

# SALON

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# SALON

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When an entrepreneur wants to launch his own business, he prepares a couple of business models which will successfully bring him returns on the investment he has made. Among several business that exist, one which is likely to bring you return sooner than others is the franchise business model. If you are an aspiring businessman, you could take up a franchisee of a super successful brand or alternatively, you could become be the franchisor.

In this month's cover story, we explore the immense business potential of the franchising business. We speak to experts in the line of beauty and wellness and offer you glimpses of their experience. Names like Naturals Salons, Orane Academy, Shahnaz Husain, amongst others have been featured to guide the young entrepreneur on his journey towards success.

In the interview section, we meet Jason Liddiard, who for the last 23 years has been in the hair dressing line and on the dint of his merit, has earned accolades for himself and his team. He shares his journey with us. In the photo essay, we present the Moon Collection by Christophe Gaillet. Inspired by the celestial body, the 'Moon' is a feminine, soft and pure collection with sober lines. The cuts are less degraded and more structured.

We also showcase the skills and dedication of Vikram Mohan, Director, Bounce Salons and Pia Balwani, owner of Hair Ok Please salon In Mumbai. In make-up and beauty, we have Gursewak Singh, an independent make-up artist, who has persevered to reach where he has after overcoming several challenges. He shares his victorious journey with us, which will undoubtedly, be a motivation for aspirants to enter the field of bridal make-up.

In trends, we have Schwarzkopf Professional, a global leader in professional hair care, unveiled the Essential Looks Spring Summer 2016 to celebrate the hairdresser's passion for hair, fashion, the future and encapsulates it into a luxuriously glossy trend book, a digital app, a breath-taking catwalk show and a stage event featuring live cuts and colours.

A luxurious spa on the bank of Kaveri river, The Sunken Spa at Amanvana Spa Resort in Coorg, is straight out of a postcard and boasts of 360° approach to wellness. Soak in your senses with the enchanting flora and fauna all around and indulge yourself in the lavishly curated spa menu while hearing the gentle gurgles of the river. Mohammad Saddik, WelcomWellness Spa Manager, WelcomHotel Dwarka shares his views on the wellness industry and plans for the spa.

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



Hair: Jacky Chan  
 Photo: Andrew O'Toole  
 Make-up: Kylie O'Toole  
 Stylist: Elaine Marshall

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new launches. products. people. events.  
shows. reviews. celebrations...

/// NATIONAL ///



### Shahnaz Husain for skill development

The Shahnaz Husain International Beauty Academy has associated itself with the Indus Group, a trusted skill development partner of Government of India and many State Governments. The Academy has been dedicated to vocational skill development for four decades with the principal aim of enhancing skills for faster generation of employment, by training and certifying under-privileged women in the Beauty and Wellness industry. The Shahnaz Husain Group, internationally renowned for Organic Beauty Care, based on Ayurveda, is a partner in the project to implement Beauty and Wellness schemes in various State Governments. Husain recently undertook the training of over 25,000 people under the Ministry of Minority Affairs wherein the study material was provided by the Shahnaz Husain brand. Partnering with the Indus Group, The Academy has trained and certified nearly 40,000 beneficiaries in beauty and wellness in West Bengal. This project has been declared as the single largest skill development and certification mandate being undertaken by the Sector Skill Council, Beauty and Wellness, of NSDC.

### MyGlamm launches Margaret Dabbs

MyGlamm, India's premiere at home beauty service app, launches services by Margaret Dabbs London. The launch event saw guests indulging in Margaret Dabbs pedicures and manicures for fabulous hands and feet. They could choose from a range of Margaret Dabbs London treatments like Pedicure and Manicure, Foot and Hand Massage, Shape and Polish and Shape and French Polish. On the collaboration of these two wellness innovators, Founder and CEO of MyGlamm Darpan Sanghvi says, "MyGlamm has yet again introduced a distinctive service for its guests as it collaborates with Margaret Dabbs London. In our constant aim to provide unique treatments, we introduce MDL, known to transform and beautify the look and feel of one's hands and feet. Our association with Margaret Dabbs, who is a trained podiatrist, allows us to provide services that would not only enhance the hands and feet of the clients, but also pay attention to the detailed specifications in terms of its health. We're thrilled to be associated with Margaret Dabbs London to provide a bespoke service of this stature, at your doorstep." Said Jo Gaglani, Director, Sanctum Spa and Wellness Pvt Ltd, "For two brands to collaborate, it is essential that they have similar values and service goals. This partnership between Margaret Dabbs London and Sanghvi Brands is, therefore, a step towards providing the clients with premium services at premium salons and spas and we have even entered doorstep services with MyGlamm."



### Innisfree store in Mumbai

Located in Phoenix Market City Mall, the store is spread over 296 sq ft, the store has more than 350 SKUs of skin and beauty products. Doyoung Lee, Managing Director of Innisfree said, "This is our fourth store in India and the very first store in Mumbai and we are extremely excited about it. With the launch of our Mumbai store, we hope to reach out to everyone who loves and appreciates Korean beauty and also show our passion and dedication to making quality products, which is already well known. Korean beauty stands for an incredibly personalised approach to skin care with utmost care given to quality. We are honoured to have such an incredible market and customers who love our products and for giving us a chance to bring our brand closer to them."



### Bio-Bridge from The Body Shop

The Body Shop has introduced Bio-Bridge to restore wildlife corridors within damaged landscapes to help endangered species to reconnect, enabling them and local communities to thrive. About 76 million sq m of forests in Vietnam and India and more are part of it. Another integral part of the programme is to engage the local communities in the long-term protection of the Bio-Bridge habitat by helping to provide a more sustainable way of life for the people who live in and around the surrounding areas.





## Jason Liddiard Pursuer of Perfection

Known for incredible cuts, gorgeous colours, superb service and uncompromising standards of hairdressing, Jason Liddiard, Co-founder of Liddiard Hairdressing in Kent, UK, is the mean and median in hair dressing. He shares his journey with *Salon India*

by Aradhana V Bhatnagar

# Get Sporty This Season with TIGI

With Olympics 2016 just around the corner, TIGI brings to you the hairstyles to watch out for. Anushka Moniz, TIGI educator shares some easy hairstyles for every hair type

**F**or all you sporty ladies, it's time to lend support to your favourite player! Get prepped up, bring in some change, get rid of your mundane hairdos and follow your sportsperson this season. It doesn't really matter, what hair type you have, we at TIGI will make sure you rock this season on the field with the best hairdos. So get onto the field in style and give it up for your favourite player this Olympics.



## Style: Braids

### How-to:

- ▶ Shampoo and condition the hair with TIGI Bed Head Re-Energise Shampoo and Conditioner for a clean scalp and nourishment for your mid-lengths and ends
- ▶ Apply some TIGI Bed Head After Party on your lengths and ends of your hair
- ▶ Tie a high ponytail and secure all your hair with a rubber band
- ▶ Begin to braid your hair in your ponytail itself. The braid could be a regular three braid or a dutch braid
- ▶ Secure the braid with a rubber band
- ▶ Spray some TIGI Bed Head Masterpiece for extra shine and hold



- ▶ Shampoo and condition the hair with TIGI Bed Head Re-Energise Shampoo and Conditioner for a clean scalp and nourishment for your mid-lengths and ends
- ▶ Apply TIGI Bed Head Dumb Blond smoothing stuff on your lengths and ends to give your hair shine and protection from the UV rays
- ▶ Next, comb all your hair backwards and start braiding your hair from center and go all the way till the bottom of your hair
- ▶ This is the French braid technique or the Dutch braid technique
- ▶ Secure your hair with an elastic band
- ▶ To complete the look, spray TIGI Bed Head Headrush Hairspray for lustrous shine and a smooth finish



Photos: Shutterstock

# Pia Balwani Breaking Stereotypes

by Vaneeta Punchvedi



Meet Pia Balwani, a young and energetic hairstylist, who owns Hair OK Please Salon in Mumbai. Balwani shares her passion for hairstyling and the challenges faced, with us in an exclusive session.



### *professional background*

I did my basic hair course from Nalini's Academy followed by an internship at Toni&Guy for six months and then joined Sapna Bhavnani's Mad-O-Wot salon. I worked there for five years and went to Vidal Sassoon Academy, London to pursue advanced courses.

### *getting started*

Well, since the career path was clear, I decided that I wanted to be my own boss. I had gained professional experience for six years, but obviously you can't stop learning at any given point. I realised that it was now that I should open my own salon and here I am!

### *family support*

My parents have always been supportive and encourage me to do whatever makes me happy. They are satisfied in the thought that I'm living my dream.



Salon: Hair OK Please  
Area covered: 900 sq ft  
Address: Cambata Building,  
Jamshetji Tata Road, Mumbai  
Tel.: 022 65033319  
Last appointment: 7:30 pm

# Schwarzkopf Professional Presents Essential Looks SS 2016

The Essential Looks SS'16 collection showcases the new age, bold and free-spirited hair styles, inspired by international fashion scene. These elegant, wearable styles can be easily replicated by salon stylists

**S**chwarzkopf Professional unveiled the Essential Looks Spring/Summer 2016 'Made to Create' Collection in India. Taking inspiration from international fashion runways, Essential Looks condenses the looks into distinct trends that are incredibly diverse, each set to ignite the creative hairdressers' imagination. Under the name 'Made to Create', Schwarzkopf Professional developed the Urban Sports, Free Creation and Future Wave looks, using colours and styling that's easy to recreate by stylists. In the looks, stylists and their clients, alike, will find inspiration and tips for bold, wearable looks and natural, elegant styles. The collection stands for playful creativity, the artistry of hairstyling and authentic looks.

## Urban Sports

Trainers have conquered fashion shows and designer collections and are now the epitome of urban, sporty style that has clean silhouettes. This is the inspiration behind Urban Sports. The cut reflects the lightness of light-as-air fabrics and strikes a powerful, expressive silhouette. Bold colours and surprising hair effects relax the seriousness of the look. Whether styled with the hair pulled back, over to the side or gently pushed out of the face by hand, there are no limits to this look. Even men can wear the Urban Sports look with short back and sides, lightly textured, tousled lengths, or pushed back for an intriguing dichotomy of sporty elegance. One can use OSiS+ Play Tough. A splash of colour can be added with the IGORA ColorWorx.







Photo: Shutterstock

# Franchise Business Model Increase your Footprint

Tried and tested. These three words best define the business of franchising. When we look at the business models of big names across categories, it isn't difficult to notice that most of the big brands have gone ahead and chosen the franchise route for expansion. This applies to the business of beauty as well

by **Zainab S Kazi**

**T**o begin with, let's jot down the business advantages that franchising brings with it. The most prominent amongst them would be faster expansion, visibility across the country and joining of hands with likeminded individuals, thus saving on time, better utilised for strategising.

When we look around, we see that in the business of beauty in India, prominent names have opted for the franchising model and managed to grow exponentially. The earliest player to take this route was Lakmé Salon, Trends in Vogue, Naturals, followed by Pep Salon, Studio 11, Tony&Guy, Juice, to name a few.

#### **Foray into franchising**

Setting the context for the story, Pushkaraj Shenai, Chief Executive Officer, Lakmé Lever in Mumbai says, "While beauty services is an attractive and growing category, running a salon has its challenges, such as scarcity of skilled talent, which has forced many standalone salons to shut

down. Availability of the right professional products, meeting a customer's expectations that keep switching, using the right equipment and SOPs is critical, and the design and ambience of the salon needs significant investment. Franchising allows those, with zilch knowledge of the business, to learn and thrive, with

# The Sunken Spa at Amanvana Spa Resort Rabbit Hole for the Soul

A luxurious spa on the bank of the Kaveri river in Coorg, The Sunken Spa at Amanvana Spa Resort is straight out of a postcard! The picturesque design dynamics have harmoniously fused flora and fauna with water to soothe your senses and centre your soul

by Shivpriya Bajpai



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