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The year 2018 kickstarted with opportunities galore in the hair and beauty industry. Social media is continuing to call the shots and is directly impacting the dynamics of the industry. When it comes to innovation, the sky is the limit, thanks to global collaborations, access to international ramp and beauty shows, to name a few. While potential and competition go hand in hand, it is mandatory for the professionals to stay updated on the trends and techniques.

Taking cue, we speak to veterans in the hair, make-up and nail businesses like, Shailesh Moolya, Truefitt & Hill Salon, Abhijit Chanda, Kryolan India, Nail Spa Experience and present the trends that will be popular in 2018.

In the Hair section, we meet Margaret MacDonald, Senior Global Education Manager for Wella Professionals, who is an expert colourist and firmly believes in knowledge sharing. Armed with an expertise of over 30 years, MacDonald has been named one of the top 10 Flipped Learning Corporate Trainers in the world. Owner of Pink Tree Salon in Kolkata, Lyvia Wu is a style prodigy in true sense. She calls the shots at her salon with a client-centric focus. Wu shares her journey, salon management strategies, views on the salon industry, and more.

We present a market report to understand the salon and spa equipment segment. It is true that there is far too much competition in this industry, which makes it difficult for the small to mid segment brands to survive. We speak to a few distributors who share insights on the strategies adopted to stay afloat.

In Beauty, we have Bhumi Bahri, Delhi-based make-up artist who is on a mission to set a benchmark in the industry with her skills. She is trained under industry stalwarts like, Mario Dedivanovic and Samer Khouzami, and specialises in fashion, editorial, bridal and party make-up. Shahnaz Husain presents a comparative study on the scenario of the beauty industry, then and now. Dr Sameer Karkhanis Cosmetic Surgeon, Centre for Cosmetic & Reconstructive Surgery, shares his views on the trending aesthetic procedure, Jawline Surgery. Rahul Agarwal, CEO, Organic Harvest shares the USPs of the brand, marketing strategies adopted, views on skin care industry, and more.

In Spa Focus, we present the visual grandeur of The Heavenly Spa at The Westin Gurgaon. The spa provides a sensorial experience in a serene environment designed to inspire and renew the spirit of guests. The décor echoes elegance and regeneration through its lighting, essence and the services offered.

All this and lot more in this issue. Do read, like and share on FB, Twitter and Insta!



Hair: Mio Sota @ Trio, Chicago
 Photography: John Rawson @ www.therawsonpartnership.net
 Make-up: Melissa Musseau

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Margaret MacDonald Unrivalled Expertise

Senior Global Education Manager for Wella Professionals, Margaret MacDonald is an expert colourist, who firmly believes in sharing her knowledge. Armed with an experience of over 30 years, Macdonald has been named one of the top 10 Flipped Learning Corporate Trainers in the world

Glorious start

I was always passionate towards the arts and creativity. As a child, I wanted to be a teacher. However, as I grew up my plans changed and years later was offered the job of a salon trainee. It was my first step in hairdressing! I loved the experience and never looked back. The journey has been incredible. Hairdressing offers different avenues to explore. I have worked as a stylist, salon owner, trainee, trainer, I have travelled and worked all over the world for photo shoots and stage shows.

Mentor

I have had two mentors – a previous manager who believed in me and encouraged me experiment, and my mother, who taught me to believe in myself.

Challenges faced

I truly believe that challenges are learning opportunities. It gets tough at times, but you learn new skills and deal with the crisis. Running a busy salon and training with my two young daughters was tough, but all working mothers face it.

Association with Wella Professionals

Being the Global Education Manager for Wella Professionals, I am responsible for the education strategy, revamping the curriculum, conducting seminars, updating stylists on the trends, to name a few. Also,



I have been working on the Master Color Expert Programme for the last three years, It is a six-month blended programme to be launched in India.

Hair education in India

I was impressed with the work the team in India have done to translate the vision of education at Wella. The training programmes for the trainer, the Wella Artistic Vision Education ambassadors and the new curriculum offered, are exciting!

Forte as a renowned colourist

I am a colourist and I love how you can change the overall look with colours. It does not have to be strong and bright, even subtle colour changes can brighten up skin tone and highlight your features.

Evolution of colour industry

The colour industry is a constantly moving force. The focus has shifted from covering greys to expressing your fun side. Stylists have mastered new trends and techniques to bring their client's personality and hair vision to life.

Trend in vogue

Contouring will continue to trend as it personalises the colouring experience. Stylists use colour placement to hide flaws and highlight features.

Advice to newcomers

Go chase your dreams! I left school without a qualification, but was passionate and willing to work hard. If you are willing to work hard, take risks and think out of the box. The sky is the limit.

Views on Indian hairdressing

I am impressed by the stylist and colourists I have met and worked with in India. Their knowledge, skill, creativity and passion are inspiring and I cannot wait to work with them again.

Future plans

I will continue to strive and push the boundaries to keep Wella education as the number one choice for stylists. Also, I am off to Japan next and will continue my global journey to bring Master Color Expert to life on the global platform. 🌐



Lyvia Wu Fruit of Passion

Owner of Pink Tree Salon in Kolkata, Lyvia Wu is a style prodigy in the true sense. She calls the shots at her salon and focuses on client satisfaction. Wu shares her journey, salon management strategies, views on the salon industry, and more

by **Shivpriya Bajpai**

Getting started

Hairdressing has been in my family. My mother, Lana Lin, has been running the Lin Salon in Mumbai for over three decades, and my twin sister, Sylvia Chen runs Butterfly Pond Salon. I was inspired by them to be a hairdresser. I took up courses at Toni&Guy Singapore, Master Class by Paul Faltrick in Macau, and recently completed a course at Vidal Sassoon in Toronto. In 2000, I was recruited by Wella to be a part of their National Technical Consultant team in Mumbai and given the opportunity to be trained by Utta Wolf, Technical Head and a colour expert. Later, with the support of my family, I launched Pink Tree Salon in Kolkata.

Challenges faced

It was working from home with no professional equipment and a proper business plan. I overcame this hurdle with my technical approach, knowledge of hair and the ability to understand the demands of my clients.

Key issues for salon owners

It is all about personalisation – from client interaction and communication to recruiting my team. I am present at my salon seven days a week as it helps to address challenges when it comes to clients or the team. Hygiene, atmosphere, space, functionality and location are key factors to be taken into consideration while designing a salon. Clients usually prefer a relaxed atmosphere, so it is important to establish a sense of space while picking design elements. A prime location also adds to the brand value of the salon. Hygiene is an indispensable aspect and is directly proportional to client satisfaction and footfall. I believe it is easier to train than to change one's work habits. So, we look for eager and fresh learners, and then train them on techniques, deliverables, client interaction, to name a few. I also look forward to upskill our staff, as staying updated and relevant is mandatory.

Brands offered

I personally have to be convinced before offering products and services to my clients. So, we undergo trial runs and demos before launching any product or brand. In hair, we have Wella Professionals, Moroccanoil, Biotop Professional, GkHair, Keratin and Cysteine; in skin, there is Skeyndor.

Trends in vogue

Colour: Hair colour today, is all about placement. Face contour colouring techniques, mono tones, cool ash and blue are in.

Cut: Modern twist to the bob, lob or long bob is big.

Style: Texture and movement are key. Tripple barrel tong gives a fresh approach.

View on the Indian hair and beauty industry

In the last decade, the salon industry has grown to become a lifestyle. The rising awareness, social media, global influence, and income are some of the factors for this gradual shift in the industry. With multiple brands on offer, the discerning clients know exactly what they want. Service quality and a client-centric focus will help to stay ahead of competition.

Advise to newcomers and future plans

It is extremely important to be hardworking and ready to go the extra mile to achieve your goals. There are no short cuts to success. Like any other company, growth is always in the business plan. We are working on expansion plans. 📍



Hair



SHAILESH MOOLYA

Technical Director, Juice Hair Salon, Mumbai

Forecast for 2018

Cut: Textured nape length cut, textured bob, minimal layers.

Colour: Auburn, coffee, ice blonde, steel grey, cinnamon, candy floss and champagne blonde.

Style: Loose textured waves, beach waves, S-waves.

Trends to improvise: Vibrant or funky hair colours are the trends that can be improvised on in the coming year with the use of different colouring techniques.

Recommended brands and products

Care: L'Oréal Professionnel and Kérastase

Styling: Schwarzkopf Professional

Shampoo and conditioners: Kevin.Murphy

Dos and do nots for lustrous hair

Do:

- ▶ Follow trends, but do not blindly copy them as each hair type and texture is different.
- ▶ Work with your natural hair texture. If you have curly hair, style to enhance the curls and do not change the texture of your hair.
- ▶ It is a must to use a conditioner each time after shampoo.
- ▶ Take some time out to style your hair before stepping out of your home.

Do not:

- ▶ Do not experiment on your hair at home. It is better to consult with hair experts, who can recommend and style your hair as per your hair type, texture, cut, and more.

Bhumika Bahri

Prioritising Beauty Education



Meet Delhi-based make-up artist, Bhumika Bahri is on a mission to set a benchmark in the industry with her skills. Trained under industry stalwarts Mario Dedivanovic and Samer Khouzami, Bahri specialises in fashion, editorial, bridal and party make-up. Bahri aspires to be a global make-up influencer and launch her own academy

by **Shivpriya Bajpai**

Getting started

I was fond of make-up since childhood and as a teenager, used to buy a lot of make-up products and try them on myself. After my marriage, I randomly attended a workshop conducted by a Delhi-based make-up artist, and to my surprise I was complimented by everyone. This was an eye-opener and directed me to follow my passion.

Professional insights

I did my Complete Make-up Artist course from London College Of Fashion and the Session Hairstylist Course from Academy Of Freelance Make-up (AOFM) in London. This was followed by a master class with celebrity make-up maestro Mario Dedivanovic, the make-up artist of Kim Kardashian, and it was another feather in my cap. I also got certified by celebrity make-up artist, Samer Khouzami.

Mentor

Kevin Aucoin, a leader and innovator in the make-up industry has always been my inspiration. His book Face Forward and Making Faces has taught me his favourite make-up tricks and techniques. His talent made him the most sought after make-up artist of his time.

First break

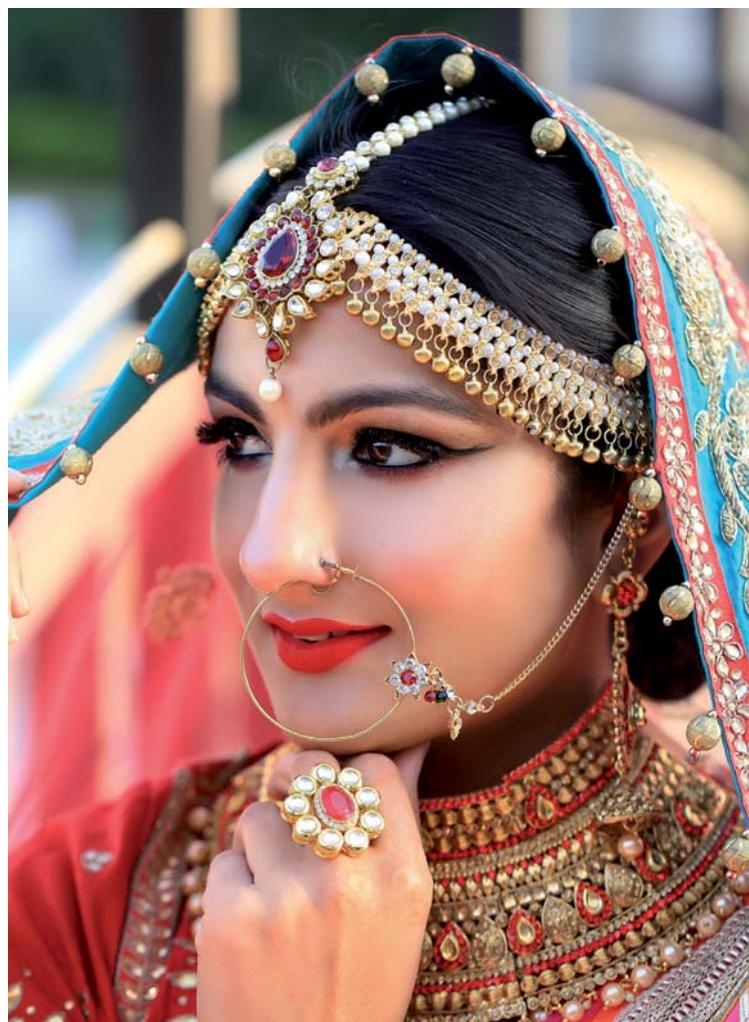
My first big break came as a surprise when I was studying at AOFM London. I was selected for the Milan Fashion Week to assist a London-based make-up artist. This stint gave me great exposure in fashion make-up.

Challenges faced

Being a mother of two, it was not at all easy for me to go abroad for a long period and pursue my dream. But, with my passion for the craft and support of my family, I have realised my dreams.

Clientele and projects

I have done all kinds of make-up from fashion, editorial, bridal to party make-up. My clientele includes models, brides, and aspirational women. Doing corporate make-up for working women inspires me and I teach them special techniques and everyday make-up.





Nora Fatehi Of Peaches and Cream

In the news with her latest *My Birthday Song*, Nora Fatehi is making waves not just for her acting prowess but for her good looks as well. This 25 year-old shares her skin care secrets with *Salon India*

by **Jaideep Pandey**

“Idea of beauty”

For me, it is about a natural appearance and glow. Anything that attracts me is beauty for me.

“Daily skin care routine”

I believe in regularly drinking three to four liters of water everyday. It has helped me in keeping my skin clear of pimples. Also, I apply sunscreen and it has helped me in maintaining my skin tone and keeping dark spots away, especially when the weather is hot and humid. The most important part of my skin care routine is washing my face and removing all the make-up because the city’s air quality affects my skin. I use organic amplified vinegar with some water on my skin once or twice a week, and drink apple cider vinegar which is good for the skin. I use products from a Turkish brand called Salima Skin Solutions to cleanse, tone and moisturise; and cover it up with their sunscreen. It has made a lot of difference to how my skin looks and feels. The brand is one of the best out there. However, I do not go for facials. I avoid make-up, and usually opt for natural stuff like teabags to depuff or refresh my eyes.

“Protecting my hair from dust and pollution”

There is no way to keep your hair away from dust and pollution. It is unavoidable, but I try to wash my hair every other day. I always use conditioner after using a shampoo to keep my hair hydrated and well conditioned. I avoid oiling it on a regular basis. I do not have specific hair products that I use, but I do remember that some years back I used to put a lot of coconut oil which helped my hair grow.

“Content of my travel beauty kit”

Definitely a mascara, lipstick probably pink colour, a blusher and of course, my foundations! Moreover, I usually carry a small bottle of perfume with me.

“Message for the readers”

It is really important to assess what you are eating, as your body is going to respond to it either positively or negatively. Whatever you are eating and drinking will inevitably show on your skin. So, if you keep a good diet, keep yourself hydrated as then in the long run it will really benefit your skin and hair. Keep it healthy and you will definitely see results. 🍷

Rapid Fire

My go-to beauty product:

It is my Make-up For Ever foundation.

I do not leave home without:

Perfume, wallet, hairbands, lipstick and hairbrush.

Natural beauty secret:

Drink a lot of water.

In my travel beauty kit:

My pink lipstick.

Best way to protect a sensitive skin:

Use sunscreen daily.

Favourite lip colour:

Rusty rose.



Aditya Khandelwal Of Exquisite Silhouettes

Meet Delhi-based fashion designer Aditya Khandelwal whose passion is to lend Indian attire an innovative edge and a new dimension. He loves to experiment with a fresh array of colours, patterns and drapes, and aspires to extend his craft to the global platform

How did you get started in fashion?

I was born in Bilaspur, Chhatisgarh. When I saw Sushmita Sen and Aishwarys Rai's crowning moment back in 1994, I decided to be a designer. I wanted to dress people in lovely gowns which made me to come to Delhi and study fashion. I went to Milan to study fashion and later, launched my label in 2009 in Delhi. I am inspired by Indian drapes, textures and embroidery and like to mix it with western cuts and fabrics.

Which international designer is your inspiration and why?

Elie Saab is and will always be my inspiration. His style is a unique fusion of western and eastern cultures.

How important are hair and make-up in fashion?

In media, an increasing number of runway shows, photographic shoots, and films rely on the specialised skills of make-up and hair artists. Hair and make-up helps in communicating the theme of the designs. It helps to present the entire inspiration of work and helps the designer do justice to the ensemble.

Who are the make-up artists and hairstylists you usually work with?

I like to work with a new artist every time as it helps me understand hair and make-up from a different perspective. It also provides a fresh look and innovative ideas for my collection. Recently, I worked with Ashima Kapoor and loved her work. I love simple yet fresh looks to compliment my ensembles.

Who is your favourite muse and why ?

My mother and my wife are immensely supportive of my profession and always encourage me to push my boundaries.

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

Hair and make-up are the two most integral aspects of fashion. I keep myself updated with the latest trends in make-up and hair and resort to chic and elegant looks to highlight my collection.

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

India is full of opportunities and is a potential gold mine for beauty and fashion industries. The Indian beauty industry has witnessed significant growth in the recent years. In fashion, while sectors like manufacturing fabric, importing and exporting textiles, embroidery and dyeing are big, it still remains unorganised, as workers and manufacturers are not yet linked to the mainstream industry. In terms of quality, talent, research and innovation, we still have much to prove.

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

I want to expand the reach of my brand to the international market. We are also planning a home furnishing line from next season. I think fashion and beauty goes hand-in-hand so indirect involvement will always be there, however, I would love to collaborate with hair and beauty brands in the future. 🌐



Diana Penty launches Gigi Hadid X Maybelline New York collection in India



WHAT:
Make-up range launch

WHEN:
11th January

WHERE:
Tote On The Turf, Mumbai

Kickstarting 2018 on a fashionable note, Maybelline New York hosted an event to launch the much-awaited Gigi Hadid x Maybelline limited edition signature collection. The event was graced by Diana Penty, who unveiled the range along with Elton J Fernandez, the official make-up artist for Maybelline New York and Pooja Sahgal, General Manager, Maybelline New York India. It brought together the city's fashion elite as they spent an evening swatching their favourite products from the collection. Created by Gigi and Maybelline to suit skin tones of women from around the world, the make-up collection brought to Indian shores, the latest trends from the runways of New York. Speaking about the launch Penty said, "It is an honour to launch a signature collection created by one of the most iconic models we have today. Gigi Hadid is an inspiration and an icon for the current generation and I am definitely a fan. I am sure you all are as excited to try it as I am." Adding to it, Sahgal said, "We are thrilled to announce the launch of the Gigi x Maybelline limited-edition signature make-up collection in India. Gigi Hadid has been the face of Maybelline New York for a couple of years and has truly made a mark as an 'IT' girl in the fashion and beauty space. We are confident that Indian women who enjoy make-up, experimenting with it, will find everything that they need in this one range and will fall in love with the colours instantly."

MATRIX unveils hottest hair colour technique, Color Melting

Bringing in the hottest hair colour technique to the Indian market, MATRIX, the world's leading American professional brand has launched Color Melting. The city's top media and influencers came together for a synesthetic experience when dessert queen Pooja Dhingra curated special desserts for the occasion. Inspired by decadent chocolate and the rich hues of berries, the three shades from The Berry Edition – Caramel Raspberry Melt, Blackberry Melt and Choco Cherry Melt, have been specially adapted to suit Indian skin tones. Blended seamlessly together to create the 'melted effect', this technique mirrors natural hair patterns and shades together. The effect ensures that there is no line of demarcation, making it look completely natural. Whether it is loud and vibrant or subtle and soft, Color Melting is all about combining two or more colours with that flawless melted effect.

MATRIX Education Guru, Melroy Dickson introduced the technique to the audience, placing significance on how this new colour palette will work perfectly for the Indian market. Said Dickson, "In India, colours play a significant role in defining a fashion statement. From make-up to highlights in your hair, colour transforms a plain Jane to a sassy Sally by the stroke of a brush! Wanting to look Insta-perfect is no longer a myth, with Color Melting and berry-inspired shades, you will always have a good hair day!"



WHAT:
Launch of new colour technique

WHEN:
25th January

WHERE:
Le 15 Café, Mumbai

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