



SALON

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ADVERTISING

BUSINESS HEAD

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rajeevchopra@imagesgroup.in
Mob: +91 9811098430

DELHI

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

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

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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

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

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Welcome to a new and meaningful issue of *Salon India*. In the ensuing pages, there are numerous fresh ideas to keep you hooked!

From a cover story on grooming for men, the brands and tools on the rise, the category has never had it so good. We understand the views of salon and spa owners, brand heads, hairstylists and more to finally reveal the verdict – about 60 per cent of men living in metros are conscious of their skin and hair and go out of their way to look groomed. Not to say that those in Tier II and III are unaware, they are, perhaps more so, however, use products and services that they are comfortable with. In the interview section, we present to you true blue professionals - Diva Poulous, International Artist Team, Sebastian Professional; Antonio Corral Calero, Moroccanoil Artistic Director and Ankit Arora who has introduced Balmain Hair, the hair extension brand, into the country. The trinity give an overview of the hairstyling industry and share what it takes to get to the top.

The domestic scenario comprises of Bina Punjani, Creative Director of Bina Punjani Hair Studio, who shares Genesis, her maiden collection exclusively with *Salon India*. The collection turns classic styles into contemporary and uber cool mohawks, mullets and more! In Success Story, Rukmini Honawar, Head of Colour for VLCC and owner of Runah Salons in Mumbai, regales us on her passion for the industry and how she is balancing work and life. Marvie Ann Beck, owner of Marvie Ann Beck Academy of Make-up and Hair, talks about the increasing awareness of the youth about the relevance of education in make-up. Saloni Arora, an upcoming make-up artist, shares her love for colour and make-up!

To add visual appeal, the collections of four gurus of hairstyling, Klaus Peter Ochs, Tracey Hughes, Richard Ashforth and Hedonist Salon have been showcased.

All this and more in this issue. Keep reading and reverting with feedback!

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

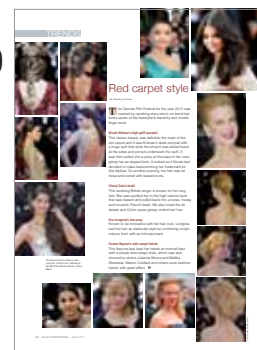


Hair: Gary Hooker & Michael Young, Hooker & Young
 Make-up: Megumi
 Styling: Thea Lewis
 Photography: Jacke Eames

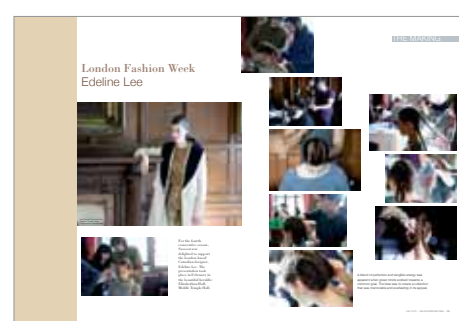
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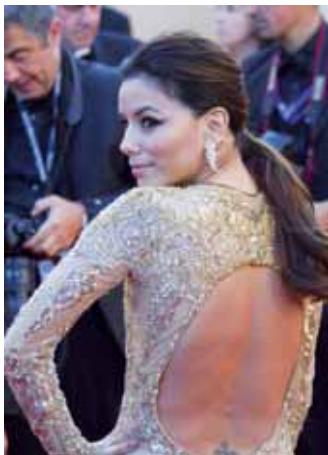
Red carpet style

by Sandeep Verma

The Cannes Film Festival for the year 2013 was marked by ravishing stars who's on-trend hair looks spoke of the hairstylist's dexterity and nimble finger work.

Nicole Kidman's high quiff ponytail

This classic beauty was definitely the toast of the red carpet and it was Kidman's sleek ponytail with a huge quiff that stole the show. It was slicked back at the sides and pinned underneath the quiff. It was then pulled into a pony at the base of her neck giving her an elegant look. It looked as if Nicole had decided to make backcombing her trademark for this festival. On another evening, her hair was let loose and curled with teased roots.



Cheryl Cole's braid

This ravishing British singer is known for her long hair. She was spotted her in the high volume style that was teased and pulled back into a loose, messy and romantic French braid. We also loved the tie details and Cole's super-glossy ombré hair hue.



Eva Longoria's low pony

Known to be innovative with her hair look, Longoria had her hair an elaborate style by combining a high-volume front with an intricate back.



Sonam Kapoor's side-swept hairdo

This lissome lass kept her hairdo at minimal best with a simple side-swept style, which was also donned by actors Julianne Moore and Mallika Sherawat. Marion Cotillard and others wore beehive hairdo with great effect. 📍



Clockwise: Sonam Kapoor, Eva Longoria, Cheryl Cole, Aishwarya Rai Bachhan, Nicole Kidman, Vidya Balan



Photos: Shutterstock.com

London Fashion Week

Edeline Lee



Hair: Damien Peers and the
Sassoon Creative Team
Photographer: Rachel Oates



For the fourth consecutive season, Sassoon was delighted to support the London-based Canadian designer, Edeline Lee. The presentation took place in February in the beautiful heraldic Elizabethan Hall, Middle Temple Hall.

Balmain Hair Now in India

by Shubhra Saini



Ankit Arora

In a recent move, Streamline Services India has ushered Balmain Hair into the country. Sole distributor and marketer for the mega hair extension brand, *Salon India* in a tête-à-tête with Ankit Arora, CEO, Streamline Services, India, on his plans ahead.

The product range

Balmain Hair, available through select salons, offers fashionable alternatives to hair problems that women often encounter. The alternatives consist of the Hair Make-Up Series, which is a handy system that creates different hairstyles at any given time; the DoubleHair Series and Easy Volume, which are innovative ways to add volume, colour or length to natural hair; ColorFlash, which lends colour without the chemicals; Fill-In-Extensions, which create highlights and adds natural volume boost and finally, B-Loved, which is meant to give coverage on

the crown area of the head. The entire range is available in clip, tape, bond and ring applications.

USP

Balmain Hair is a service and our basic aim is to create solutions for different types of hairstyling needs of modern women. The products have different USPs, such as DoubleHair, made from human hair, is an affordable and re-usable system, specially designed to make hair look long and voluminous. ColorFlash gives instant colour and works like highlights. The Hair Make-Up Series allows one to quickly and comfortably have length, volume and colour. Featuring the patented soft blend edge, 3D colour, the fill-in strand application is also made of 100 per cent human hair. Fill-In-Extensions are the most common where keratin bonds are professionally fused with one's own hair, which stay in place for up to three

months. With the Easy Volume range, one can achieve ultimate volume in an instant.

Although all the Balmain products have their own set of specialties, according to us, it is a five-minute service, which is completely risk-free and we are certain that it will find a ready market in India.

Market research conducted

Our finding showed that there was a gap in the hair fashion accessories market. About 70 per cent of the consumers who visit salons, don't like to use chemicals on their hair, so our ColorFlash range is likely to solve this concern in an eco-friendly manner. Most importantly, there is no competition and we have a monopoly on this market.

Marketing and expansion plans

Our marketing and promotional budget is around ₹11 lakhs for year one. We are connecting with the consumer in a number of ways, which





Visual dynamics In the lap of nature

by Chandra Prabha

Spa: Moksha Himalaya Spa Resort

City: Parwanoo, Himachal Pradesh

Founder: Ramesh Kumar Garg

Size: 20 acres

Time taken in construction: Five years
Moksha Himalaya Spa Resort has an interesting background that gives it the privilege of an unrivalled location and customer facility. Ramesh Kumar Garg, who worked as a lumbering contractor for the government of Himachal Pradesh, had bought the hill forest land in 1968 with a dream to set up a small hotel. While on a trip to the Middle East in the late 70s to sell timber, he backpacked across Europe looking for some inspirational ideas. Cable cars of Switzerland fascinated him. In December 1982, he set up a 10-room resort in the region and named it Timber Trail. In April 1988, he refurbished it as Timber Trail Heights, a 45-room hill resort in the lap

of nature connected with Parwanoo town through cable cars.

Looking at the growing demand in beauty and wellness services, in 2004, Garg began work on Moksha Himalaya Spa. At 5,200 ft amidst salubrious, picturesque, verdant hills besides river Kaushalya, Moksha Himalaya Spa Resort exudes passion for perfection that makes it a unique destination for nature lovers seeking a holistic wellness experience. A 45-minute drive from Chandigarh on the Kalka-Simla Highway in district Parwanoo, the resort is highly approachable, yet once there it affords its guests natural serenity and calm away from the city din.

Architect: P-49 from Bangkok

Interior design: Indo-Thai design imparts harmony with nature

Construction material: Wood and stone

Flooring and lighting: Primarily Kota stone for





Marvie Ann Beck Academy with a difference

Are you artistic, detail oriented and love to apply make-up and beauty treatments? Do you enjoy helping others look and feel their best? If yes, then the best bet for you to pursue your career is that of being a make-up artist or esthetician.

But with the market spoiled by the presence of countless number of academies, choosing the right one could prove to be a bit tiring job, when it comes to learning the art. However, your search could end at Marvie Ann Beck Academy of Make-up and Hair.

Founded by celebrity make-up artist Marvie Ann Beck, who is 20 years in business, is known to have produced award-winning make-up artists and hairstylists. Beck has worked with stars such as Aishwarya Rai, Kareena Kapoor, Katrina Kaif, Deepika Padukone, Bipasha Basu, Sonam Kapoor, Shahid Kapoor, John Abraham and many more.

The courses at Marvie's Make-up Academy are personally supervised by Beck and conducted by a team of highly experienced make-up artists and hairstylists, who provide best of the knowledge to the students. They transform them into an expert from the beginner with utmost ease.



Marvie Ann Beck

All the courses offered at the academy not only impart theoretical knowledge, but also include daily hands-on practice of what is covered in theory and tutored demonstrations. In order to keep up with what's latest in the market, the content of the courses are revised on regular basis to make sure that all the students are aware of the latest trends in the market.

A key point about the academy is that it trains you in best of the make-up techniques and helps a student acquire practical exposure in terms of fashion shows and professional photo-shoots. To be successful in the business of make-up, one needs the right knowledge of latest and best make-up techniques, practical exposure and a practical plan on how to make more clients.



Celina Jaitley From urban to chic

by Sandeep Verma



Born in Shimla to a retired Indian Army Colonel from Punjab, Celina Jaitley shot to fame immediately after she was crowned Miss Femina India Universe in 2001. After a successful stint in Bollywood, she got married and is today trying her hand in German cinema.

Personal style statement

It ranges from urban to chic to glam and everything in-between. I make sure I never miss a beat, even with all the low and high notes, when it comes to fashion.

Skin and hair care regime

I believe hair is an extension of our skin and you can't have beautiful hair, without having a beautiful glowing skin. For simple at-home hair care, I invest in a good quality shampoo and conditioner appropriate for my type of hair. I deep-condition once a week, or use a hair mask to hydrate and repair as I have dry hair. I don't colour my hair. Hair care entails not only protecting your hair from the elements, but also from the chemicals you put directly on it.

Nutrition is also an essential part of a hair care regime. Lack of vitamins, too little

protein, or a diet too low in calories can take a toll on the health of our hair and skin. Crash diets are especially harmful to hair health, so be careful when depriving your body of nutrients. Drinking enough water will also help our hair stay shiny and healthy.

Winding down after a hard day

I am a spa junkie, so I go for massages. I also like taking steam as it improves the blood circulation and makes you feel fresh. Ananda in the Himalayas is my favourite spa in India and I also love visiting the Spa Village at Pangkor Laut Resort in Malaysia.

Favourite hairstyle

I love to show-off my fabulous hair. I like to wear my hair loose as it's very me!

Bad hair day

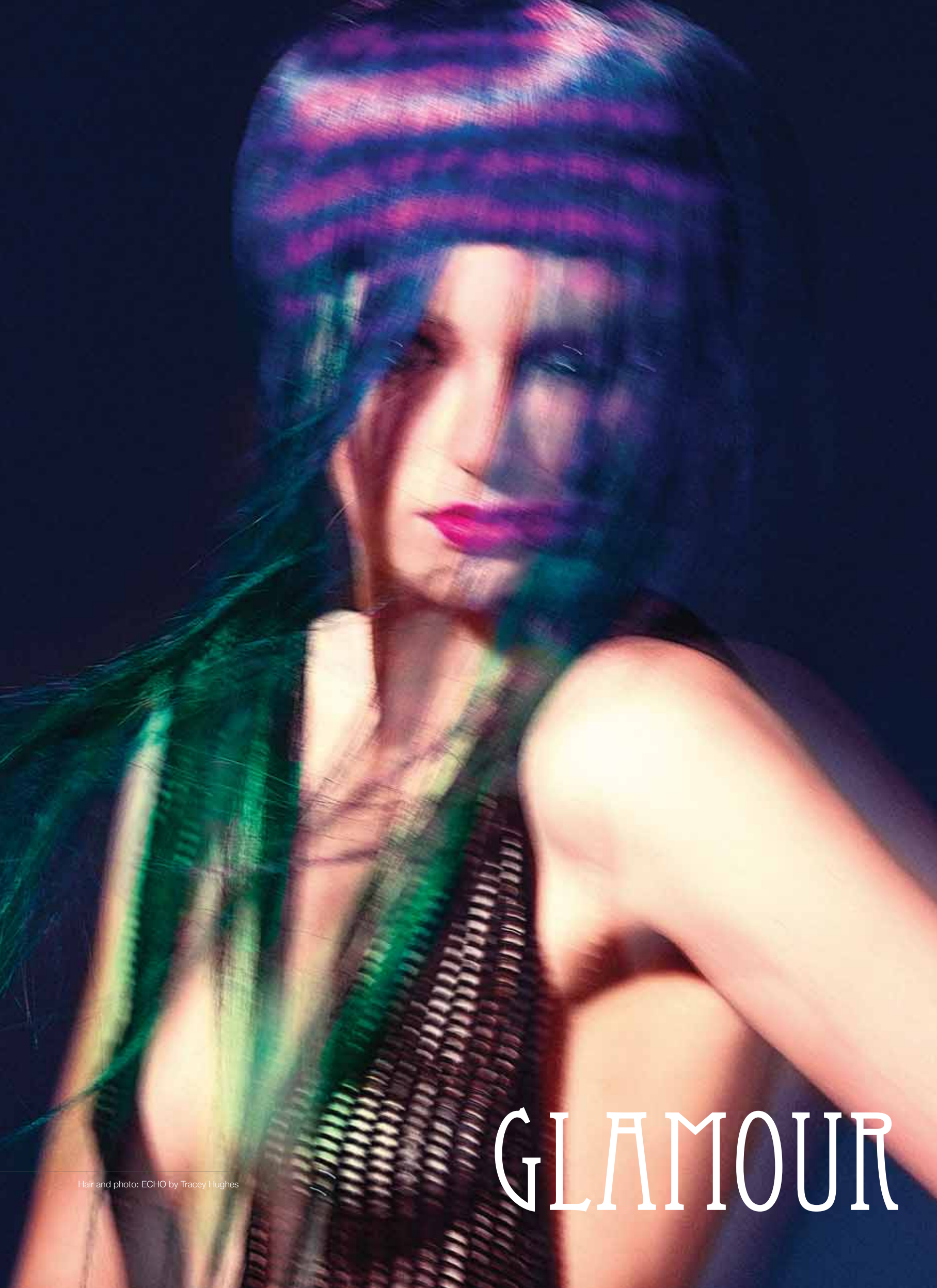
If I'm having a bad hair day, then I dab on some kind of baby powder and make a bun.

Favourite hair product

I love Moroccanoil!

Favourite Stylist

If I am in Mumbai, I call my hairstylist friend Raj Gupta of Dilshad Salon. ☺



Hair and photo: ECHO by Tracey Hughes

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