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Salon India completes two glorious years in India. Thank You all for making it the most successful magazine for salon professionals across the country. In the anniversary issue, we have given for the first time the top names who are retelling their success story. Toni Mascolo with daughter Sacha, speak their mind about the growth of the globally acclaimed brand Toni&Guy and their take on its future.

Having healing hands that have worked on the world's most beautiful faces, including divas like Madonna, JLo and Eva Longoria, Michelle Peck gives a candid account of her success and shares the latest fad in facial technologies.

Back in India, we are inundated with newer brands entering the market and the existing business houses pushing themselves to introduce newer lines of products. A case in point is the launch of Raaga Professional line of hair products by the CavinKare group. It is obvious progression for a group already established in the cosmetic and salon industries respectively. Raaga is targeted at the mid-segment of hairdressers with a simple line of products.

The challenge in India is not of introducing interesting products, but more of supply chain and distribution. So far, the professional industry has had the big fish and an array of smaller ones. Emerging with a vision is Inocorp that is building a strong portfolio of brands meant for salons. *Salon India* brings them all on the talking table.

Salon designing is a segment that needs close attention and who knows it better than Indonesia based Jenny Kartika who has been behind India's most successful salon designs. Jenny opens her repertoire of skills to *Salon* readers for the first time!

Designing is so much a salon thing whether its spaces or hair. We have put together two complementary shoots this time. One that is inspired by the leading ladies of Bollywood across years — the theme being straight hair styling in the Indian film industry, and the other, by a set of bold portrayals in Hollywood by the likes of Marilyn Monroe and Audrey Hepburn.

As we step into 2011, I wish you a Happy New Year and hope this is a year full of *joie de vivre!*



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



Hair and make-up: Ojas Rajani for L'Oréal Paris
 Photos: R Burman
 Fashion styling: Nikita Rijhsinghani, Lajja Shah, Setu Shah
 Clothes: One shoulder animal print maxi dress from Coco, Mumbai
 Accessories: Stylist's own

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92



40



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108



130





(Top to bottom) Morning show for International Trend Vision 2010, Paris; Trend Passionista, Trend Vision 2011; Opening performance before Trend Vision going live; Trend Polaris by Sassoon Academy

Trend Vision 2011 Interpretations

Wella Professionals revealed Trend Vision looks for 2011 at the International Trend Vision Awards in Paris on November 6, 2010. Eugene Souleiman and Josh Wood, Global Creative Directors, Wella Professionals, have created an innovative Trend Vision Haute Couture portfolio for 2011: Lumina, Glamazon, Passionata and Polaris. *Salon India* shares some exclusive insights for this season.

About his inspiration, Eugene emphasizes that “at the moment, we are seeing lots of worlds collide. Fashion, music, hair — it’s really all about the same thing. The world is such a small place now and inspiration is all around us.”

Further explains Josh Wood, “We try to work out what message is happening in fashion and at the same time how we can relate that to what’s happening in our world at Wella Professionals.”

Lumina

The trend is inspired by the richness of experimental creations, sensorial design and innovative architecture. “For hair, this gives a futuristic twist to the precise, asymmetrical cuts. These are pure shapes that have natural fluidity thanks to customized, curved lines that flatter the face,” says Josh. Further, Eugene, adds, “With this look, I really wanted to show people that stylists who do session work can actually cut hair. I felt it was really important. So I created a haircut that was technically a bit of a feat. It was a bi-level geometric haircut, but not one that was undercut and scissor over-combed underneath. It was a geometric haircut with texture, I thought that was really nice — like making a geometric haircut look sexy.” “For color, this trend is really focused on very light, pale hair,” he comments. We have concentrated on solid colors as the look is about a

Diego Perez

Brand philosophy



Diego Perez, International trainer and adviser for René Furterer

Diego Perez is an International Trainer and Adviser for the French luxury haircare brand, René Furterer. With a vast experience of over 20 years, he believes that the specific problems of hair and scalp requires a analysis based on in-depth knowledge. During his recent visit to India, he spoke to *Salon India*.

René Furterer has been in India since long. How has been the journey so far?

René Furterer entered the Indian market in 2008 and since then, we have garnered presence in 11 elite salons across India. We expect to reach more salons in the next few years. I have realized that the understanding of Phytotherapy in India is very low. We don't have many Indian competitors here. However, we do have international competitors, but to be ahead in the right direction, we follow different philosophies and techniques.

Do you think René Furterer fits into the regular Indian hair grooming habits, like oiling?

Yes, of course! I think Indians

love natural ingredients and René Furterer also believes in the same vision.

Being a hair expert, what do you have to say about Indian hair?

I have noticed that Indian hair is more frizzy and dry as compared to Western counterparts.

On what research or technology are René Furterer products based?

All our products are made of basic natural ingredients with extracts of plants and essential oils. Our recent innovations include hair loss programs that help in slowing down hair loss and promotes hair growth, thanks to the natural extracts of Phaphia that densifies into vascular action and does not have any side-effect.

René Furterer doesn't have hair color. Any plans to enter this segment?

In my opinion, the hair color market is growing continuously, but our focus is on natural ingredients and not on chemicals. We test our products thoroughly in our laboratory to

be 100 percent sure of the ingredients before launching any product. We don't think we will enter this segment as hair color is not 100 percent natural.

How do you ensure hairdressers enjoy the René Furterer experience before they transfer the same to the consumer?

I'm really passionate about my work and make sure hairdressers understand our concept. I try to build their confidence in me so that they are comfortable while questioning me and thereby gain new insights into the several techniques. However, I make efforts to pass on knowledge of pre-treatments in order to make them aware of our concept of preparing the scalp before treatments, such as, preparation sales techniques.

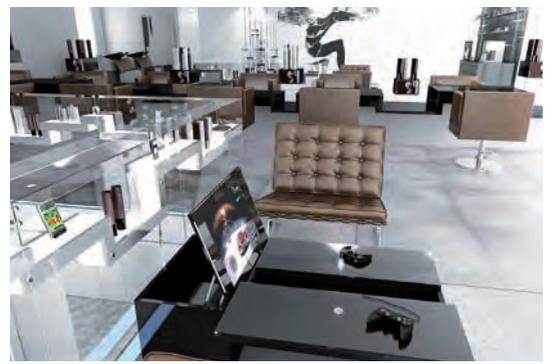
What are the star products from René Furterer?

Well, I can't recommend any one, as René Furterer treatments are extremely personalized. Some of our popular products are the Okara, Karite and Carthame range. 📞



Diego Perez demonstrates the usage of René Furterer products





Affinity Salon

The guru mantra



Vishal Sharma, Owner,
Affinity Salon

Affinity Salons have established themselves as the most luxurious chain of salons, privately held and managed by Vishal Sharma, an entrepreneur. Behind the success story is his ideology to create a new paradigm in the Indian salon industry. Affinity Salons have been awarded the Best Salon Service of the Year and Best Salon Design in Delhi at Estetica Awards 2010 held in Mumbai.

You started from a ground floor space in Green Park, what inspired you to enter this business?

It all started with the experience I had had with a hairdresser in one of the leading salons in Delhi in 1992. I had gone for a haircut where after making an appointment, I was made to wait since a certain top-notch didn't have the time to wait. As I was young and aggressive I was naturally upset. At that point I decided to open a highend salon with improved services.

What were the major milestones?

A vision of taking the industry to a different level and comparing them to those overseas.

Can you share with us the financials of salon business, what are your priorities?

Financials can vary from module to module... nothing is fixed.

How do you assess customer traffic in a certain area?

Customer traffic is according to the area we are located in, agencies and now software.

What is the USP of the Affinity chain?

Retention of the staff and upgrading from time to time. Delivering the same experience

to the customer in every branch.

With training being such an important ingredient of this business, how do you ensure optimum levels of trained individuals?

We provide international training in the most reputed academies around the world. There are plenty of in-house master classes being offered as well.

What are your brand partnerships? Does it help to affiliate to a single brand?

Affinity is associated with P&G Salon Professional, Sebastian and Wella. Associations help and have their pros and cons, however, working with a single brand helps to focus on the product and provide better results.

You hardly have presence in malls. Why?

Malls usually are good for smaller formats (studios), and since we are usually into larger formats, easy accessibility is critical. Hence high-street markets are preferred.

You are getting into spas, is it a natural progression?

Yes, it is a natural corollary.

Affinity has 14 branches and is India's top most privately owned chain of salons, what is your vision of taking it even further ahead?

Affinity plans to go pan India. We aim to set international standards to our existing salons.

Do you have private equity participation? Are you looking at going public?

Not planned as yet. Maybe we will look into it when and if, the time is right. 🕒



Photos: Atul Kasbekar

Kapil Bhalla and Daniel Bauer while creating Kingfisher Swimsuit Special 2011 looks

Behind the scenes Beauties on the wall

by Isha Gakhar

The ninth edition of the Kingfisher Swimsuit Calendar unravels a new definition of style, sensuality and glamour. Ace make-up artist Kapil Bhalla and hairstylist Daniel Bauer created beauty at the Kingfisher Swimsuit Special 2011. "Make-up on a calendar shoot like this is always tricky. The girls have to look super glam without looking too made up, as it defeats the purpose of a swimsuit shoot. So, this year's make-up had a very resort-like feel to it. It had easy going, relaxed looks," comments Kapil. The models look like they have spent hours in the golden sun and thus get this lovely sun-kissed look through make-up. When it comes to inspiration, Daniel says, "I was inspired by the silhouette shapes of the sheer spread of nature, which had the flow of freedom, was ominous yet beautiful." Compared to last year's calendar, the focus this year was more on hair, than on make-up.

Create that look

Hairstylist Daniel explains, "I created three to four looks for each girl, which came to about 20 distinct fashion looks in all. I played around with loose braids, twisted gelled looks, mohawks, big open hair and wild updos to get an avantgarde glamor-

ous look. I used a lot of extensions and wigs on each girl for volume and length. So each girl had one look with open hair, one messy updo and a sleek look in the form of a twist or braid, mostly." Kapil, who has been doing the swimsuit calendar for the past four years feels, "The foundation used on most girls was barely visible; just a few drops under the eyes and around the mouth to even out skin tones." Eye make-up was kept subtle in most cases, except a few shots that required a dramatic look. Lots of waterproof mascara to open up the eyes and a soft eyeliner in brown to define the eyes. Says Kapil further, "I used a lot of eye tints instead of the regular eyeshadows to make the eyelids appear soft and add a bit of a neutral color. The main focus was on highlighting techniques on the face with cream bases by Chanel, used on the highlight point of the face, like the cheekbones, T-zone and the collarbones. "I usually had to deepen the skin tones by two shades on each girl to match the facial skin tone to the rest of the tanned body." The entire look is kept summery and fresh in terms of lip colors, such as, nude shades from peaches, corals, fresh pinks to matte nudes and browns. "I haven't

Ask and Win



Ask Sumit Israni, celebrity hairstylist and owner of Geetanjali salons in Delhi, any question on haircare and win an opportunity to be with the master hairstylist for one full day! Sumit has even styled the First Ladies, Hillary Clinton and Michelle Obama.

Q. When I add highlights to henna-treated hair, the highlights turn orange, but if I bleach my hair, they then become extremely dry. Please advise.

Sharvan Thakur, Mumbai

A. Make sure that you condition your hair before bleaching them. After the bleach go for a powerdose or protein treatment, to maintain and take care of the texture of your hair.

Q. What is the point of good products and best equipment if the stylist is unable to buy them. Is there any way out for the less privileged, but capable stylist?

Dheeraj Jaiman, Jaipur

A. There are several Indian and Chinese brands that are making their own equipments, which are relatively cheap, as compared to ones from USA or UK.

Q. How important is it for a professional hairstylist to know about the 'new trends' in the fashion industry? Can he understand these trends through short-term courses? Please tell me the right places in

India, like, Vidal Sassoon, Saks and Toni&Guy abroad?

Shantanu, Mumbai

A. It is critical for an hairdresser to keep himself or herself updated with the changing trends around the world. This is so as the updated knowledge will help the hairdresser upgrade his or her knowledge, be it about the latest fashion trends, hair techniques, hairstyles or events in the industry.

A short-term course can help, but for complete understanding, one should undergo proper training courses from respected institutes. There are several such hair institutes in India, such as, Pivot Point, Jawed Habib's Professional Institute, the L'Oréal Academy, Hakim Aalim's Academy in Mumbai, amongst several others.

Q. When do you think there will be regulations regarding the opening of salons in India, as they exist in Europe where the procedures are pretty tough?

Saifullah, Mumbai

A. Regulations regarding the opening of salons will take time in India, as it is a long process. In the mean time, the salons need to be self-regulatory with their own rules and regulations. These can be - minimum educational qualifications and internship experience for those who want to join a salon and the option of upgrading their skills through workshops and training.

Q. Do you think that after five or six years in India, the status of the salon industry will be so high that parents will willingly allow their children to take it up as a profession?

Kajal Jaiman, Jaipur

A. The trend is already changing. Youngsters are overtaking seniors, like Samantha Kochhar, Bharat Godambe, and more, in the hairdressing industry. Nowadays this profession is as respectable as any other profession and thus, the young generation is willingly opting for this field with complete support from their family.

**Sumit Israni
has
chosen
Question
number 5 by
Kajal Jaiman,
Jaipur to
be the best
query.**



Jacqueline Fernandes

A sought-after beauty

by Isha Gakhar



Photos: Fotocorp



Simplistic and beautiful hairstyles worn by Jacqueline Fernandes on and offscreen

What you like the most about your hair?
Its thickness.

Do you always like to keep it long?
Yes, I have always fallen for long hair, unless there is a demand for short hair in any particular character. People having short hair is commendable as it is one of the coolest things to have. One day, hopefully, I would like to have very short hair.

How do you take care of your hair?

I use good haircare products, especially shampoos and conditioners, and also make sure to take treatment masks, even during my busy work schedules. One thing I feel one can do, to maintain the hair is not blow dry them too much.

Do you color your hair often?

I am not too much into hair coloring. If at all, I usually go

for dark brown color; that too, once in a couple of months.

What products do you use for coloring and styling?

If I am dyeing my hair, I use Wella Koleston as Wella Professionals have good products, especially shampoos and conditioners.

How do you handle bad hair days?

I don't do much. I simply tie them up in a pony tail or make a braid. Also, one can use a bandana or a hair band.

Who is your favorite and regular hairstylist?

I trust Natasha Naegamvala, from Nalini Salon in Mumbai. She is really good and she is the one who cuts and colors my hair.

Your favorite look? And who was the hairstylist?

It's very difficult as there are so many looks. For example

in my first movie *Aladdin*, Ojas Rajani did my hair and make-up. We had a variety of looks in that movie and Ojas did each one amazingly. I have liked myself in *Aladdin*. In my second movie (*Jaane Kahan Se Aayi Hai*), Subhash Vagal did my looks. Honestly, magazine shoots are always the best as there is so much to do in terms of hair, make-up, etc.

An evening look you like?

It depends on what I am wearing. Some dresses look best with soft curls, while some others go with a tight French roll. Hair and make-up has to be in sync with jewelry and ensemble. I love classic make-up and tied back hair with just an eyeliner and soft red lips.

Any make-up look you admire?

It is Hollywood classic glamour. If you look at the make-up looks of Audrey Hepburn, it was a distinctive era. 📌

Winning collection



Salon India asks Christel Lundqvist, current British Colour Technician of the Year and Member of the HOB Creative Team to share some tips on creating the award-winning look

Christel says, “Before going ahead with my collection this year, I knew that I wanted to make a statement showcasing the flawless color that HOB Salons represent. Seeking inspiration from fashion illustration design, and the importance of understanding shape, form, fabric and color, I feel that I achieved an individual color collection that showcased this.” Both these looks use a technique called Progression of Color whereby a variation of dark to light depth is used on three interlocking sections of hair to give a seamless, three dimensional end result.



First look was created by beginning with a deep oak hue to strengthen the haircut, progressing into a pale wood, through to a peach sorbet tone in the fringe area. The depth created a varied look from light brown to a medium blonde, continuing round to a very light blonde with tones, such as brunette, mahogany, gold and soft violet.

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Feel
Good

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