



Hair: Hair by Crazy Color
 Photographer: Tony Le-Britton
 Make-up: PJ Maxwell

Content

- 12 **Snippets** Latest news and updates of the beauty and hair industry
- 14 **New openings** Salons and spas across the country
- 16 **Main interview** International Technical Educator for Europe, Middle East and Asia at Alfaparf Milano, Marijana Svetec is translating her expertise to provide a platform for aspiring hairstylists globally. Svetec never leaves an opportunity to learn and aspires to progress within the Alfaparf team
- 26 **Role model** Mallika Pirani, Creative Director, Vanilla Salon, is a talented L'Oréal Professionnel ID Artist who calls the shots at her salon. In the future, she aspires to provide a platform to inspire hairdressers pan India
- 28 **Success story** Mamta Joshi, Co-founder and CEO at Orange Tree Salon Mumbai, is inspired to achieve operational excellence by propelling client-centric services at her salon. Joshi shares her insights into successful salon management
- 32-43 **In focus** The beauty and wellness industry of India is estimated to touch ₹80,000 cr in 2018, and it is the last quarter of the year that is pegged at being the most promising for revenue generation, as festivals and the bridal season set the cash registers ringing! We speak to the topmost brands to who have shared their marketing strategies which when implemented have proven to spell success for their businesses
- 50 **Influencer** Delhi-based fashion designer, Swatee Singh is at the forefront of global fashion trends. The designs from her eponymous label are synonymous with excellent craftsmanship
- 51-60 **Beauty** Celebrity make-up artist, Adrian Jacobs, worked hard and found his calling in make-up. A self-taught professional, Jacobs aspires to launch his own make-up academy in the near future; Ajay Ghooli, Managing Director, Kaunis Marketing, shares his views on introducing Malu Wilz, the German skin care brand to India; Dr Rajeshwar K Talwar, Cosmetologist, shares his views on Tribeam Premium, the aesthetic procedure used for tattoo removal; Product launches in skin care and make-up
- 61-65 **Spa focus** Inspired by the expansive sanctuaries of the Victorian era, Explore Spa nestled in Le Méridien in Mahabaleshwar, is a sprawling property drenched in the colour white, which further adds to a sense of space and serenity; Spa Head, Aura Spa, The Park Hotel Hyderabad, Archana Dinager Pillai shares her insights into the spa and wellness industry in India, USPs, future plans, and more
- 66 **Celeb style** The unrivalled 'Badshah' of Bollywood, Shahrukh Khan has an effortless sense of style, and yet, he does not believe he is suave. He shares his grooming and style secrets
- 70 **Events** The social calendar: what is happening when and where
- 71 **Coffee break** Try this quiz and win prizes
- 72 **Step-by-step** Recreate the intricate cut

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