always easy!

What makes it easy here is once you have a good support base and partner. For instance, given our partnership with The Oberoi Gurgaon, we have a great location and given that both our brands are about luxury, we do have the same client base coming in. The warm and friendly nature of people here makes things a lot easy.

## India attraction

International hotels like Four Seasons, Ritz-Carlton, and the Oberoi wanted Rossano Ferretti Hair Spa to provide the best services and hair spa experience in town with the best hairdresser. Exclusive services include pick-up and drop in BMW 7 series, a glass of champagne on arrival, use of VIP room, luxurious hair spa rituals: Chronologiste (revitalising ritual combining nourishing cream with caviar pearls), a bespoke haircut followed by styling. Besides these, our guests enjoy personalised services, which are prompt yet unobtrusive. Care for the smaller details,

# David Maderich

## Abundance of talent

by Aradhana V Bhatnagar



Based in New York, celebrity make-up artist, David Maderich, has created scintillating looks on supermodels who have walked the ramp for established fashion designers. His models have also graced several print and advertising campaigns of well-known brands. A name to reckon with, *Salon India* has a heart to heart with the artist

### Getting started

I've been in the line of make-up artistry for the past 15 years. I went to college to study Journalism, however, destiny had other plans. I found myself doing club make-up for fun. And guess what – it has now turned into a full-time career! I am completely self-taught – I've never ever assisted anyone or had a mentor. My only mentors were fashion magazines and habitués of nightlife.

### Forte

My forte and liking lies in creating looks that have edgy glamour. I have always liked to add an element of beauty in my work. Whatever may be the brief given by a client, I would never want to make a girl look ugly for the sake of fashion. That's something I strongly believe in.

### Inspiration

I used to be inspired by young club-goers and the pop culture. Now, however, things have changed to such an extent that the majority of pop stars and kids want to look 40 years old! Today, the random colours of nature and flowers inspire me.



Photography: Roberto Ligresti  
 Makeup: David Maderich for M.A.C Cosmetics  
 Hair: Avian King  
 Model: Snow/Q Models

# Celeb choice of spas

## Indulgence unlimited

by Aarti Kapur Singh

**T**insel town's resident Venuses can indubitably indulge in the best beauty therapies money can buy. Here is what some of our celebrated beauties prefer for rejuvenation and unwinding

### Neetu Singh

"In our time, the emphasis was more on beauty routine rather than expensive products. So, I have been brought up on the philosophy of taking care of yourself the natural way. I gather this should be the underlying philosophy of any spa – but, unfortunately, it is not so. Hence, my favourite spa is the one at home. Though I do go out and get my massages, et cetera done, there's nothing like getting pampered at home. Being a Sikhni, my mom had always been finicky about the health of my hair. Thus, hair care was the most important beauty ritual, and it remains so even to this day. I get my help to oil my hair, though I make this oil at home. My mum would religiously oil my hair with mustard oil. But the secret ingredient was methi dana. All you need to do is pour mustard oil in an empty glass bottle, add a handful of fenugreek seeds in it and leave it out in the sun. Give it a good shake every day for about a week and use this as a hair vitaliser every week. I swear by it even now – it preserves the natural shine and colour of hair and increases its body and length. As far as skin care goes, I cleanse my skin with a home-made ubtan every other day and moisturise with raw milk or almond oil. A weekly mask also does wonders. So, some grated cucumbers or papaya are great for me."





The thin veil by Angelo Seminara

# Backstage with L'Oréal Professionnel

The Dream Team of L'Oréal Professionnel has proved its iron yet again, by creating hair inspired by fashion. *Salon India* joins the Dream Team backstage to highlight the success mantra of the team

**B**ridalwear is one of the most fascinating, graceful and glamorous forms of fashion in India, and hair plays a vital role in lending a sense of magic to the overall look. At the recently concluded India Bridal Fashion Week 2013, the hard work and effort made by the L'Oréal Professionnel Dream Team has paid off. The Dream Team members showcased opulent styles that complemented the fashion sensibility of ace designer, Rohit Bal.

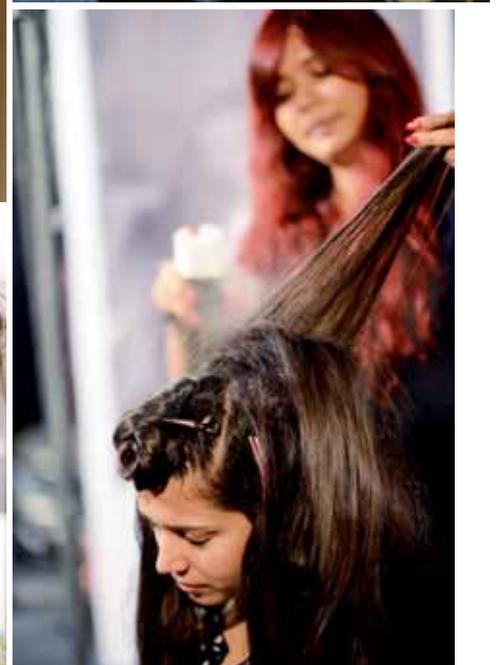
## The Dream Team work

The most talented hairstylists in India, trained in styling, colouring and latest hair-sculpting techniques by the best in the world, form the Dream Team at L'Oréal Professionnel. Led by Caroline Launnuzel, Artistic Director of the brand, the Dream Team includes Akshata Honawar, Dhruv Abhichandani and Walter Dorairaj who worked together at the backstage to create the look. The team worked closely with Bal to create up-dos that worked well with his much anticipated collection titled, 'The Mulmul Masquerade' inspired by the Elizabethan era and Indian royalty. Talking about the event, Aseem Kaushik, Director, L'Oréal Professionnel, India, notes, "L'Oréal Professionnel believes in creating hair inspired by fashion and is part of the fashion ramps all over the world. We are happy to associate with Rohit Bal, ace fashion designer. This only helps us take the idea of 'fashion hair' to the next level."

## Styling products

Keeping in sync with the hottest hair trend of the season, messy-dressy, the hair styles are designed to look effortless, yet sophisticated. The Dream Team had the opportunity to use the latest styling launches of the brand – Tecni.art Super Dust and Texture Dust – the two styling powders that can be used to create the most dramatic looks.

The L'Oréal Professionnel Dream Team has created breathtaking up-dos for the fashion extravaganza with an international, fashion-forward twist. With the help of L'Oréal Professionnel's unique range of products, each stylist has helped in creating a unique and exclusive look for the discerning Indian bride.



Akshata Honawar,  
Walter Dorairaj and  
others with Rohit Bal



# BALMAIN

PARIS

HAIR COUTURE

TO KNOW MORE  
ASK OUR HAIR EXPERTS  
ABOUT BALMAIN HAIR  
EXTENSIONS

2014  
FASHION  
DOS

2013  
FASHION  
DONT'S



THIS NEW YEAR DON'T LET YOUR HAIRDO BE A DON'T;  
**BECOME A FASHION  
ICON INSTEAD.**

Your hairstyle never has to go out of style ever again. Update your look with balmain hair couture extensions. No snipping, no tragic cutting or painful procedures to get the latest in hairstyling; just clip in a few discreet extensions and you are good to go in a fraction of the time and cost.

**BRING ON THE NEW YEAR WITH YOUR NEW BALMAIN HAIR FOR STYLE THAT LASTS.**

**INTENSE BLACK  
COVERAGE  
THAT SHINES.**

**Give your client  
100% grey  
coverage with  
black diamond  
shine.**

**NEW  
BLACK DIAMOND  
SERVICE**  
with **WONDER.BLACK**



THE WORLD'S #1 AMERICAN PROFESSIONAL BRAND\*

**M A T R I X**

IMAGINE ALL YOU CAN BE

For more information Call toll free: 1800-22-4247. Email: [matrixhelpline@in.loreal.com](mailto:matrixhelpline@in.loreal.com).  
SMS Matrix<Name><Query>to 575755. \*Based on 2011 Kline data of \$ sales for American professional brands

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

 / [matrixindia](https://www.facebook.com/matrixindia)