

# SALON

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**INTERNATIONAL**

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# SALON

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INDIAN SUBCONTINENT | Vol 6 No 3 | March 2014

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The wellness industry in India is poised to touch ₹1,00,000 crore by 2015, with a CAGR of 15 to 17 per cent, from about ₹70,000 crore in 2012. These figures have been revealed by a study jointly conducted by industry body Federation of Indian Chambers of Commerce and Industry (FICCI) and global consulting firm PricewaterhouseCoopers (PwC).

Of the entire wellness industry, beauty care would continue to dominate with almost 50 per cent, about ₹49,000 crore, followed by alternate therapy about ₹21,000 crore and health and wellness food and beverages at about ₹27,000 crore, according to the study.

The size of the beauty care industry was estimated at ₹29,000 crore in the 2012 estimate, while fitness and slimming market was estimated at ₹60,000 crore. About 60 per cent of the market is dominated by products.

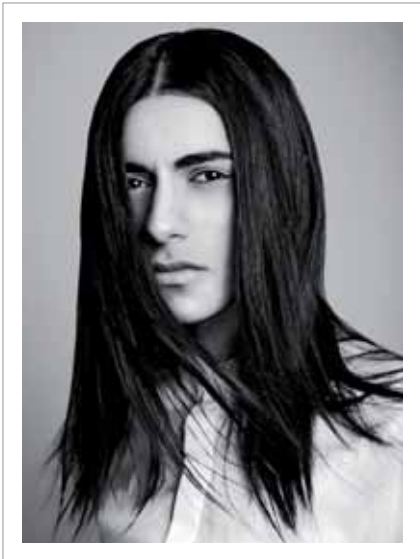
This surely augers well for the members of the beauty and wellness industry. However, to know if they are on top of the financial matters or not, in the month of March in India, businesses get busy sorting out the finances and putting in place a budget for further expansion and innovation. In this month's cover story we take a look at 'budgeting' in the beauty and wellness space, especially with real estate and trained manpower costs scaling northwards.

There are interviews of talented international hairstylists like Emma Ekman who at a young age of 23, has etched her name in stone in the professional space; Carlos Saavedra, a Spanish hairstylist who is delighting in working with the Italian guru of the hair styling, Rossano Ferretti in Bangalore; and Philip Bell, who has transcended boundaries of time and space to come up with the Ishoka Collection.

Kohinoor Mandal, master franchisee of Jawed Habib Salons in West Bengal and Jharkhand and Rekha Chaudhari, spa expert and consultant, are veterans of the industry who have graced our pages and shared words of wisdom for the aspirant, new to this line.

As we believe change is the only way forward, we are paving the way with several new initiatives and movements. For starters, we have changed the look and feel of our pages. Do let us know your views and thoughts on the matter.





Collection: Urbanize  
 Hair: Dylan Brittain, Rainbow Room International  
 Styling: Marc E'rick  
 Photography: Anette Schive  
 Make Up: Sara Hill of The Academy of Make Up

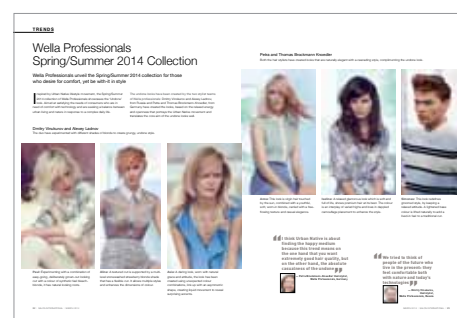
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# Top 5 spring/Summer 2014 trends by TIGI



**A**islinn Trodden, Global Expert, TIGI, is of the view that spring and summer trends are bringing back controlled textures, simple and elegant looks, with a strong influence on low slung side partings – the texture being ‘Old Hollywood meets Grunge’ ... glamorous with a cool edge. Also there will be buns at different heights – ballet buns, topknots and low set on the nape. Braiding is always huge this time of year, long fishtail braids to the side and halo plaits with voluminous curls will always be a hit. Then of course all of these looks will be draped in jewel encrusted head pieces of different shapes and sizes.



**1 Milkmaid braided bun**  
One of the classiest hairdos – the milkmaid braid, is an epitome in itself. It oozes innocence and an underlying sensual awareness that not many hairstyles in themselves can muster. Such a style has been spotted, both on the street and on the runway.  
**Get the look:** Prep the hair with Masterpiece. Starting from your parting, place in your braid working the three strands under each other instead of over to create a 3D effect. Start on the other side and place in a second braid wrapping them over each other at the back and pinning into place. Spritz with Head Rush to give shine.



**2 Textured soft waves**  
Soft yet undone, this variation of the soft waves hairstyle incorporates some of that tousled and beachy texture. This hairstyle is relaxed, yet flirty, making it look natural for spring.  
**Get the look:** Apply Superstar Queen For a Day to dry hair then blow dry with a round brush. Spritz Maxed Out on two inch sections and wrap them around your fingers horizontally and clip to the head, like a rollers set, but without the rollers! Let them cool for a while and then take all the clips out and shake your head upside down to encourage body and movement. Finish with After Party to give separation and sheen.



# Wella Professionals Spring/Summer 2014 Collection

Wella Professionals unveil the Spring/Summer 2014 collection for those who desire for comfort, yet be with-it in style

Inspired by Urban Native lifestyle movement, the Spring/Summer 2014 collection of Wella Professionals showcases the 'Undone' look. Aimed at satisfying the needs of consumers who are in need of comfort with technology and are seeking a balance between urban living and nature in response to a complex daily life.

The undone looks have been created by the two stylist teams of Wella professionals: Dmitry Vinokurov and Alexey Ladnov, from Russia and Petra and Thomas Brockmann-Knoedler, from Germany have created the looks, based on the relaxed energy and openness that portrays the Urban Native movement and translates the core aim of the undone looks well.

## Dmitry Vinokurov and Alexey Ladnov

The duo have experimented with different shades of blonde to create grungy, undone style.



**Paul:** Experimenting with a combination of easy-going, deliberately grown-out looking cut with a colour of synthetic feel bleach-blonde, it has natural looking roots.



**Alina:** A textured cut is supported by a multi-level stonewashed strawberry blonde shade that has a flexible cut. It allows multiple styles and enhances the dimensions of colour.



**Asia:** A daring look, worn with natural grace and attitude, the look has been created using unexpected colour combinations, link up with an asymmetric shape, creating liquid movement to reveal surprising accents.

# System Professional's looks for men

Wella Professionals' hair care and styling brand, System Professional presents three looks for men. A detailed step by step guide makes it easy to follow



## Daily sophistication

The hair has been spiked with the sides being short and clean. The product used is a good and mild hold product excellent for use on a daily basis. Apply a small portion of the Everyday Hold gel on your fingertips. Massage it gently and work through the top of the hair in a ruffling manner to give the spiked look. Sleek down the hair on the sides to give a classic narrow shape.



**The look is apt for daily sophistication and a modern night life**



## Products used

**Care:** To cool the scalp:

System Professional Refresh Shampoo: ₹895

System Professional Refresh Tonic: ₹995

**Style:** For a defined look  
System Professional Everyday Hold Gel: ₹725





# Step by step Tips and techniques

Girls with glasses: Eye make-up tips by Ishika Taneja, make-up expert

For all those who wear spectacles, here are expert tips to highlight your eyes. Ishika Taneja, the Hollywood-returned beauty and make-up pro and Executive Director of Alps Cosmetic Clinics, gives tips to highlight eyes even more.

**Eyeliner:** For the 'awake' look, use a gel eye liner. Create a cat eye or winged eye look to draw attention to them. Match the thickness of the line with the frame of the glasses. If you wear a thin frame, opt for a thin liner; if the frame is thick, then a bold line will do.

**Bronzers:** Bronzing your face will really make your specs stand out, while giving you a sun-kissed look. You may also highlight your cheek bone, brow bone and bridge of the nose with colours like vanilla and soft gold to perk up the look.

**Eyeshadows:** To make your eyes pop, apply a glitter liner, shades like electric blue, emerald green and bright amethyst are in vogue. You can use a white eye pencil to enhance the eyes. Smudge kohl

on the outer corner of the eye and conceal the dark circles.

**Eyebrows:** Eyebrows plays an important part in framing our eyes, so shape them as per the shape of your eyes. Fix the cut in the brow with the help of permanent make-up. It is a technique in which make-up stays for 15 years or more. Define them with the help of an eyebrow pencil. Keep the length of your brows short and natural. A nice arch without being too sharp is perfect.

**Glasses:** Make your eyes smolder by creating a smokey effect. You can also apply two contrasting shades to make your eyes stand out. For a mesmerising effect, apply bronze or metallic shades on the lower rim of the eyes. Apply a lengthening mascara; a double coat if you have thin lashes and use an eyelash curler for bigger eyes.

**Lips:** Colour your lips in shades like fuchsia, tangerine and cranberry red to get an oomph effect. For those with thin or flat lips, a lip plumper is an instant hit.

International  
*Stylists*



Hair: Philip Bell, Ishoka Hair and Beauty  
Photographer: Andrew Vincent  
Make-up and Styling: Denise Rabor  
Styling: Rachel Bakewell



# Naturals signs up Kareena Kapoor Khan as Brand Ambassador



**A**t a glittering ceremony in Delhi, CK Kumaravel, Co-founder, Groom India Salon & Spa, and his wife, K Veena, Founder & Chairman, Groom India Salon & Spa, announced actor and fashion diva, Kareen Kapoor Khan, as their brand ambassador.

As the brand touches yet another milestone, CKK, laid out plans for rapid expansion by doubling the number of outlets to 650 by the end of 2014 and also enter international markets, like Dubai, Singapore and Malaysia. Introducing the ambassador, CKK said, "Genelia helped us to move business from 80 salons to 340 salons. Now Kareena will take it forward from 341 to 3,000. She will be the face of Naturals and we have a two-year contract with her. We are delighted about our association with this very natural actor and beauty."







## Spas on the rise

The spa culture in eastern India is evolving as the consumer has become aware of the benefits of therapies and doesn't mind spending on 'wellness'

**T**he spa segment, which is a new entrant to the beauty and wellness industry, has integrated a niche domain for itself in the beauty market. In fact, it is the general movement toward wellness that has opened new doors for the skin care and spa industry. India has an age-old tradition of yoga, meditation, Ayurveda, and other spiritual and healing practices – all of which have been integrated in the modern-day spa therapy that offers holistic healing to the client.

According to the *Spas and the Global Wellness Market: Synergies and Opportunities* report, spas are already providing wellness, even if they don't recognise it or claim it. The tradition of the spa industry as a place for healing, renewal, relaxation and 'feeling well', positions the spa industry as one of the most logical sectors to take advantage of and help lead the wellness movement.

Like in other parts of the country, the spa culture has also caught up in the eastern sector where now, despite being a cost-conscious market, the consumers are ready to pay a premium to pamper themselves with the spa services. Rising affluence of middle class has further buoyed the demand for spa services, as an increasing number of customers, especially the younger profile, are now willing to buy beauty products and services. Reveals Nitasha Das, Marketing Manager, EyeCtachers and The Thai Spa, "Customers are a discerning lot today and demand the best of services. As one of the premium spas in Kolkata, we match that - our services are the best and the technicians are upgraded and most importantly, no chemical treatments are used. We hire only skilled people from Thailand as it's an authentic spa!"

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