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The Indian beauty and spa industry is forecast by many to be a sector that will witness quantum growth within a very short span of time. It is, indeed, a time of frantic action. This is a period of great hope, immense learning and experimentation, action and reaction, ebb and flow, trial and error, changes that will bring further change. Our experiments need to be fraught with confidence, yet sensitive and earnest to the fears and challenges. And only from facing our worst fear and overcoming the steepest challenges shall we chart a clearer vision, and make our appointments with that greatest rejuvenator of hope – success.

Welcome to yet another issue of *Salon India* where we present a bouquet of articles that are as educative as they are interesting and photo essays, which while being easy on the eye, have the ability to inspire and guide the keen observer towards success.

In this month's *Market Watch*, we bring to you views and techniques from brands and artists on make-up for the season. We also feature hair and make-up trends foreseen by visionaries such as Anthony Mascolo (Toni&Guy), Sam Overton (TIGI), Delphine Courteille (MoroccanOil), Najeeb Ur Rehman (Schwarzkopf Professional) and by our own make-up guru, Clint Fernandes. International hair and make-up experts Andrew Collinge and Catherine Biggs also share their lifetime experiences with us. The information offered is priceless for the aspirant waiting to make his mark in the beauty industry.

In the *Spa Focus*, Rekha Chaudhari focuses on the rise of male-centric spas in India. Spa trends veering towards nature are explored by J Tara Herron of The Imperial Spa, while the visual dynamics of well done interiors and how they play a pivotal role in the success of a salon or spa is well illustrated by Brooks & Brooks Salon in London.

An enthusiastic Tracey Poole of Six Senses Spa in Noida talks about the brand's expansion plans. Yuvraj Ahluwalia, a hairstylist and Director with Grace Salon & Academy in Ludhiana reminisces over his growing up years in his mother's salon and shares his passion for the line.

Hope you enjoy this issue as much as we have putting it together, and look forward to your views!





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

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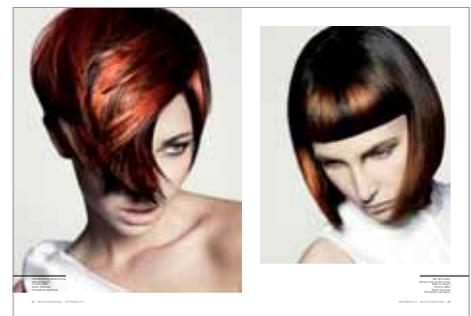
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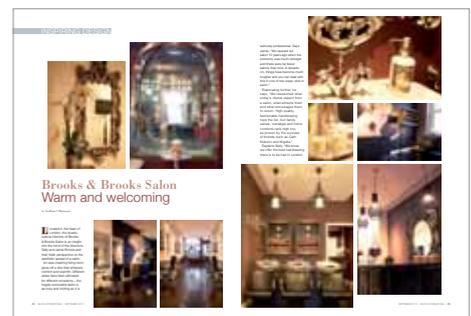
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TONI&GUY™

HAIRMEETWARDROBE



After creating a sensation across the globe, Britain's most celebrated hairstyling brand Toni&Guy HairMeetWardrobe made a resounding debut in the Indian salon industry.

An expert in head-to-toe style, Toni&Guy HairMeetWardrobe is ready to inspire and educate consumers to do more with their hair. It heralds a new dawn in hairstyling where they have the power and confidence to push the boundaries of their own unique style.

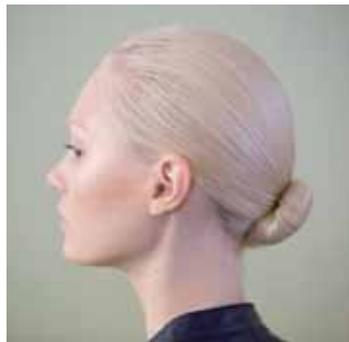
Working backstage and pairing hair trends with fashion's latest looks, Toni&Guy HairMeetWardrobe is able to name check everything from sleek to sexy, bodycon to backcombed, to bring hair and fashion together like no other brand.

With backstage presence at some of the most exciting fashion shows, and with the four fabulous style collections infused with backstage know-how; Casual, Classic, Glamour & Creative, Toni&Guy HairMeetWardrobe promises to take hairstyle to a whole new level.

Armed with a barrel full of references, the intuitive vision of Market Hampton, Global Hair Ambassador, Toni&Guy HairMeetWardrobe, is combined with the unerring sense of direction by Manish Arora, the official fashion stylist. Together they'll bring global trends into the country and promise to increase the glamour quotient of the fashion lovers.

History

The Toni&Guy salons were founded by brothers, Toni and Guy Mascolo, who opened their first salon in Clapham, South London in 1963. Soon after the success of the salon chains, there emerged a strong demand for a line of consumer own-brand products that customers could take home with them. In 1999, this demand was met and Toni&Guy professional hair care products were introduced in the retail market.



In Paris, the focus of the hair for Yiqing Yin's collection was the bun on the back of the head

Haute French touch



The vacation spent scuba-diving has inspired the young couturier Yiqing Yin's Fall/Winter 2013 couture collection. She wanted to recreate the dream-like feeling of calm, which she experienced floating under water, looking up every now and then at the heavens.

The aquatic world theme dominated the collection, titled *Les Rives de Lunacy*, with the designer using iridescent liquid organza, embroidered lace and luscious damask in various shades of blue, lichen, and crystalline white.

The look

Delphine Courteille, hair designer for MoroccanOil, was inspired by the French cult movie *The Pool* (realised

by Jacques Deray in 1969), and his lead actress Romy Schneider to create a very fresh, clean low bun.

How to create the look

Shared Courteille, "First, I prepared the hair with MoroccanOil Treatment to improve the condition and add a natural shine. I then used the MoroccanOil Paddle Brush to blowdry the hair straight. Post it, I used the MoroccanOil Hydrating Styling Cream for a sleek, smooth texture with a soft, natural-looking hold. Next, I tied the hair at the neck with Japanese elastic using the MoroccanOil Luminous Hairspray Medium to set and hold the ponytail in place while retaining natural movement."

She then elaborates that

she separated the ponytail into two equal sections and wrapped one of the locks on itself and twisted it around the elastic. She secured it with pins and did the same thing with the second section, which resulted in a clean, round bun, inspired by the shape of a shell. She finished the look by spraying MoroccanOil Glimmer Shine for sleek, brilliant shine.

Products used

For the perfect and clean look, Courteille used MoroccanOil Treatment; MoroccanOil Hydrating Styling Cream; MoroccanOil XL Pro Paddle Brush; MoroccanOil Luminous Hairspray Medium and MoroccanOil Glimmer Shine Spray. 

Credit: Yiqing Yin Les Rives De Lunacy Haute Couture Autumn / Winter 2013 Collection (Paris)
Hair: Delphine Courteille for MoroccanOil
Photos: Mohamed Khaill for MoroccanOil

FASHION

by Sandeep Verma

Fashion is not always about clothes. For, hair and make-up play a pivotal role in making sure that the whole look presented is at its best. Here are few tip-offs from the recently concluded Lakme Fashion Week Fall Winter 2013.

With Sabyasachi's royal tapestry, to dusky Priyanka Chopra's elegant look, to each designer coming up with a different trend, LFW 2013 closed on a high note. *Salon India* looks at the hair and make-up of select shows that stood out from the rest.



Bhumika & Shyamal

Regal and awesome, the nude eyes, soft glossy peachy pink lips and a high of bronzer. Looked fresh, yet modern with the sleek straight hair worn over one shoulder. The turban adds to the aristocratic grandeur.



Archana Kocchar

Soft beige, pink and sable shades with a hint of pearl shimmer were used extensively. A wash of eyeshadow with loads of mascara looked perfect on the ramp.

Krishna Mehta

A nude look with a creamy nude lipstick and false eyelashes added a lot of drama with structure and coloured outfits. Hair were messy voluminous curls and waves with mid parting.





Brooks & Brooks Salon Warm and welcoming

by Aradhana V Bhatnagar

Located in the heart of London, the snazzy redone interiors of Brooks & Brooks Salon is an insight into the mind of the directors, Sally and Jamie Brooks and their fresh perspective on the aesthetic appeal of a salon.

An awe-inspiring living room gives off a vibe that whispers comfort and warmth. Different areas have been allocated for different occasions – the hugely successful salon is as cosy and inviting as it is





Pankaj Killa

Sharp business sense



Pankaj Killa

Head Turners enjoys the credit of being the first L'Oréal Professionnel salon in India and a premier chain of salons with 13 branches in eastern India. It is one of the pioneers in bringing the concept of new age salons to change the face of salon business in the country.

The journey so far

The journey since its inception has been a tough yet highly encouraging one, since customers have had high expectations with the collaboration. The entire team has worked really hard to deliver the best techniques and value for money to the customers. Our target audience is luxury and premium clients who look for normal maintenance services. We also run plenty of promotions to tap the young college-going youth to build our customer base. For premium services, our high-end customers are our valued clients whom we would like to thank for having faith in

us and giving us the strength to improve the quality of our services.

New services

We keep introducing new services with new products, which are best in the industry. For instance, we recently came up with a new line of services for hair treatment, which has become one of the most sought-after services in the salons. We have introduced for the first time a complete one-stop grooming services for the entire family of the bride or groom during the marriage function. Also, Moroccan oil is one product that has really done wonders because of its molecular formulations. We love Wella Koleston, L'Oreal Majirel, and Inoa hair colours. Moreover, it's the stylist's confidence on the colour that really matters when it comes to colour use.

Challenges faced

The major barrier we faced was during the opening of

promoter-based salons, with promoters only financing the business with no knowledge of the same. This resulted in many hair stylists shifting loyalties for a few grand. However, when they realised the difference in business the way we do, most of them came back to us but in the process, we lost a lot of time.

Five years from now

In the current scenario, where competition is the key to growth, we would like to see Head Turners having the best brand respect in the hair and bridal sections. Our aim is to build the brand in such a way that every time one thinks of hair and fashion, the first name that should come to mind should be that of Head Turners. We would definitely expand both vertically and horizontally by opening branches in satellite cities of the East and would like our team to excel in this field so that we can provide premium services with newer



Ginger kiss



The cut: The area of the nape and the sides are cut very short, combined with clean hairlines contribute in the whole to bringing out the best of the crown, which has been lightened by layering the lengths, to give more volume and movement.

The colour: The 'star' technique exalts the contrast created by the cut. The dark hue of the nape and sides CS 44 – copper chestnut – contrasts with the dazzling highlights of the crown and of the fringe by applying CS 54 – light copper chestnut, followed by CS Blond_L and tonalised with Caleido 044 for a warm and passionate final effect that lights up the summer.

The styling: Great attention has been paid to the styling, created with Indaco Styling Mousse and fixed with Indaco Hair Spray Strong Hold. For the curly version the short cut becomes wavy thanks to the new waving system Tonic B and Indaco Spray Twist. The straight variant has been obtained with Indaco Relaxer Straight-Effect and illuminated with Indaco Spray Shine.

The cut: Inspired by a bob cut which is longer at the sides, its shows off the neck and shoulders, softens the face and camouflages any imperfections. With a type of texturisation that gives lightness and movement, this cut can be personalised as wished.

The colour: The 'Clair de lune' technique has been created by the application of the super bleacher CS11.1 to all the hair and shade CS 70 N on the front sections, to include shadows.

The styling: The waves have been designed in the hair with the help of Indaco Styling Mousse and subsequently fixed with Indaco Sculpting Spray. The straight look has the application of Seward Mediter Termoactifluid to protect the hair fibre and the next passage vof the tongs, with the definition of some sections with Indaco Mattifier.



Blonde shiver

Bridge Collection by Helen Seward

Hair : Helen Seward Milan
Creative Team
Photo: Carlo Battilocchi
Make-up: Fabrizio Camponeschi
Producer: Bookin' Agency Milan

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