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As beauty consciousness is all set to breach boundaries and go beyond the rising affluent Indian class, we have many reasons to celebrate. The credit of this goes to stalwarts in the industry who started their journey with a vision and under whom the industry has reached a culmination point. At India Salon & Wellness Pro and Beauty Market India 2013, there were many such luminaries and we take this opportunity to salute the industry leaders for charting the growth plan.

The March issue of *Salon India* is all set to be an eye-opener. In the cover story, we bring to the beauty and wellness industry, learnings from our show India Salon & Wellness Pro and Beauty Market India 2013 which, if we keep in mind, will help us sail through the business. From getting visual merchandising right, to believing in new age retail format and omni-channel retailing, and having specially designed salons and spas – there is a lot we can take away from the show.

The global pick is a radical mix of bold hairdos, where the stylist has picked up the finer nuances of the art to make a bold statement. There are interviews with Nick Bland, Raman Bhardwaj and Vikas Marwah, reputed hairstylists.

We also run a quick look at both the fashion and beauty trends at Blender's Pride Fashion Week concluded recently in Bangalore where myths were broken. All this and more.

Flip over yet another colourful and enlightening issue!

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



Hair: Philip Bell at Ishoka
Photo: John Rawson
Make-up: James O'Reilly

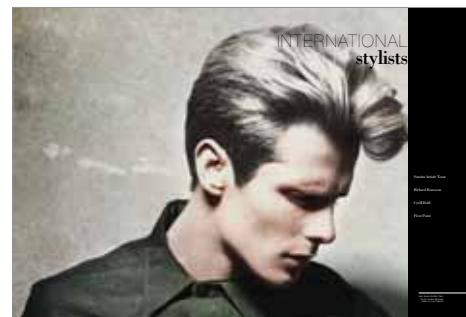
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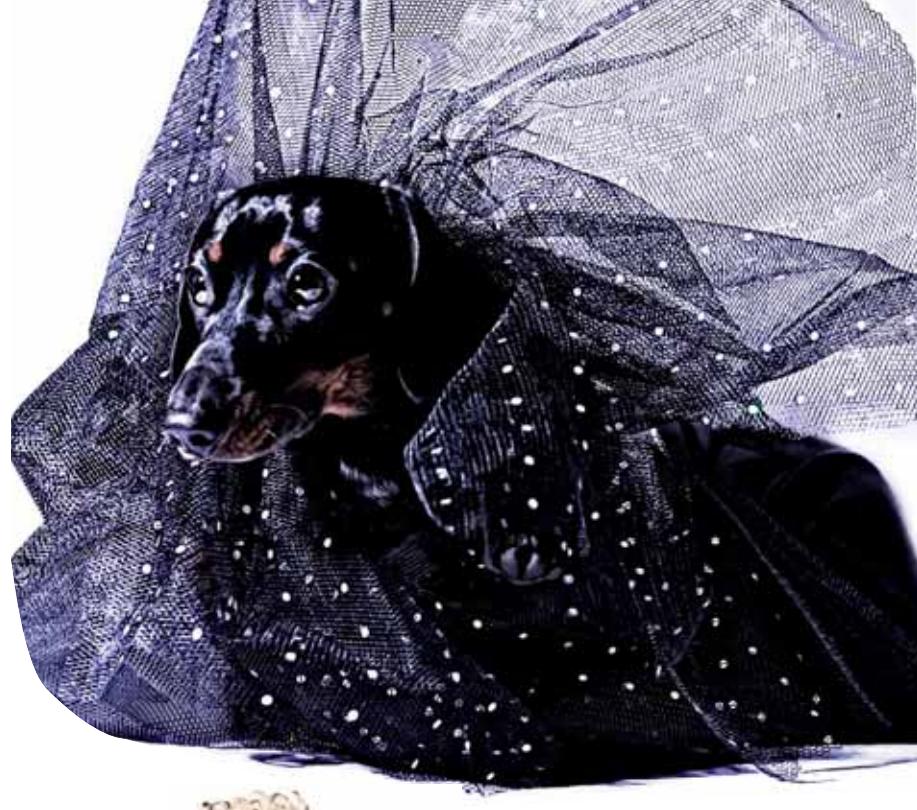


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TRENDS



Red letter day

Hair by JFK, renowned for being a dog friendly business, have plans to make every day a dog-friendly day with the release of their new calendar.

They recently organised a photo shoot featuring their clients' dogs and have used the images to create a calendar which is being sold in salons to raise money for the local animal charity, The Edinburgh Dog and Cat Home. The calendar combines their two greatest loves – hairdressing and dogs.

On the day of the shoot, owners were invited to come along to the photography studio where their pets were pampered and lavished with treats.

The dogs loved being the centre of attention and many proved to be real naturals in front of the camera (although others needed a little extra encouragement in the form of dog biscuits!)

Concept

Inspired by the stars of the silver screen and legends of rock and pop history, each dog was given a fantastic hairpiece styled by owner Karen Brown using Pet Head products that are stocked in the two Edinburgh salons. Each calendar month features a different character and a handy hair tip to keep you looking glam all year round.



Photos: Hair by JFK





Beyoncé nailed it!

by Isha Gakhar

Superbowl 2013 ended not on Ravens' victory, but on the electrifying performance belted out by Beyoncé Knowles, the ever sizzling diva. She, along with the other dancers, bought to light exquisite nail designs. "The process was time consuming as the nails were to be visible in the holographic segment where it had to look like Beyoncé, having multiple arms, so all the dancers were made to wear the same nail design. Since, the nails were too long, I used two Minx templates to cover each tip," says Liza Logan, the nail stylist who applied Matte Gold Chevron Minx to the nails.



Photos: Liza Logan



"The most noticeable part of the look is hair colour. The dark roots blended into the lighter lengths gives waves a softer feel. One can colour the hair, in an ombré pattern, choosing the colours that would suit their skin tone, and then using a large curling iron to curl the hair after using a heat protecting product."

Dhruv Abichandani, Artistic Director,
Drama Salon

Break up of the look

Make-up: Soft smokey metallic eyes with some kohl and mascara to define them. There is a thin liquid and translucent base to add a clear and healthy sheen. Lips are kept fresh and natural. Nails are dual toned and metallic.

Hair: It's a playful and young look. To be styled with tongs or a roller set, then opened up and styled with spray to keep the style set in place.

Jojo, make-up artist,
hairstylist and grooming consultant

more details and awareness of products amongst customers."

All about experiential retailing

Natasha Shah Founder and Director, The Nature's Co. stated that an experience leads to sale. "Our company looks at a customer's demands, visibility of products as well as sample testing and consultation. Also one has to build a connection between the store and site." Priti Mehta, Founder, Omved, observed that a feel good retail environment matters. Rahul Kale, Director, Iraya stated that the market perspectives and new initiatives with multi-sensory approach of touch, feel and use helps, the shopper to engage in the experience

Russia is four times of the Indian consumption. Earlier Indians were heavy users of talcum powder but now have moved to deodorants and body sprays. It is now important to be in touch with the digital generation."

Sushmita Subba said, "It is important to make the store accessible, calm, modern, contemporary, and involves touch feel smell and sound." Priti Mehta added her thoughts with her observations that hair colour was a growing segment. Sandeep Ahuja was happy that new customers were coming in, there was an increase in per capita and a big growth in beauty as well as cosmetology, peels and fillers. India's



Shailesh Moolya and Sangeeta Mahimtura from Juice salons and Savio John Pereira predicted the latest in hair trends at the educative and informative action-packed Technical Sessions

The looks for Juice salon, Savio John Pereira, Sonam Chandra, Marvie Ann Beck and Vipul Chudasama's show were styled by Shane Lonen

Clothes courtesy:
The Source, LC Style
Studio, Josie Paris,
Shane Lonen

Jewellery courtesy:
Memore

FASHION

Falguni & Shane Peacock Of luxury and élan



A brand eponymous with traditionalism and grandeur, the designer duo, Falguni and Shane, stand as icons in the metamorphosis of the luxurious to traditional, to modern, to quirky, to intricate and much more. Their éclat lies in the details. In conversation with *Salon India*



What according to you is the importance of hair and make-up in the fashion weeks?

In a show, for the inspiration or theme of the collection to be presented in the best way, it is essential for the hair and make up to be in sync with the outfits. Hair and make-up complete the look of the outfit giving fashionista's the vision of the inspiration and look of the collection.



What is your contribution in planning the hair and make-up look for your collection?

We plan the entire look of the collection including the hair, make-up and footwear. We then brainstorm with the hair and make-up team and exchange notes on what best works for the look we plan to put together and showcase.

Your inspiration behind the look that you want from the hair stylists and make-up artists?

Our inspiration is our clothes! Our clothes speak for themselves and make a fashion statement.

Please tell us about your latest collection.

Our latest Luxury Cruise 2013 collection has a relaxed glam approach, transforming chic silhouettes into clean sexy shapes with ultra-modern fabrications.



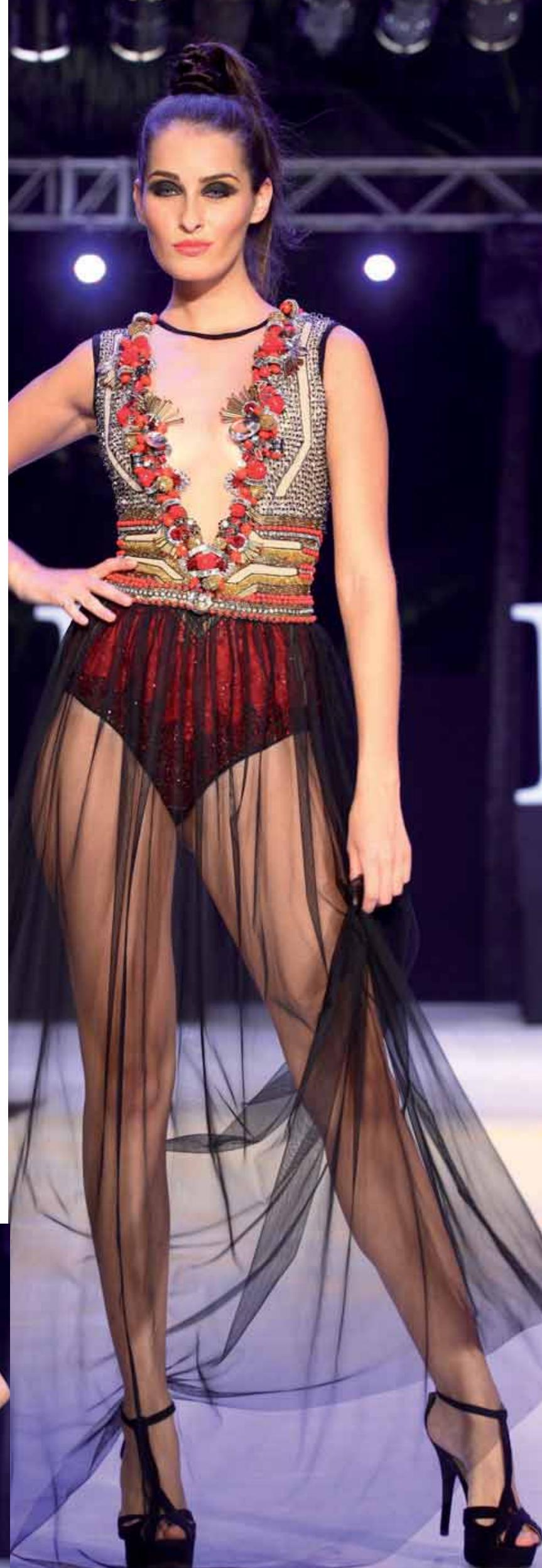
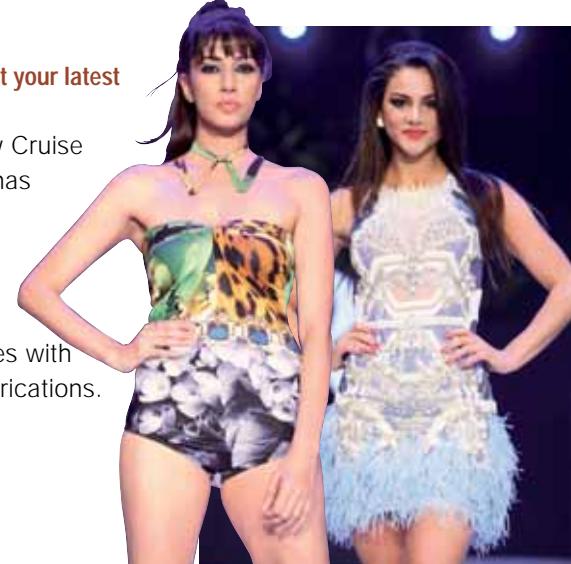
This collection includes stylish swimsuits, classic ladylike maxi dresses, sheer metallic beach wear dresses, short feathered dresses and sequined cyber dresses.

Cut, colour and drapes – in order of priority?

We have used bright pop colours and vibrant hues like green, blue, orange, yellow and peach with our signature styling of feathers and sequins which are fabricated using unique prints juxtaposed with extraordinary detailing in the cuts and fits of the silhouettes on light soft looking fabrics like chiffon, lycra, net, etc.

How do you see the fashion and make-up industry growing?

Both are growing simultaneously and are important aspects in fashion and vice versa. Without the one the other is incomplete.



Raqesh Vashisth

The metrosexual man

by Isha Gakhar

Hair forms an integral part of one's personality

Every face has a different requirement, when it comes to hair cut and style. And, yes it's an important aspect in developing one's look to a great extent. I keep variating and have tried several hair looks and lengths. Since I have a square face, I maintain volume at the top to make my face appear oval. As one ages, the face cut partially tends to variate, which may or not be prominently noticeable, but the smarter move is to change your hairstyle or cut in accordance to that.

Styling counts

Styling products have incomparable importance. When we wake up in the morning, the hair is sloppy and unkempt and to suit ourselves we tag it as a bad hair day. The styling products available today are a big blessing that help us fix our hair.

The colour block

I like to be on the shades of brown, as far as hair colour is concerned. I don't mind getting subtle streaks as it breaks the monotony.

The credit goes to

Meera from Juice salons. She is fantastic and works on all my shoots and serials. I trust her completely for my cut and colour requirements.

I have loved myself in

My look in the present serial *Honge Juda Na Hum* is a huge hit! When I started the serial, I had short hair, but now I'm maintaining a little long hair with a bit of strands falling on the forehead. Yes, I have received a lot of appreciation from my fans.

Care and style

A spray that really works for me is Work it by TIGI. If I don't use it, then my hair falls flat. For shampoos and conditioners or any other hair or skin care product, I use Forest Essentials. It's the most unique brand that I have discovered over the years.

The most stylish movie

Dil Chahta Hai is a great example. Even, Farhan Akhtar movies are stylised. ☺



Photo: Sony

GLAMOUR



STEP BY STEP

It's one of the most important days of your life, so of course, you want your hair to look its absolute best. I'm often asked what my top bridal hair tips are and I would say the key to great looking hair is nourishment, so start your preparation well in advance to make sure your hair is healthy and shiny for your wedding.



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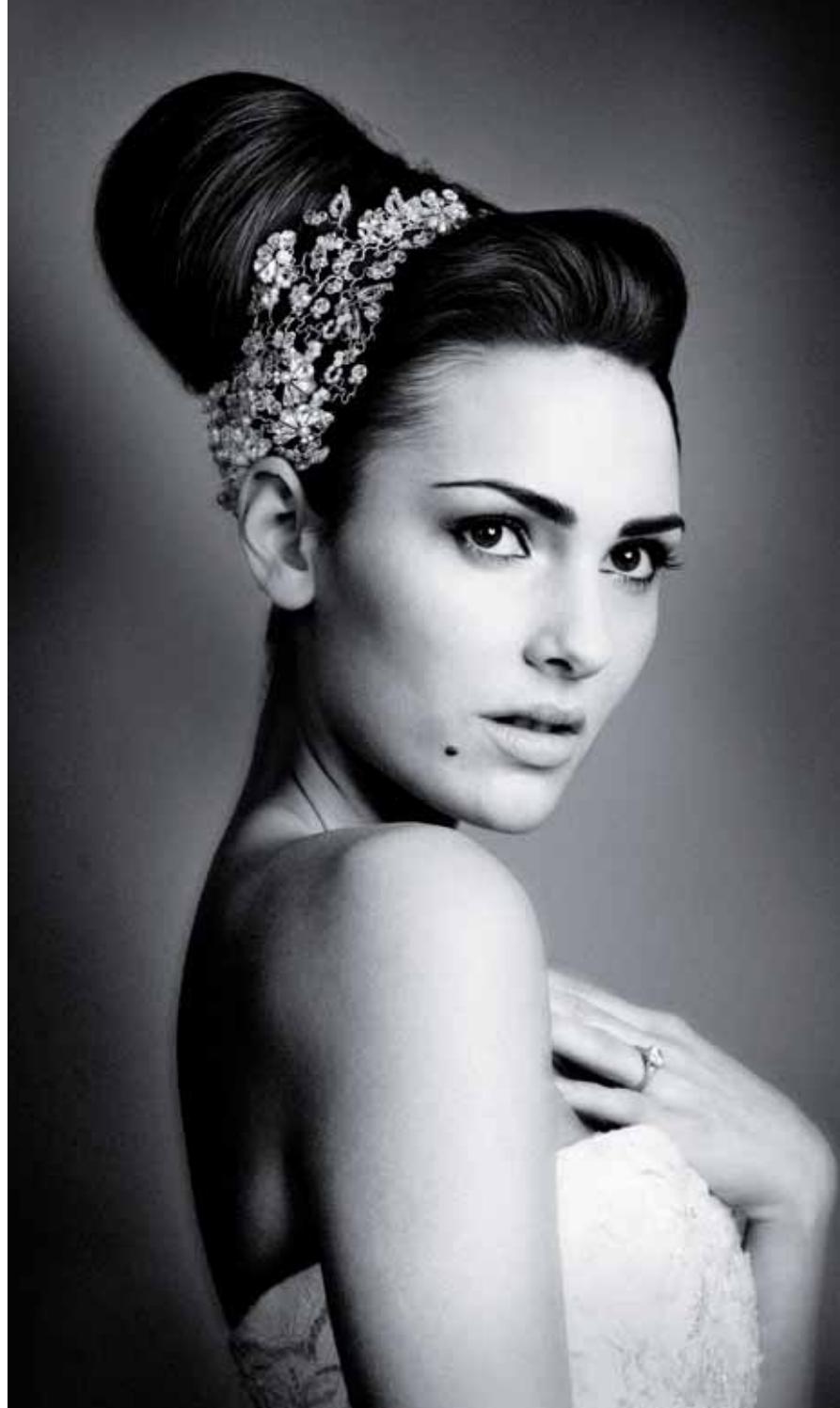
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Hair: Martin CreanArt
Photographer: Richard Miles
Make Up: Alice Stevenson
Styling: Danielle McCabe,
The White Rose Bridal
Boutiqueper Diadema

1. This is a modern take on a classic beehive.
2. Blow-dry the hair, apply a small amount of shine serum to the palms of your hands and run through the hair.
3. Section off the front section.
4. Tie the hair at the back into a ponytail and secure a small pad onto the head using kirby grips.
5. Take a small section of the hair at a time and wrap over the pad, pinning in place until it is completely disguised.
6. Take the front section, sweep to one side and backcomb into a slight quiff shape.
7. Pin behind one ear and secure the headpiece in place.



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