

# SALON

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**INTERNATIONAL**

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# SALON

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INDIAN SUBCONTINENT | Vol 8 No 8 | August 2016 | 102 Pages

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According to a study conducted by the Internet and Mobile Association of India, by December 2016, the eCommerce sector is estimated to reach ₹211,005. By 2020, India is expected to generate revenue of \$100 billion from online retail out of which \$35 billion will be through fashion eCommerce.

In a recent development, Flipkart-owned Myntra has acquired Jabong from Global Fashion Group for an undisclosed amount, a move that will mark consolidation in India's booming eCommerce industry. The acquisition of Jabong strengthens Flipkart Group's position as the undisputed leader of the Fashion and Lifestyle segment in India.

Therefore, in order to grow, mergers and acquisitions appear to be the order of the day. This being the basis of our cover story, we present insights into M&A deals that have gripped the beauty and wellness industry of India, as well.

In the interview section, we meet Tasha Stevens, who took over her mother's salon at the young age of 18 and, needless to say, is running it ever so successfully. She shares her journey with us. In the photo essay, we present the Be Free To Change Collection by Angelo Di Pasca. After working with Aveda for several years and winning several awards, Di Pasca branched out on his own and is today, working in Montreal. In his own words, "Bringing Italy to Montreal."

In trends, we have hair and make-up looks straight off the green carpet at IIFA 2016. We also feature make-up done by maestros, Mickey Contractor and Sonic Sarwate for designers Tarun Tahliani, Manish Malhotra and *enfant terrible* of the Indian fashion scene, the inimitable Rohit Bal.

We also showcase the skills and dedication of Israr Salmani, who packs in quite a punch. The proud winner of L'Oréal Professionnel Colour Trophy 2006 across three categories, Salmani is high on the creativity quotient. As the Senior Stylist at BBLUNT Mini in Gurgaon, he aspires to launch an academy for the enthusiastic, yet underprivileged individual. Thiyagu Raj, Creative Director at PAGE3 Luxury Salon & Makeover Studio in Chennai, is every client's delight. His story will undoubtedly inspire you. In make-up and beauty, we have Simran Kaur, an independent make-up artist, who has persevered to reach where she has after overcoming several challenges.

In the Spa Focus section, we present the glory of South India. The Siddh Spa at Hyatt Regency in Chennai is a majestic piece of architecture. High on visual appeal, the spa therapies are based around the ancient Siddh Science. Dr Visal Mathew, Spa Head, The Spa at Vasundhara Sarovar in Kerala observes the relevance and importance of Ayurveda in the current times.

All this and more in this issue. Do keep writing in and looking up our FB and Twitter pages! 📧





Hair: Christophe Gaillet for L'Oréal Professionnel  
 Photos: Weronika Kosinska  
 Make-up: Izabela Szelagowska

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- 50-58 **In focus** Globally, mergers and buyouts are common. However, in the Beauty and Wellness space of India, it is still a relatively new concept. We dig deep and come up with a few revelations
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**CavinKare ropes in Irrfan Khan as the brand ambassador for Indica Easy**

FMCG major CavinKare Pvt Ltd has roped in Irrfan Khan, actor, as the brand ambassador for its shampoo-based hair colour – Indica Easy. Speaking on the association, CK Ranganathan, Chairman & Managing Director, CavinKare Pvt Ltd said, “We are extremely glad to have Irrfan Khan represent Indica Easy. He personifies the brand, its core values and we have recognised a great synergy between him and our brand. The ideal blend of style, youthfulness and innovative performances makes Irrfan the right choice for being the face for Indica Easy Hair Colour.”

**Lip care market to reach \$1.9bn by 2017**

According to research, the global lip care products market is estimated to reach \$1.9bn by 2017, buoyed by fashion trends, new product introductions and rising consumer interest and disposable incomes. Europe dominates the world lip care products market with the US trailing behind. Asia Pacific is projected to be the fastest growing regional market, with a CAGR of about 6.4 per cent over the next five years. Companies and Markets Research attributes the predicted boom in lip care to a combination of product innovations, a growth in organic products, enhanced features and economical pricing. Lip care products are said to be most widely used by teens. So, product and brand loyalty is established at an early age as manufacturers believe this consumer demographic will continue to use the same products as they grow up.



**Camillo Pane as CEO, Coty**



Coty has appointed Camillo Pane as the CEO and member of the Coty Board. He currently holds the position of Executive Vice President of Coty Category Development and is a member of the Coty Executive Committee. Prior to joining Coty, Pane spent 20 years with Reckitt Benckiser, most recently as head of its global health and personal care business. Since joining Coty in July 2015, he has been leading the development of Coty portfolio, category and brand strategies, as well as the development of its beauty brand equities and associated innovation pipeline.

**Founder of Dermalogica, has been ambassador at 2016 Global Entrepreneurship Summit**

Jane Wurwand is described as the ‘chief visionary of the premium skin care brand, Dermalogica, which was acquired by Unilever in June last year. Now a Presidential Ambassador for Global Entrepreneurship (PAGE) initiative member, Wurwand will be involved in designing Signature Entrepreneurship Initiatives that aim to inspire business owners and founders and give them access to investors both in the US and abroad. Starting out in the skin care industry as a skin therapist, Wurwand went on to find The International Dermal Institute (IDI) in California. Today, IDI has 37 locations.



**L'Oréal acquires IT Cosmetics**

L'Oréal has acquired the US-based IT Cosmetics in a cash deal worth \$1.2 billion. The transaction is subject to customary closing conditions and regulatory approval. After the completion of the deal, IT Cosmetics is slated to become part of L'Oréal Luxe division and will continue to operate out of its Jersey City, NJ headquarters under its current leadership.





## Tasha Stevens **Shades of Sapience**

Meet Tasha Stevens, one of British Hairdressing's rising stars! Working alongside her brother, Celebrity Hairdresser of the Year, Jamie Stevens, Tasha's credits include The X Factor, Gok's Fashion Fix and more, colouring hair for the likes of Little Mix and the X Factor finalists. Creative with a brain for business, she was nominated for the British Hairdressing Business Awards Manager of the Year 2011 award

by Shivpriya Bajpai



# IIFA 2016

## Stars Shine Bright

This year, IIFA 2016 took place in Madrid with the Bollywood queens slaying the green carpet. Here's a quick recap of the latest in hair and make-up

### *Aditi Rao Hydari*

The ethereal beauty gave us major ponytail goals for the ongoing monsoons. Her middle-parted messy tail was accentuated with a jewelled headband and chandelier earrings. She knows how to channel the boho-chic look!



### *Priyanka Chopra*

Owing to her recent red carpet hits, Priyanka had a lot to live up to on the IIFA green carpet. She opted for a side-swept 'do that went well with her understated chiffon gown. Her berry lips were much talked about, too.



### *Athiya Shetty*

The fresh-faced fashionista stood out in her soft, loose curls paired with a nude rosematte lipstick. Minimalistic, we say!





# Indian Couture Week 2016

## Make-up Looks Decoded by MAC

Make-up maestros from MAC India, Mickey Contractor and Sonic Sarwate created looks for stalwarts in the fashion design space, namely, Tarun Tahiliani, Manish Malhotra and Rohit Bal. Here is the step-by-step tutorial to learn the art of make-up artistry from the best in the business

Indian Couture Week'16 in Delhi, witnessed a riot of fashion and beauty that was brought together by the topmost designers in India. MAC Cosmetics, the official make-up partner for the event, along with their veterans, Mickey Contractor, Director of Make-up Artistry, MAC India and Sonic Sarwate, Senior Artist, MAC India, gave the models looks to compliment the grandeur of the dreamy ensembles curated by the designers.

### MICKEY CONTRACTOR

*Manish Malhotra*



**Mickey Contractor**  
Director of Make-up Artistry,  
MAC India



- ▶ Start with Fix+, an aqua-spritz of vitamin and minerals, infused with a calm-the-skin blend of green tea, chamomile, cucumber, topped off with the fresh, natural, energising fragrance of Sugi. It adds radiance and helps prepare the skin.
- ▶ Next, apply the Studio Moisture Fix SPF 15, a non-greasy formula that plumps, softens and protects from the sun and external elements.
- ▶ Correct and conceal using the Pro Conceal and Correct Palette.
- ▶ Use the Select Sheer Pressed Powder, a lightweight pressed powder with a silky, natural matte finish and a soft-focus effect.
- ▶ Contour and blush the cheeks by using Spirit Lipstick.
- ▶ Apply Pro Shine Mixing Medium on the eyelids for your base.
- ▶ For the eyes use Feline Kohl Eye Pencil, Blacktrack Fluidline and Embark Eyeshadow.
- ▶ Use Lash No. 7 for added drama.
- ▶ Line the lips with Soar Lip Pencil and fill them in with the Cosmo Lipstick.





# *Nalini Naegamwala*

## The Unravelling of a Dream

The adage, 'No dreamer is ever too small; no dream is ever too big' holds true for Nalini Naegamwala, Owner, Nalini's Salon in Mumbai. She may have started her career with a pocket full of dreams, but looking at the giant leaps she has taken in the line of hair styling, she has unequivocally created a benchmark for the others to practice. A stylist par excellence and a rare individual, with *Salon India*, Nalini Naegamwala shares her soulful journey

by **Mohit Bakshi**





# Sana Khan

## Experimental Style

Sana Khan debuted in Bollywood in 2005 with *Yehi Hai High Society* and went on to bag the ITFA Best New Actress Award in 2009 for a Tollywood film. The ex contestant of *Khatron ke Khiladi Season 5* and *Bigg Boss Season 6*, has quite a body of work having done 14 films in five different languages. With *Salon India*, she shares her beauty and grooming secrets

by **Vaneeta Punchvedi**

### “Beauty regime”

My beauty regime is quite simple - every night I ensure that I scrub, cleanse and moisturise my face. I also always apply a sunscreen.

### “My go-to products”

I use loads of stuff, but there are a few products, which I have stuck to for long. For the face I use the SK-II face serum and Shifa brand toner, cleanser and moisturiser which works well on dry skin.

### “I love shine”

I love glossy make-up and it is my trademark. I use liquid highlighters and a make-up fixer spray to keep my make up looking glossy.

### “My hair style”

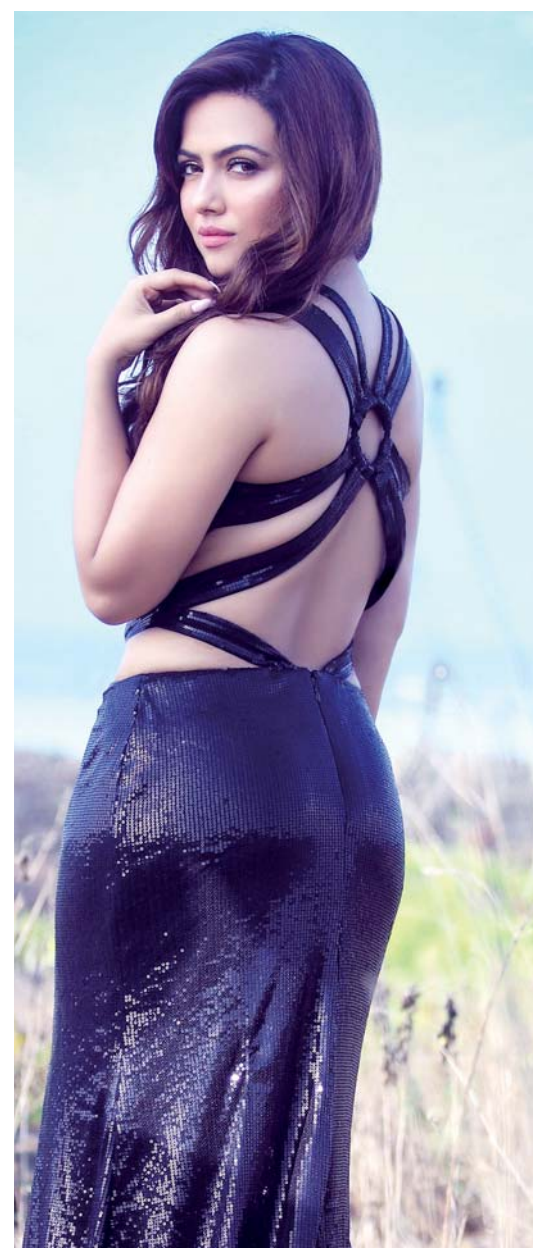
Loose beachy curls and volumised blow dry is my all time favourite style, as I feel, it goes with every occasion.

### “On bad hair days”

I generally tie up my hair into a top bun. It looks quite stylish.

### “My shopping jaunts”

I generally stock my wardrobe whenever I'm travelling abroad, be it from a brand store or a fashion boutique. I don't buy anything from Mumbai, unless and until it is something spectacular. 📌







# Anjali Jani

## Aesthetically Yours

The Mumbai-based designer, Anjali Jani is known for her eclectic designs, Bohemian spirit and invigorating play of colours. The eponymous label, has weaves of global style that is rooted in Indian tradition. *Salon India* meets up with the designer to for her take on beauty and fashion

### How did you get started in the fashion business?

I'm a creative individual and therefore, pursued art in school. I have a natural flair for designing, which led to my interest in fashion. A little confidence in the business prompted me to earn a degree in Fashion Design from the Fashion Institute of Design and Merchandising. Working with Manish Malhotra, an icon, has further enhanced my creativity.

### How important are hair and make-up in fashion?

When you look at a designer and her collection, the styling and presentation is dependent on the complete look. The right mix of make-up and hair is an extension of the collection and important.

### Your views on the beauty industry of India.

It is booming thanks to the growing desire among both men and women to look stylish, changing lifestyles and a surge in availability of goods. Both Indian and international brands want to tap this market that has enormous potential for further growth.

### Who are the make-up artists and hair stylists you work with?

Mallika Bhat and Asha Hariharan are my personal favourites.

### Who is your muse?

Emily Ratajowski because of her remarkably exotic and versatile fashion approach. That she has a stunning face and body is a bonus.



### Which is the most outrageous look in terms of make-up and hair that you have created?

The most outrageous style has been where we have done smoked eye make-up with a thick winged eye liner and a fringe hairstyle.

### How do you strike a balance between runway and real?

While on one hand, clothes should make a person look good, on the other, fashion is an art form that should push boundaries. Clothes should be creative, original and visually interesting to make a person stand out. Thus, there needs to be a bridge between the runway and the real, wherein the clothes are appealing on the runway and also wearable in real life.

### How do you incorporate make-up and hair styles in your collection and on the ramp?

It would depend on the theme of the collection and needs to be in sync with the mood and elements.

### What are your future plans?

I wish to take the Anjali Jani brand to the next level, open a few more stores and work with artisans to protect the rich and dying art of our country. I also want to develop another line that can cater to the masses, which is both classic and affordable. 📍



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