

SALON

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The beauty and wellness industry of India is estimated to touch ₹80,000 cr in 2018. But did you know that the last quarter of the year is said to be the most promising for revenue generation, as festivals and the bridal season set the cash registers ringing? With this thought as a backdrop, we speak to the topmost brands who have shared their classic marketing strategies which have proved to be successful for their businesses. Wella Professionals, Dermalogica, Chi, The Spa, Kama Ayurveda, amongst others, launch special products and services in order to draw more clients in this season, as almost 35 to 45 per cent of their annual targets are achieved in this season.

In the Hair section, we interview international celebrity colourist and educator at Alfaparf Milano, Marijana Svetec, who owns a salon in Croatia. She shares with us her academic interests in the line of hairdressing, the mentors she is grateful to and her plans for the future. We also feature Kate Earl, who was assisted by the Francesco Group Church Lane Team, for the compilation of the Pagan Collection. Earl, a university graduate, began her career in hairdressing when she decided to take a different journey in life. She wanted to use her creative vision and found hairdressing to be a great partner to use her skills.

We present to you a breakdown of the looks, techniques and products used. On the homefront, we meet Mallika Pirani and Mamta Joshi who have their own salons and are successful entrepreneurs in their own right. So inspired are they by their craft that they have both decided to launch their own platforms to encourage the youth of the country to study, perform and excel in the field of hairdressing.

In the Beauty section, we meet up with Adrain Jacobs, who after a short stint as a cabin attendant, became a self-taught make-up artist. With A-listers on his client list, Jacobs aspires to launch his own make-up academy in the near future. He shares with us his initiation in the make-up business, views on the importance of education, and more. We interview Ajay Ghooli, Managing Director of Kaunis Marketing, who has introduced brands such as Malu Wilz and BeYu in India.

In the Spa section, we feature Explore Spa nestled in Le Méridien in Mahabaleshwar. It is inspired by the expansive sanctuaries of the Victorian era. A sprawling property drenched in the colour white, which further adds to a sense of space and serenity; Archana Dinager Pillai, the Spa Head at Aura Spa in The Park Hotel Hyderabad, shares her insights into the spa and wellness industry in India, USPs, future plans, and more.

All this and lots more in this issue. Happy reading, liking and sharing on FB, Twitter and Insta!



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

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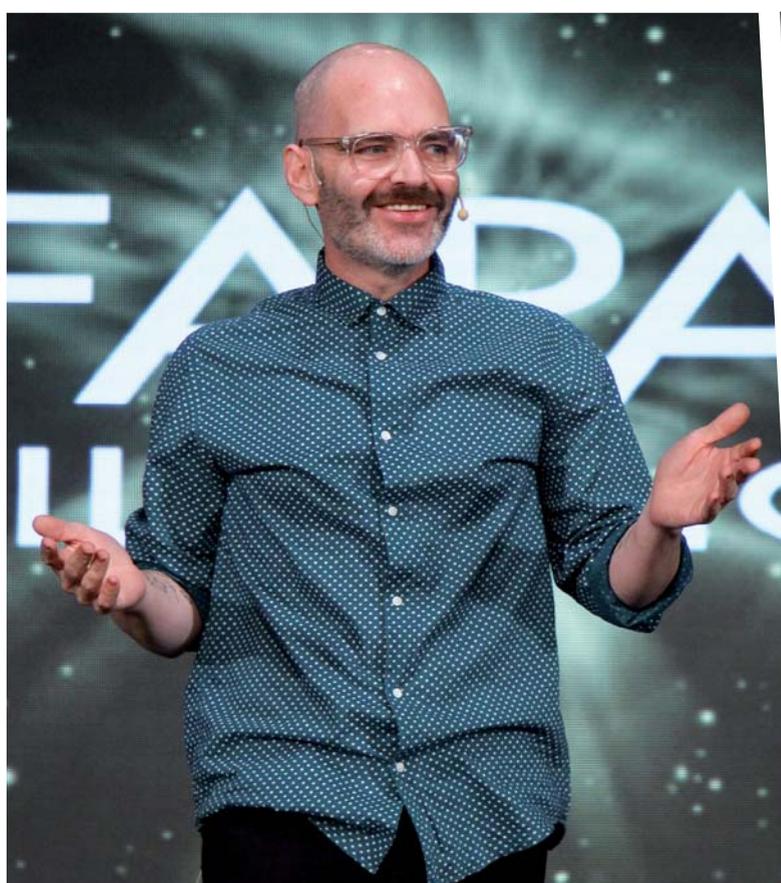
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FHAA 2017

Immaculate Line Up of Experts

Inocorp Marketing Private Limited brought to India Alfaparf Milano in 2012. The brand has since then been taking giant strides in the market, and added a feather in their cap by successfully hosting the Fantastic Hairdresser Awards Asia 2017 in Mumbai on 13th September, 2017. The enviable line up of experts, who showcased their skills on the stage, was as awe-inspiring as it was immaculate





Capitalising on the Season

With Innovative Marketing Strategies

The beauty and wellness industry of India is estimated to touch ₹80,000 cr in 2018. But did you know that the last quarter of the year is said to be the most promising for revenue generation, as festivals and the bridal season set the cash registers ringing? We speak to the topmost brands who have shared their marketing strategies which have proved to be highly successful for their businesses



Francesco Group Church Lane Presents The *Pagan* Collection



Collection and inspiration behind it

'Pagan' is based on a Viking television series which is set many centuries ago, and features the incredible Katheryn Winnicks. We took inspiration from the warriors in the Nordic and Germanic regions where women and men, both, battled harsh conditions, whilst worshipping the multiple gods.

The hairstylist

Kate Earl, who was assisted by the Francesco Group Church Lane Team, are based in the UK. The team has been successfully creating photographic collections as part of their annual company awards, and have achieved great success internationally with their images. Earl, a university graduate, began her career in hairdressing when she decided to take a different journey in life. She wanted to use her creative vision and found hairdressing to be a great partner to use her skills.

Techniques used

Roping – a technique not often seen in modern day hairdressing, but seen more in avant garde collections or within the fashion world. Braiding, a favourite in the salon, can take a hairstyle to another level. From small braids to large chunky braids, the opportunities to change a style with one creative technique is fantastic.

Products used

A selection of the products used were Wella EIMI Absolute Set Hairspray, Wella EIMI Grip Cream, Wella EIMI Shimmer Delight and Wella Colour.

Future plans

The Francesco Group Church Lane team are always on looking for ways to progress. At the company awards, the team is picking up awards for their creative work and business skills, and Kate Earl, Head Stylist, is known for winning Salon Stylist of the Year at the British Hairdressing Business Awards. The only way is up for the Francesco Group Church Lane team! 📌



Swatee Singh Timeless Aesthetics

Delhi-based fashion designer, Swatee Singh is at the forefront of global fashion trends. After years of honing her skills in the industry, Singh launched her eponymous label in 2014. The designs are synonymous with excellent craftsmanship, and a favourite among cine fashionistas such as, Parineeti Chopra, Shraddha Kapoor, Jacqueline Fernandes, to name a few

How did you get started in the fashion business? What was your source of inspiration?

I am from a small city, where I grew up watching elements of glamour on television. My favourite used to be the award nights. Years later, I came to Delhi to pursue my dream career in fashion. Colours inspire me and are an integral part of my collection.

How important are hair and make-up in fashion?

Hair and make-up are accessories of fashion. Through collaborative and creative processes, designers, hairstylists and make-up artists work together as a team to create inspiring looks for the forthcoming seasons. I think make-up artists lend their own creative touches to fashion and characterise the collection.

What are your views on the fashion and beauty industry of India?

Fashion in India has many years of tradition and culture behind it. For instance, every state has a unique sense of dressing. We also have a rich textile heritage and impeccable craftsmanship. Now with every passing year, we have more and more fashion weeks that are of international standards and showcase the best of Indian fashion. The beauty industry in India is a natural corollary of the fashion industry. Here, too, we have a rich tradition, as Ayurveda and beauty treatments have mentions in history. Travel and television, the two incredibly influential media today, have made people more aware and conscious of the trends prevalent around the world, be it in fashion or beauty.

Which international designer is your inspiration and why?

Giambattista Valli. The collection is every woman's dream. It has a contemporary feminine elegance and poetic romanticism.

Who is your favourite muse and why?

Princess Diana was the epitome of elegance and a glamorous fashion icon. In the '80s, people across the world were influenced by her sense of style. I admire the way she struck a balance between contemporary fashion trends and royalty.

Which is the most outrageous look in terms of make-up and hair in your collection?

For our Fall Winter 2017 Catalogue, we had a goth look. It was a plum shade for the lips paired with slicked wet look for the hair.

How do you incorporate beauty and hair styles in your collection and on the ramp?

I discuss the theme of my collection in advance with my hair and make-up artists to get their views on the same. We then brainstorm before zeroing upon a particular look. We also keep in mind the season we are working on while considering hair styles and hues of make-up.

What are your future plans? Do you plan to be involved in the beauty and hair industry of India?

My plan is to have a standalone store soon and build my brand image. Also, showcase my collection at the fashion weeks. In make-up, personally I cannot do without a lipstick, so may be, in the future I can collaborate with make-up brands to highlight the core of my collection. 📌

Cheryl's Cosmeceuticals brings the Ultimate Do's and Don'ts For Skin Care This Winter

Visit your nearest Cheryl's salon for customised in-salon and at-home skin care regime

India's leading skin care brand, Cheryl's Cosmeceuticals gives your client the ultimate skin care guide and a list of do's and don'ts this winter to get perfectly healthy and moisturised skin.

Winter ready skin regime by Cheryl's

In winters, your clients need a skin care regime that keeps the skin hydrated, improves blood circulation and boosts collagen levels, maintains elasticity of the skin, helps it to repair itself and controls dryness while maintaining the water-oil balance. Cheryl's presents the ultimate solution to dry skin in winters. Along with targeted and professional diagnosis and treatment, Cheryl's Hydrameter is a tool designed to measure the amount of moisture your client has. Post analysis, the expert suggests proper care and treatment that needs to be done. For the best solution to keep your skin winter ready, Cheryl's presents professional skin care guide for your clients:

Cheryl's HydraMoist Treatment

The HydraMoist treatment is designed with Thermal Hydrate Technology that soothes dry skin with hydration. The treatment is a mix of potent oils including, Olive Leaf Extract, Jojoba, Shea Butter, Wheatgerm Oil and Avocado oil which along with moisturising agents, keep your skin protected, hydrated and supple. These oils replenish the skin and reduce the dryness. Alantoin, Bisabolol, Willow Bark Extract, Green Tea are some of the moisturising, Anti-oxidant and soothing agents used in the treatment, to take care of dry skin concerns.



Home care range

The home care range by Cheryl's ensures to retain the results of the in-salon treatment for longer duration. The range includes HydraMoist Moisturiser – a powerful, quick absorbing, lipid balancing moisturiser that protects the skin's natural oil-moisture balance to promote healthy and radiant skin. It softens the surface of the skin, while lightening and smoothing along with hydration. 🌿



“To keep skin hydrated this winter, a daily skin care regime is a must! Encourage your clients to use a moisturiser that helps skin lightening and smoothing along with keeping it hydrated. Cheryl's HydraMoist is suitable for all skin types and ensures your clients to have healthy, glowing skin through the cold winter months.”

– GUNJAN JAIN,
National Education Manager, Cheryl's Cosmeceuticals.

Do's

- ▶ **Moisturise:** During winter, the outer layer of skin becomes very dry therefore it is important to keep the skin moisturised. Even those who have oily skin must use light moisturising lotions after cleansing to keep the skin soft.
- ▶ **Be sun safe:** People like to enjoy the sun during winter, but it can hasten ageing. Therefore, one must use a sunscreen 15 minutes before going out to allow the skin to absorb it and reapply for prolonged exposure.
- ▶ **Healthy Eating:** Eat nuts and fruits for naturally glowing skin, as they are rich in Anti-oxidants and Omega 3,6,7,9 fatty acids. Do exercise as it increases the blood circulation in the skin, which makes it soft and supple.

Don'ts

- ▶ **Avoid hot water:** A hot water bath appeals in cold days as it soothes the senses, but it wears off the natural oils of the skin, making it drier. So, it is recommended to bathe in lukewarm water instead of steaming hot water to keep dryness at bay.
- ▶ **Avoid wiping oil from face with water:** Do not wash your face 10 times a day to get rid of the oily shine, instead quickly remove excess oil by cleansing and moisturising your oily skin for a healthy skin.
- ▶ **Do not dehydrate yourself.** Drink lots of water as hydration is necessary for a healthy glow.

Cheryl's services are available across all Cheryl's Salons.



Shah Rukh Khan The One and Only

It has been 25 years since most Indian women lost their hearts to his dimples and molten amber eyes. Whatever looks he may have sported, Shah Rukh Khan has an effortless sense of style, and yet, he does not believe he is suave. With *Salon India*, he shares his grooming and style secrets

by **Aarti Kapur Singh**

“I am not stylish, I try to be so”

You think I am stylish? Oh boy! The truth is, I always try, but fail miserably. My father was really stylish and he is my style icon. He did not have to dress up to be stylish. The way he walked, even the way he stayed silent, I wish I could have even a fraction of the charisma he had. *Main toh kitna bhi kar loon*, I just do not look good. I have improved under the influence of my stylists, hairdressers, make-up men, friends such as Karan Johar, and of course Gauri, my wife. I must give her credit as it is thanks to her that I try out new designs to stay in sync with trends.

“Casual lived-in style”

Inherently, I am a jeans-t-shirt-sneakers person. A classy pair of blue jeans and a slim-fit white shirt is my idea of style. To be formal, I would probably wear a black coat. Rick Springfield and Bruce Springsteen are my ultimate style icons because they wear white t-shirts and blue jeans! I am very finicky about the fabric and the fit of my jeans. If I like a pair, I buy two or three of the same kind. My wife tells me I have more than a thousand pairs, which is the reason I have not bought any for the last five years. So, when you see my torn jeans, they are not designer wear, they have just worn off. And yes, I am judgmental about guys who wear skinny jeans. Jeans have to be loose, though I get put off by ill-fitting jeans. In *Rab Ne Bana Di Jodi*, the jeans were so uncomfortable! I would remove them and wear my own after a shot was over. I think I went bananas over denim while shooting for *Om Shanti Om* as I wore jeans from two time periods – retro and now. And guess what? I kept all the pairs! I am happiest working with directors, who will let me wear jeans from my own wardrobe.

Mumbai

BHI Make-up & Hair Academy



Launched in 2015, the BHI Makeup & Hair Academy is the brain-child of Vivek Bharti. He wanted to provide a world class platform to aspiring hair and make-up artists. Inspired from his frequent travels to Hollywood, Los Angeles and New York, Bharti wanted to upgrade the level of hair and make-up artistry in India. Hence, he collaborated with leading international artists to help impart the education. Spread across 1800 square feet, the academy boasts of a unique concept where training and practical classes take place in the same session, with a focus on outdoor locations to hone their skills. Students participate in regular professional photoshoots for hands-on experience and also get a 'video trailer' made for them to promote their skills.

Sharing his views on the vision of his academy, Bharti, says, "We at BHI, are on a mission to revolutionise make-up and hair education in India. We inspire students to showcase their best and ensure they graduate being topnotch make-up artists and hairstylists. We are committed to collaborate with the best of international artists to train our students and continuously innovate the training programmes to keep abreast with the latest global trends and techniques." On his future plan, he says, "We are working towards expanding to Dubai and Delhi."

► Courses

The academy has an extensive curriculum created by a team of global experts, who provide a competitive edge to the students.

6-week Pro Make-up Course: It is a complete hands-on course that covers beauty, glamour, bridal, fashion, natural, Arabic, camouflage, corrective, men's make-up, make-up for mature skin, 3D eye make-up techniques, and more.

3.5-week Pro Hair Course: This high end professional hairstylist course is designed to cover all the techniques, including, bridal hairstyles, fashion hairstyles, updos, downdos, braids, extensions, and more.

► Certification

It is provided by the academy on completion of the course.

► Eligibility criteria

Applicants must be 16 years of age and above; passionate about make-up and hair.

► Fee

The fee for 6-week Pro Make-up Course is for ₹1,77,700; 3.5 week Pro Hair Course is for ₹1,00,300; Complete Make-up and Hair Course is for ₹2,49,570. The fees are inclusive of all applicable taxes. 📞



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