

# SALON

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Summer of 2013 is opening a new chapter in the beauty and wellness industry of India. With more and more spas and salons being added, the industry has managed to go beyond the strength of ₹5 billion – good for an emerging market, but a drop in the ocean as compared to USA and South East Asian countries.

In this issue, we present for you a bouquet of varying articles. In *Market Watch*, we predict hair trends for the season. From bobs to pixies and crews, it's all about dropping the length! High time, say internationally acclaimed hairstylists, that Indian's got out of the fetish for long hair. We need to experiment and really change our mindset of only finding Rapunzel-like locks to be desirable. On-trend hair colours and easy to use, DIY extensions make the day and the game more exciting!

There are interviews with experts in the business – from Richard Ashforth of Saco salons in the UK, L'Oréal's Guy Kremer and Adhuna Bhabani Akhtar all talk about the potential of being in the hairstyling line. There are new look and learn pages for the aspirant, as well as the one who is willing to experiment.

*Spa Focus* is a packed section. Rekha Chaudhari talks about her patented Noble Rope Massage; Jacqueline Tara Herron reveals the relationship between oils and Aromatherapy; Trent Munday of SSC shares the benefits of the resource and lots more.

In *Success Story*, we present to you CK Kumarvel and Veena K, his wife. The couple look back at the time that was and how their brand, Naturals, has persevered and come thus far.

Feedback is critical for our progress, so do write in.



Amitabh Taneja  
Editor-in-Chief, Salon International, India



Hair: Anthony John Salons Artistic Team  
 Make up and Styling: Justine Collins  
 Photography: Richard Miles

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# Moroccanoil

## Fresh and fun updo



**A**t the NYC Premiere of *The Croods*, Emma Stone donned a black Lanvin dress and a casual, wavy updo designed by celebrity stylist Mara Roszak for Moroccanoil.

“Emma’s look was fresh and fun – from the bow on her dress to her layered jewellery. I decided to create a textured updo that wasn’t overly serious and had a loose, comfortable feeling,” said Mara.

### **Mara Roszak’s step by step of the look:**

Apply Moroccanoil Curl Control Mousse to damp hair and rough dry. This helps lock in moisture and ensure a smooth, soft definition of waves.

Use a 1” curling iron to touch up the natural texture, rotating the barrel in the direction of the wave.

Braid one side back and pin in place. On the other side, twist the hair back, pin it and continue twisting and pinning sections until all the hair is up.

Allow some strands to fall free and softly frame the face. Spray Moroccanoil Luminous Hairspray Strong on your fingertips and lightly rub it into the hair to separate and add a bit of texture.

To finish, spray Moroccanoil Luminous Hairspray Medium all over to ensure a natural-looking hold.

According to Roszak, the products used were, “Moroccanoil Curl Control Mousse to seal in moisture and eliminate frizz, while adding shine and smooth definition to curls; Moroccanoil Luminous Hairspray Strong, which is argan oil-infused with reflective shine, to provide a lasting, healthy and strong hold, and finally, Moroccanoil Luminous Hairspray Medium to lock in styles all-day long without compromising on shine or luminosity. A proprietary argan oil-infused formula, it produces a strong, manageable and touchable hold with a burst of healthy-looking shine.” 



Richard Ashforth

# Richard Ashforth

## The shining example

by Aradhana V Bhatnagar

*Salon India* delves into the mind of a true professional, Richard Ashforth, Creative Director, Saco, to know his perspective on the hairdressing industry and more.

### What have been the biggest breaks of your career?

Getting my second job at Robert Taylor Salon in Sheffield. He was an inspiration and completely changed the way I viewed hairdressing. Also being offered a position at Sassoon. VS gave me the technical skills to realise what I wanted to do with hair.

### What is your inspiration?

So many things offer inspiration, but anyone who knows me will know I get very inspired by music. Good music can be so emotive it can't fail to stir my creative juices!

### How has the journey been?

Interesting would be the first thing that pops into my mind. There are always going to be ups and downs in a career and mine is no different. The main thing is to remember that the downs can be more valuable sometimes than the ups - learning from them is the key!

### What have the challenges been? How have you dealt with them?

There's a challenge everyday – some big, some small. Perseverance is the answer, everything is possible if you're determined enough.

### What is your USP?

I believe in beauty and the individual and 'Beauty First' is our motto at Saco. We teach how to cut and colour hair, not simply haircuts. I feel passionately about equipping people with the skills to have a long and creative career not simply with a few basic haircuts to get them started. We teach how and why.



# b:blunt Summer Collection 2013



Adhuna Bhabani Akhtar

**I**n a tete-a-tete on the new collection Adhuna Bhabani Akhtar, Creative Director, b:blunt shares her thoughts with *Salon India*.

**What was the inspiration behind the looks?**

I have been inspired by Vidal Sassoon since the beginning of my career, so this was a 'tribute' of sorts when he passed away last year. I dedicate this collection to him as a tribute to the influence he has had on my career. I studied hair in the UK just like him, and it was in the 80's when Sas-

soon had become a household name. The work done by the company was outstanding and left a large impression on hairdressers from all over the world. His geometric cuts and sharp styling influenced a series of fashion trends and this was something I aspired to do as well.

**What are the products you have used to create the looks?**

A combination of products from L'Oréal Professionnel such as Tech-ni-art Volume Mousse, Tech-ni-art Hot Style Constructor, Elnett Hair Spray.



*Salon India* presents the season's hair trends for those who like to keep their finger on the pulse of hairstyling. From cuts and colours, we have articulated the thoughts of some of the leading hairstylists to bring together a holistic overview that will have your clients rushing back for more



Photos: Shutterstock.com

# Summer of '13 Top hair looks

by Shubhra Saini

**T**his summer, extreme and varied hairdos will rule the fashion scene, with a focus on wearability. Not surprising, several international celebrities have been spotted sporting the short pixie or the classic bob. There is return of the slick wet look and poker straight hair, as well as quiffs and bouffants, which are alternatives this season. New ways of wearing a ponytail, low and wide, criss-cross braids, slick centre-parting with poker straight hair, beehive and low-knot buns are the hairstyles that are the rage when the mercury is shooting up. To add zing, one can also make good use of colour. In vogue will be caramel and warm honey-toned streaks, auburn and mahogany hues; the ombre effect, which has

been in trend since last year, witnesses the burnt-orange hue on hair.

Hairstyle trends change as much as fashion trends, so fashion forecasting is done to keep fashion designers, brands and fashionistas abreast with what's hot and what's not in the particular season. Najeeb Ur Rehman, National Technical Head, Schwarzkopf Professional, opines, "A great hairstyle speaks volumes about one's personal style statement. Today, women remain in their comfort zone and don't explore the possibilities of fashionable hairstyles, the latest cuts or colour. We need to change that mindset by innovating ourselves and embracing the latest hair fashion at it's glamorous best."

# Yangchen Doma Lepcha

## Styling with panache



Gangtok-based salon owner and hairstylist, Yangchen Doma Lepcha, has lived, breathed and dreamt about being a hairstylist and make-up artist. To realise her dreams, she joined the L'Oréal International Hairdressing Academy in Mumbai and then interned with Hakim Aalim's Salon. As Lepcha has an entrepreneurial streak, in 2009, she went back to Gangtok to open identity by Lata's her own salon. Lepcha also has an academy in Gangtok where she personally grooms and trains all her students

### *starting out*

As I have been fascinated by cinema, I was sure that I want to take up hairstyling and make-up artistry as a profession. Whenever I would see a new look on a celebrity, I would try to interpret it in my own way and tweak it as per my sensibilities. This passion and love towards the beauty business gave me the courage to take up this profession.

### *inspiration*

My mom, Lata Lepcha, is my greatest inspiration and my best critic who keeps me going. She is the one who has given me the courage to chase my dreams and also keep me grounded. Her personality and zest for life gives me the courage and motivation to keep moving in life.

### *challenges*

When I started my salon, I realised that it was important to have professional training. However, as a proprietor, you need to have staff management skills.



**Salon:** Identity by Lata's  
**Size:** 1,150 sq ft  
**Location:** Lal Bazaar, Gangtok, Sikkim  
**Phone:** 08348146837

# Envi Salons

## Cut and colour interpreted

The Envi Cut and Colour Collection 2013 is created by Envi's team of Creative Hairstylists – Sameer, Sanjay, Raj, Irfan and Mac. It is headed by Neha Tamang, Technical Head at Envi Salon. The inspiration behind the Collection was to showcase how the same cut and colour can be worn in different ways, a commercial day and evening look.

A lot of emphasis was laid on styling long and medium length hair as in India clients do not wish to cut their hair short. Hence, keeping the requirements of the client in mind, the cut, colour and styling was done. A special thanks to Caroline Lannuzel and Priya K from the L'Oréal Technical Team who made it possible for Envi Salons to get this Collection together.



A



B

**Get the look A:** Flip out blow dry. Style set on one side by using Elnette

**Get the look B:** Crimp the hair and then back comb to add volume

**Colour code:** Inoa 6.45 +20 vol on roots, Inoa 6.45 +30 vol on length, platinum slices all round with 30 vol

**Stylist:** Sameer at Envi Salon, Inorbit Mall, Malad

**Make-up:** Kryolan

**Model:** Shradha



# Navneet Kaur Dhillon Ready to roll



The daughter of an Army man, Navneet Kaur Dhillon has done Patiala proud by winning the prestigious beauty pageant. Excerpts from an interview with her follow ...

### Managing the mane

I have naturally good hair. They are silky and easy to manage. Even during the monsoon, they don't get frizzy so I'm really blessed. I oil my hair weekly and use Tresemme shampoo and conditioner. As I have a phobia of hair fall, I don't use any chemicals on my hair – no colour, no straighteners, nothing.



Pond's Femina Miss India 2013 winner Navneet Kaur Dhillon is on a high. *Salon India* caught up with her to know about her beauty and fitness regime



### Winding down after a hard day

After a hard day of meetings, I like to look after myself – whether it is drinking juice at home or applying cucumber on my eyes. I also sleep a lot to regain my lost energy.

### Bad hair day

Long back I remember I had to attend an event and the hairstylist applied a lot of mousse on my hair. Despite washing it twice, the stickiness remained. As a result, I decided to make my hair look wild and messy. My hair looked great, but I felt miserable.

### Favourite and regular hairstylist

Now my make-up and hair is done by Mahender, who is an independent artist in Mumbai. I patronise Jawed Habib salons as they are high in quality and have a well-trained and trustworthy staff.

### Care and style

I don't apply too many products. I use a shampoo and a conditioner, and if at all I must, then I use the styling spray from Schwarzkopf Professional.

### Experimental types

I hardly try out new hairstyles. As I have a fairly long face, I prefer to leave my hair loose. At the most have them done in curls, which look soft and feminine.

### Make-up preferences

Pond's BB cream, MAC and Sephora are my favourites. For the day time, I believe less is more and so wear a liner, blush and lipstick in peach tones. For the evening, I jazz it up, but only slightly. So I use shades of brown or silver and glossy lipsticks, depending on what I am wearing. No smokey eyes for me!

### Fitness levels

I do yoga, go for brisk walks and hit the gym thrice a week. I exercise a lot! 🏋️

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