

SALON

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There is much bouyancy around the salon business. Gone are the days when there were salons in the lanes of metropolitans, now the Tier I and Tier II cities are on their way to making a mark in the salon business. Courtesy a few brands like L'Oréal Professionnel, Wella Professionals, Schwarzkopf Professional and FMCG brands, there are visually delightful salons that offer great service at competitive rates, in smaller towns and cities. And what's more, several personal care brands are adding a professional range to their product portfolio. A fitting salute to the growing dimensions of the industry.

Our cover story gives an insight into the budding salon business. As per reports, there are more than 500 salons, approximately, in Bangalore's 100 Feet Road. Most of them are doing well, are not threatened by competition and are hopeful of the future.

The L'Oréal Professionnel Colour Trophy has been a learning experience for all – the winners and the salon owners. They have redefined a few trends that have emerged and the lives of the winners after their spectacular achievement.

There is an exclusive explosion of innovation in Infinite Texture – a collection presented by Vipul Chudasama, a celebrity hairstylist in Mumbai.

In the Indian Stylist section, Sapna Bhavnani, does an enviro-friendly volteface. From recycled hair pieces to newspaper, metal wires and more, she has outdone herself in this shoot with *Salon India*.

The Show Review does a review of Cosmoprof Asia 2011 held in Hong Kong recently. Larger and better, here too, the salon and beauty business is optimistic. All this and more in this issue. Look forward to your feedback.



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



Iryna Bilyk
Source: Salon International, Italy

Contents

- 18 **Snippets** An almanac of news and updates on beauty and hair
- 22 **New launches** Beauty salons and spas across the country
- 26 **Exclusive** Emerging trends from L'Oréal Professionnel Colour Trophy '11
- 28 **Trends** An inspiring look at the beauty and hair trends
- 32 **Interview** Sally Brooks, Artistic Director and co-owner of Brooks + Brooks salon, London and Rossano Ferretti talk about their journey; Wolfgang Glaser Export Director, Jaguar, on his plans for the Indian market
- 42 **Eye on the market** WAHL's revolutionary trimmers and clippers
- 43-53 **International stylists** A flattering look at global style
- 54 **Style notes** An innovative cut and color look created by Karan Dhupar, Creative Director, Blonde & Bliss Salon, Noida
- 56 **Visual dynamics** Check out the interiors of Jawed Habib Hair & Beauty Salon, Kolkata
- 58 **In first person** Tabassum Sheikh, Enrich Salon, Mumbai
- 62 **Special focus** Salon chain owners share their perspective
- 64 **Hair products** New in the market
- 68-72 **Spotlight** Vipul Chudasama presents his exclusive Infinite Texture Collection
- 74 **Cover story** A review of salons in Indira Nagar, Bangalore, the existing competition and future prospects of the growing industry
- 80-88 **Indian hairstylist** Sapna Bhavnani, the celebrity hairstylist explores the world of wearable art with her eco-friendly creations
- 94 **Beauty** New launches, skincare and much more
- 100 **Events** The social calendar: what's happening where
- 102 **Training** VLCC Institute of Beauty, Health & Management, NCR
- 104 **Show review** Cosmoprof Asia 2011, Hong Kong
- 106 **Celeb styles** Katrina Kaif's hair and beauty preferences
- 107 **Coffee break** Try this quiz and win fabulous prizes
- 110 **Step by step** Recreate these intricate cuts and colors

42



80



32



26



43



The creative gateway!

Hair warrior's trend forecast

by Isha Gakhar

Dubbed as the Oscars of the hairdressing industry, L'Oréal Professionnel Colour Trophy '11, predicted a myriad of trends that can be incorporated in your style book. The hair brigade experimented with a variety of styles such as fringes, bobs, curls, etc.

Salon India goes behind the scenes and gets the picture of the winners on their experience, culminated trends and inspiration.



“ This is a dream come true! We are based in Rourkela, where fashion is not that big, therefore, winning the Colour Trophy was an achievement. We also got a chance to meet the L'Oréal Professionnel Dream Team and the world's most renowned hairdressers like Jo Hansford and Michel Claire. I will describe my look as a Classic Bob and people generally use blond, copper and red, but rather I thought to be distinctively different and give an ash reflect to the style. ”

- Deepak Sain, Rajasthan Salon, (Second Runner Up, L'Oréal Professionnel Colour Trophy Category

“ Fringes were prevalent this time. Many of them attempted short haircuts and also spotted were curls. The competition was about the autumn/winter styles, so most of the hairdressers used warm tones of browns, coppers and reds. I created a look that was youthful and vibrant, using subtle red and shades of global color. After being honored with this title, I have become more confident and want to germinate in this profession, hereafter. ”

- Kabita Puri, AN John Salon, Winner Female Stylist, L'Oréal Professionnel New Generation Category



Leena Shoor, Marketing Manager, L'Oréal Professionnel shares the following pointers:

Shortlisting the jury: For the judges, we gather prominent names from the industry and the names are shortlisted keeping in mind industry icons, who are respected and are currently on the top of their respective professions. This helps us get a holistic perspective from the industry's point of view as to what they feel represents the trend in the market.

Special product launches for the competition: INOA was used extensively by the hairdressers this time. Though we didn't launch anything specifically for the Colour Trophy, the entire L'Oréal Professionnel catalogue was available for the hairdressers to work from.



ITVA in New York



Inspiring creations of the hairdressers

Capturing the hairdresser's imagination

The Wella Professionals International Trend Vision Award (ITVA) '11 was announced on October 30, in New York. The 85 finalists from 49 countries assembled to compete for the Young Talent and Color Awards. Jake Unger from Hob salons (Great Britain) won the Young Talent Gold Award, and DeLiang Wu from Di Qiu Cun Salon (China) was honored with the Gold Award for Color.

Grace: Darren Ambrose and the D & J Ambrose team
Blaze: Christopher and Sonya Dove, Paul Nasrallah and Omar Antonio
Roxy: Dmitry Vinokurov and Alexey Ladnov
Celeste: Sassoon team led by Mark Hayes.

The winners were selected by a panel of judges, comprising of some of the world's most respected industry experts. Eugene Souleiman, says, "When judging the competitors, I'm looking to be inspired, and the interpretations we've seen today have done just that." He further adds, "This year was particularly difficult for us to judge because the standard was so high, the bar keeps rising every year." 📌

Highlights: The day kicked off by revealing the 2012 Wella Professionals' Trend Vision trends, created by Global Creative Directors Josh Wood and Eugene Souleiman. The creative interpretations for Trend Vision 2012 were showcased by four teams:



Winner list

Young Talent Award Winners

Bronze Young Talent: Finland, Bang By Ara
 Stylist: Mikko-Matias Räsänen
 Model: Irina Kesälä
Silver Young Talent: Germany, Friseur aus Leidenschaft
 Stylist: Nadine Pfeiffer
 Model: Mara Fettel
Gold Young Talent: Great Britain, Hob Salons
 Stylist: Jake Unger
 Model: Elle Mayne

Color Award Winners

Bronze Color: Taiwan, HC Hair Culture
 Stylist: Chia-Wie Hung
 Model: Hsu-Wei Huang
Silver Color: Romania, Ayo Salon
 Stylist: Alina Iulia Calin
 Model: Andra Maria Musat
Gold Color: China, Di Qiu Cun
 Stylist: DeLiang Wu
 Model: DanDan Li

The People's Choice Award Winners

People's Choice Young Talent: Great Britain, Hob Salons
 Stylist: Jake Unger
 Model: Elle Mayne
People's Choice Color: Canada, Salon Shyne
 Stylist: Antonio Quintieri
 Model: Courtney Murias Berg

Product
of
the month

WAHL



Photo courtesy: JJ Valaya

The gen next device

by Shikha Swaroop



WAHL, an Illinois-based brand, is all set to revolutionize the field of hairstyling with the introduction of ProLithium Technology Trimmers and Clippers.

// We boast of a good clientele like b:blunt, Bangalore; Looks and Affinity, Delhi; Psalm23, Christiaan Georgio and Savio John Pereira, Mumbai; AN John, Kolkata and La-Femme in Ahmedabad.

// — Rohit Sood, MD WAHL India Grooming Products Pvt Ltd

The technology

The ProLithium technology introduced by WAHL promises its users more run-time, precision, durability and increased productivity. The products have an extended two years warranty.

// The new ProLithium Technology Trimmers and Clippers are wonderful and very handy to use. The Lithium battery used is, indeed, its selling point since the battery lasts for a longer duration. It gives excellent results.

— Savio John Pereira, owner of the Savio John Pereira's Salon, Mumbai



ProLithium Beret

A lightweight professional cord, or cordless, trimmer, the product is equipped with a high performance motor that offers 75 minutes of continuous running, when fully charged. The trimmer needs to be charged fully to simplify hair cutting. Detachable chrome-plated blades are ideal for close trimming and outlining. Price range: ₹6,000.

ProLithium Ambassador

Durable and innovative, the gadget has a 90-minute run time and needs 180 minutes of charging time. Equipped with quick-detach chrome-plated blades, it can be combined with a razor blade and texturizing blade (optional). Best for grooming. Price range: ₹6,500.

Availability: Hairizon Trading, Bangalore; Angels Enterprise, Chennai; Radiance Beauty Co, Delhi; Zenat Slimming Systems, Gurgaon; K S Beauty Centre, Hyderabad and Salonaire in Kolkata.



Visual dynamics Modernity at its best

by Vasantasena Biswas



The Jawed Habib Hair & Beauty Salon in Kolkata is esthetically done, with separate areas for adults and children. No surprise it is one of the most sought-after salons in West Bengal.

Salon: Jawed Habib Hair & Beauty Salon
City: Kolkata

Owner: Kohinoor Mandal and Reema Mondal

Size: 1,500 square feet

Budget: ₹30 lakhs

Time taken to complete construction: Two months

Brief description: This is a premium salon that offers an inviting range of hair and beauty services. Apart from the routine beauty and grooming sections, the salon has a dedicated child zone and wet zone for foot and hand spa, pedicure and manicure. It also offers a wide range of spa treatments, the prominent ones being the chocolate foot and hand spa. The interior are luxurious, sleek and have an international feel. The off-white flooring, soft LED lighting, neat cabinets have been offset by adding bright red and black chairs at each styling station with matching wallpaper giving the place a clutter-free, sleek and edgy look.

Owner-cum-architect's comment: "This is the biggest Jawed Habib Salon in the city. It is spacious and its facilities are uber modern."

Growth plans: At present, Jawed Habib has 15 salons in Kolkata and 21 in West Bengal. The company is always on the lookout to increase the salon's presence in the city and the state.

Products used: Wella Professionals, L'Oréal Professionnel

Light brand: Philips

Flooring: Off-white vitrified tiles

Email: kohinoor.mandal@gmail.com

Tasteful interiors add to the overall experience



Hair transplantation

The progressive technology



Dr Arvind Poswal, Trichologist

Manish, 28, an MBA visited a hair transplant clinic recently as he is getting married soon and thinks he should go in for hair transplantation now. Not an uncommon scenario as hair transplants are effective for baldness.

While the FDA approved medications, viz., Minoxidil and Finasteride, may not always work (besides having adverse effects), celebrities around the world vouch for the dramatic results of hair transplants. The technologies can be divided into two broad categories — Follicular Unit Hair Transplantation (FUHT) and Follicular Unit Separation Extraction (FUSE).

The process

FUHT involves first taking a hair bearing strip of scalp from the permanent donor area which is on the sides and back of the head. The individual hair follicular units are then separated from the strip and transplanted in the bald area(s). The scalp is then sutured using absorbent sutures. However, the stitchless version of hair transplants called FUSE and FUE, an older version, is better.

The FUSE method is laborious as it may need three to four consecutive days, but it compensates by being less invasive and by not needing sutures. The technique of placement of hair grafts in recipient area is the same in both FUHT and FUSE. The dissected hair grafts are transplanted by sliding them

gently into tiny needle slits made in the bald area of the scalp. The process of extracting as well as transplanting the hair roots is performed after administering local anesthesia.

Post treatment care

After all the hair roots have been transplanted, the area is bandaged and the patient can go back home. Only the next morning is the bandage removed. The transplanted grafts need to be handled gently for the first six to seven days. Within this time, healing takes place and the transplanted hair roots become a part of the previously bald scalp. During this time, the patient can wash his scalp gently and perform day-to-day activities. If performed correctly, modern hair transplants are a safe and permanent solution to combat hair loss. ❶

Fact file

There are about 700 to 800 patients annually who opt for hair transplants. In India, 35 to 45 percent of men go bald by the age of 45 years. Hence, the procedure is commonly used by those in the age group of 26 to 40 years. The cost of getting a hair transplant is between ₹1 to ₹4 lakhs. A popular alternative therapy is the use of Keratene (sitosterol).



The FUHT and FUSE methods are fast gaining popularity in cities





Namrata Soni

Work speaks for itself

by Nivedita Jayaram Pawar



The young and talented make-up artist, Namrata Soni, has woven her art on various actors and models such as, Sonam Kapoor, Indrani Das Gupta, Shah Rukh Khan and more

How did you get started?

A summer job at a friend's salon got me keen on make-up and hairstyling. And here I am!

How has the journey been? Any road blocks?

This profession did not have too many followers several years ago so, I didn't know where I could go for training. I saved and went abroad to study. Mostly there were only male make-up artists and only the established ones were getting work.

Lessons learnt along the way?

Your work speaks for itself; be truthful and maintain the privacy of your client.

Worked on/ with?

There are several — Salman Khan, Serena Williams, Malaika Arora Khan, Preity Zinta, Bipasha Basu, Arjun Rampal and others.

Evolution of make-up and hair techniques? Breakthroughs?

Techniques have evolved drastically over the past few decades.

From grease paint foundations to liquid, cream and tinted foundations, there have been a lot of developments. From our actors looking like painted mannequins, we are now using quality products to enhance their natural beauty. Airbrush make-up and tinted moisturizers allow us to give the actors a flawless skin. Hair extensions and ammonia-free hair color allow them to take on multiple looks without the fear of their hair being damaged.

What are the make-up products that have revolutionized the way artists' work?

Airbrush make-up, cream and liquid foundations from Bobbi Brown, Chanel, NARS are fantastic, quality make-up brushes, skincare ranges of Shiseido, Dermalogica, Clarins and La Prairie are a boon.

One make-up brand you swear by?

There is never any one brand, but I love Bobbi Brown, Chanel, NARS, shu uemura and Lancôme.

The guru in the field of make-up?

Kevyn Aucoin, Scott Barnes and Bobbi Brown; Marvie Beck and Clint Fernandes in India.

What's the one make-up mistake that most people make?

Applying the wrong shade of foundation to make themselves look a shade lighter. ☹

Rapid fire with Namrata

The best face you have worked on: Sonam Kapoor and Malaika Arora Khan.

A beauty secret: Moisturize and apply sunscreen on your face even if you are sitting at home.

Your icon: My mother

Whats in: Beautifully lined eyes

What's out: Dark liner around the lipstick



Katrina Kaif

Beauteous and sublime

by Isha Gakhar

What key fetish do you have about your hair?

I love their thickness and length. Unfortunately, they are exposed to a lot of styling and blow-drying, therefore, I use deep repair hair pack, a good serum and a conditioner.



Photo: Fotocorp

How important is a healthy diet for beautiful hair and skin?

A good diet as well as a relaxed mind is the way to have beautiful hair and skin. I enjoy eating healthy and at the right time. Besides a healthy diet, exercise is also important. I do Pilates to keep myself active.

What hair and beauty products do you use?

I like Pantene shampoo and Pantene's 3 Minute miracle serum. It works well for me. Kiehl's leave-in hair conditioner is also quite effective. A good moisturizer and night cream by La Prairie is a must. Also, Veet waxing strips are another one of my favorites, as they are handy, consumer-friendly and can be used anywhere and anytime.



Photo: Randeep Singh Pundir

Which hairstyle do you prefer the most – curls, straight, short or anything else?

I love my thick long hair so I prefer keeping them straight and blow-dried for a neat, sophisticated look.



Katrina Kaif with Subhash Singh

Subhash Singh, make-up artist for Katrina Kaif, shares his journey.

Getting started

It has been 24 years in the business and I'm still enjoying it. I started assisting Pandhari *dada* and after two years, branched out on my own.

Your take on Katrina's beauty

She is not experimental

when it comes to make-up. Katrina likes it natural-looking whether on or off screen. As she is blessed with good skin, so I just give a gloss or lip balm to her lips, a thin smudged eyeliner, and contour her cheeks in dark, brown or

pink shades. Katrina is an amazing person to work with, having worked with her for more than seven years now.

Vanity box

Products from Giorgio Armani, NARS, MAC and Chanel. 

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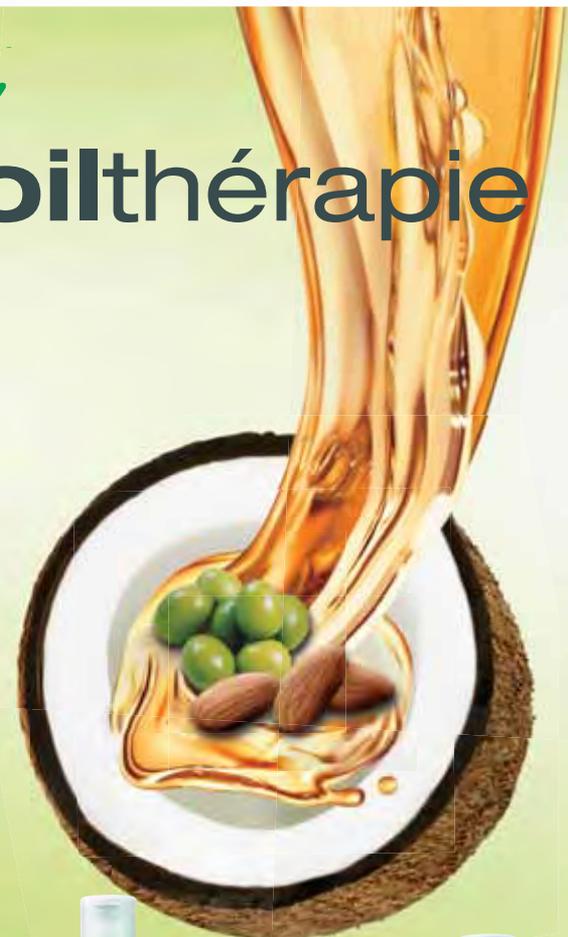
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