

SALON

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INTERNATIONAL



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Our country is truly unique and blessed. Not only do we have an amazing array of natural resources, we also have the ancient expertise of Ayurveda which has allowed medical tourism to develop and grow. The beauty and wellness industry has witnessed a manifold increase leading us to make a mark on the map. The Indian beauty and wellness industry is not only touched by the seamless flow of international beauty, skin and wellness brands, but it has also reaped the benefits from the ongoing boom in the beauty sector. This in turn, has helped in the generation of employment, sustaining and also supporting the Indian salon infrastructure. Our research, so far, is confident of the emergence of beauty industry.

Almost on cue, salons and spas have opened across the country. While a budding entrepreneur has gained the relevant education, what's remaining is the first-hand advice that he needs to launch a salon or a spa. In the Cover Story, we have covered the most critical aspect, that of finance, which is required in order to open a salon or spa. With a little help from the industry stalwarts, we freely share knowledge with aspirants. Analytically written, the article covers all financial and infrastructure queries.

In our Hair section, we have interviewed the supremely successful, yet humble, Errol Douglas who is among the who's who of the hairdressing industry. His hairstyling skills set the standards for others follow. We have also featured the Delhi-based Deepak Jalhan, who talks about his journey which has been full of battles, but his determination and self-belief have taken him to measure the length and breadth of hairstyling. In the Influencer section, renowned fashion designer, Payal Jain, speaks eloquently on the eternal style and coherence between fashion and beauty.

Eyes are the most amazing creation and any negligence can be fatal. Discounting its importance in a daily beauty regimen is impossible. Our story on different eye therapies running across the country flash the importance of taking care of puffiness, lines and wrinkles so that your eyes remain the window to your soul.

In this issue, *Salon India*, adds another string to its bow with the launch of the East India Supplement. It highlights the market view of the beauty and wellness industry in the eastern region of the country.

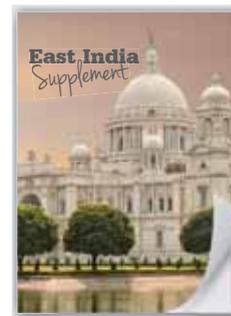
All this and more in this issue. Keep reading and writing in!



Hair and photo: Vitality's Team

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Cues from the Grammys Edge in hair, make-up

OH SO SMOKEY EYES

They have always been a fav with the celebs, especially for the red carpet. From Lady Gaga, Taylor Swift to Kim Kardashian and Rita Ora, the leading ladies sported this perennial beauty trend with aplomb. Rihanna and Iggy preferred to stay easy on the eyes.



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FLICKED LINER

The extended stroke spotted at the corner of the eyelids of many divas seemed to be the powerful trend. Be it Madonna, Nicki Minaj, Ariana Grande or Jennifer Hudson, the cat-eye look shone effortlessly.

WAVES WERE THERE

Beyoncé never fails to surprise us with her covetable mane and fashion choices. The pop queen did it again by delivering a statement in her mermaid-like hair paired with luminescent skin and glossy lips. The hair look worn by Katy Perry was interesting, too. She beautifully took the command on the red carpet in her electrifying lavender waves with intense smoky eyes and pink glossy lips.



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MAJOR LASHES

Thick heavy lashes complemented with dollops of mascara were all over. Spotted were Gwen Stefani, Bonnie McKee, Jessie J and Zendaya in this staple look.

PLUM LIPS

Oh, we are in awe of Bonnie McKee's lip shade. It proved to be a breather on the red carpet. Jessie J's oxblood lipstick was a stunner too.



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FRESH-FACED COMPLEXION

Flawless skin will always be the ruler – as predicted at the Grammys.

Payal Jain Eclectic Fusion

Seamlessly blending Indian *recherché* and craftsmanship with modern day western silhouettes, designer Payal Jain is known for her effortless style. The industry veteran talks to *Salon India* about the coherence between fashion and beauty

by Nipun Augustine Jacob



What is the contribution of a fashion designer in planning and creating a model's looks?

The designer conceives the entire look based on their vision of the collection. This is planned way before the shoot or ramp show stage and the entire process of creating the collection revolves around this vision. The model's ramp or shoot look is only an extension of this ethos and design inspiration.

What is the importance of hair and make-up in fashion?

Fashion is incomplete without hair and make-up. The look, initially conceptualised by the designer, can only be completely represented once the make-up and hair look are complete.

Who is your inspiration and why?

Every season and every collection is inspired by a different thought, be it nature, artists, art form, culture, craft, historical period or geographical location. There are no boundaries and parameters when it comes to inspirations.

Which is the most outrageous look adapted by you?

I remember working on a collection inspired by the artist Gustav Klimt, which was full-on bling and glitz and was totally contrary to my design aesthetics and sensibility. It was great fun and I enjoyed it thoroughly.

What is the missing element in the fashion weeks?

I think the integrity and sincerity that is needed to create something unique and magical is missing in fashion weeks. It has become more of a commercial and business driven exercise.

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

Ambika Pillai, Mickey Contractor, Jojo and Yatan and many more.

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

When I design or even conceptualise a collection, I have a clear vision of how I am seeing it on the ramp. Rest of the journey is

about transforming that vision into reality, be it with make-up, hair, accessories, music, sets, sound, lights, music or ambience.

What are your favourite make-up and hair products?

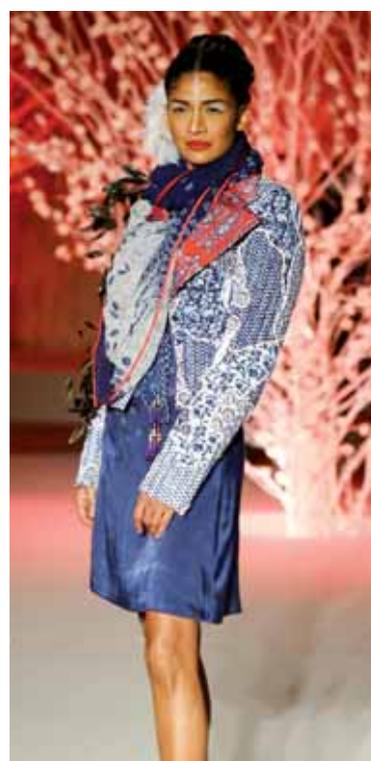
I use Estée Lauder make-up for myself and MAC for shoots and shows. I don't like using hair products for myself but, for shoots, I am happy to use whatever the look demands.

What are the beauty trends that you have witnessed in the past few years?

Beauty trends change as quickly as fashion trends and are constantly reinterpreted and reinvented: bold to subtle, gloss to matt, bright to monochromatic.

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

I don't have anything specific in mind yet but, maybe I would like to launch a high end make-up line under my label in the future. 📌



Sleek and Sensational



Hair: Gruppo Tecnico Intercosmo Worldwide



Zaara Spa, Goa Ode to Regal Splendour

The white entrance, flanked by arches crafted in an authentic Mughal style and generous sprinkling of Persian calligraphy, evokes a feeling of grandeur and luxury

by Aarti Kapur Singh

Size of the spa: 675 sq ft

Time taken to complete construction:

Around two years

Ownership: Anup Shah

Brief description of the interiors: Zaara Spa at Resort Rio is a unique health and wellness oasis that offers holistic treatments through a blend of unique therapies. Its

palace-like spaciousness and authentic Mughal décor promises to set the tone for a transformational experience. The white entrance, flanked by arches done in authentic Mughal style and the name engraved in Persian calligraphy, evokes a feeling of grandeur and luxury. Step into the spa and the uplifting and instantly energising





Dia Mirza Sangha Beauty within

Charm, beauty and simplicity personified, Dia Mirza Sangha follows the most basic and fuss-free skin and fitness routine

by Aarti Kapur Singh

Dia Mirza Sangha's petite frame, peaches-and-cream complexion and mesmerising looks have garnered much attention on and off the silver screen. "Thanks to my German father and Bengali mother, I have inherited a quaint mix of typical Indian features and an extraordinarily fair complexion. Though this may be regarded as an advantage by many people in India, while I was in school, it alienated me from my peers." Read on to find out more...

Beauty and Wellness Industry Expectations from the Budget FY15-16



Photo: Shutterstock.com



Manu Rishi Guptha,
CEO, Niraamaya
Retreats

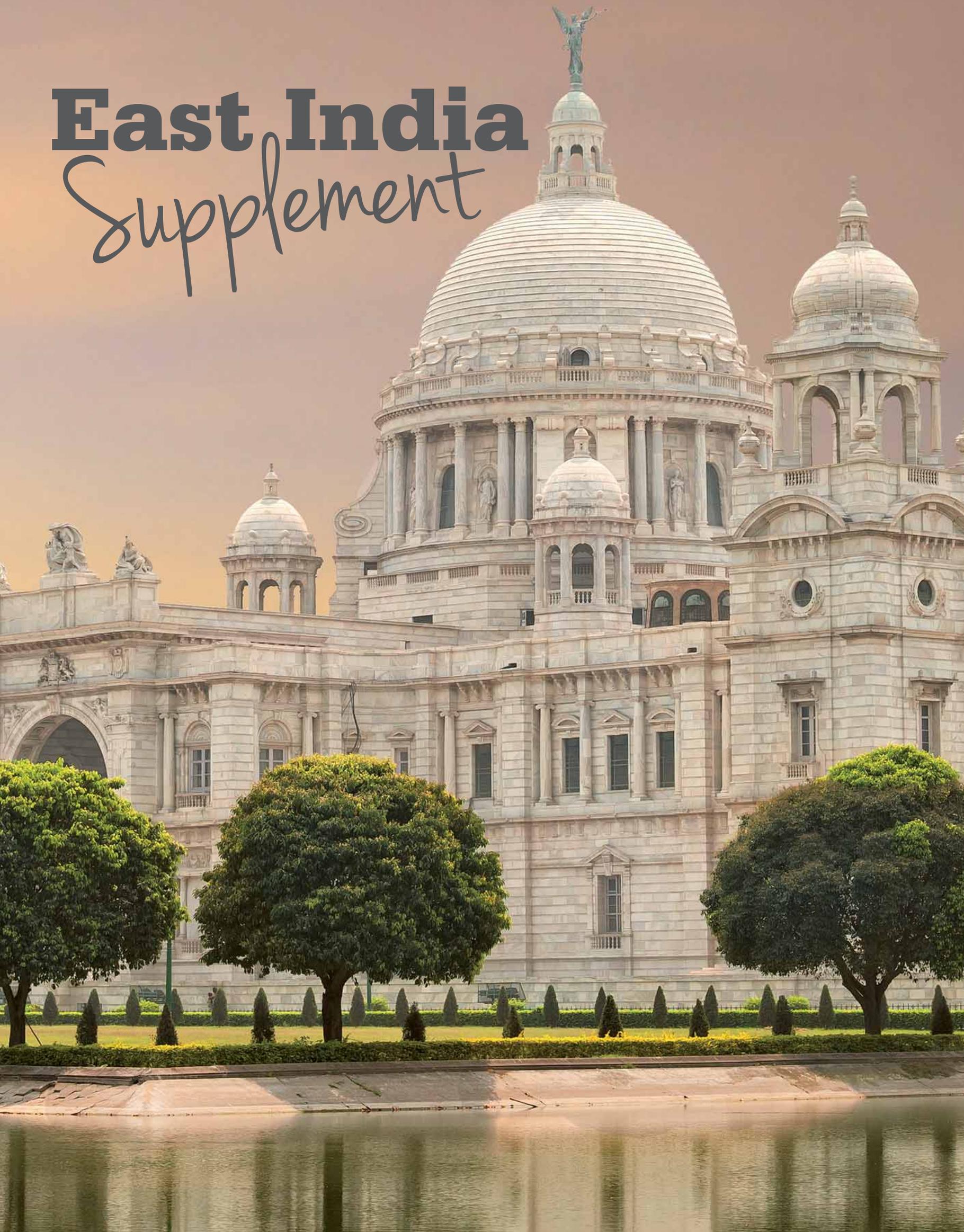
“The exuberance of the industry is touching the sky ever since Mr Modi has come into power. The classification of the tourism, as an industry in the real sense rather than only in spirit, has been long pending. It would be great if that is cleared in this budget. The industry has an extremely long gestation period and requires high capital investment. The prevailing cost of capital does not allow hotels to thrive in an efficient market place, which in turn discourages expansion of industry and there is an abysmally low number of annual in-bound tourists. The vicious circle, unless broken by the government through some smart policies, will be a death knell for the industry.”



Tsutomu Benjamin Suzuki,
Managing Director,
Shiseido India Pvt Ltd

“Budget 2015 holds great importance for the beauty and personal care industry. The implementation of the GST can be a big trigger for the growth of organised retail. GST will not only bring in changes in excise and custom duties, but also lower the rate of taxation and encourage higher compliance. This will definitely ease the complexities of doing business in India.”

East India *Supplement*



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