

SALON

INTERNATIONAL

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Salon India is back with more excitement, news and views on the burgeoning salon industry!

In the summer months, business opportunities abound for trade professionals. From introducing new summer treatments and products, salon owners and personal care brands have big plans. We track the innovations, new offerings and the potential of the season in our Cover Story.

With this issue, we have introduced Power Women — women in the salon business who through the dint of their hard work and determination have made it big. Latha C Mohan reflects on her life and comes up with amazing advice. We think of it as providing inspiration to the newcomers. This industry empowers women in a way that once you are an intrinsic part of it, there is no looking back.

An insightful peek into the challenges faced by distributors and supply chain professionals in the business is brought to you in Market Watch. Naresh Garg of Headstart International airs his views.

New, is as if the flavour of the season! Crespi Milano, Italy's fine fragrances brand, has come to Indian shores with their Home Fragrance range. Kolkata's Bridgette Jones Salon has clearly supported the endeavour by tying up with them. In the same breath, as a medical expert you can now change the colour of your client's eyes. Meet Dr Shibu Varkey, from Trichy, who has conducted India's first iris replacement surgery on a 25-year-old New Zealander. This is a must-read.

As we look forward to the spring-summer outburst, we wish your business success and abundant opportunities and achievements!



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



Hair: Saco Team Creative
 Photo: David Oldham
 Make-up: Andrew Gallimore
 Stylist: Saga Widen

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2012 analysis

by Isha Gakhar



Photos: Thomas Rafalzyk
Claudius Holzmann/Cream Pictures for Maybelline Jade



Eyebrows were a major focus in many shows at the Berlin Fashion Week A/W'12



Make-up and hair from the runways of Berlin

Salon India spotted a composition of the season's biggest beauty trends at the Mercedes-Benz Fashion Week Berlin, A/W'12. Hair expert, André Martens and make-up magician, Boris Entrup were heading the backstage, and crafted looks for fashion designers such as, Alexandra Kiesel, Escada Sport, Unrath & Strano, Guido Maria Kretschmer, Hien Le, Irina Schrotter, Issever Bahri, amongst others.

Flashback mode

"Straight and wavy hair were seen on the ramp. A few designers had the hair tied back in a ponytail or a bun; these were, by no means, severe, but, rather casual and relaxed. If the hair was wavy, it was important to respect its natural structure, thus giving it a modern feel. Another trend was the return of glamorous waves in all their glory — the inspiration came from various sources, like classic television series from the 70s *Charlie's Angels* as well as the glamorous, styled waves and pompadours heralding back to the film *Goddesses of the 40s*," shares Martens.

At Unrath & Strano, the look was clean and masculine. Describing as his favourite look, Martens, says, "What makes Unrath & Strano special was a specially placed pompadour, which gives the look of a punk spirit."

Drama and more

Breathtaking was the look of Guido Maria Kretschmer, that showcased extraordinary eyes, artificial eyebrows and extreme red lips. Entrup details, "It was an Asian-Mongolian inspired look. I kept very bright skin like a mask, using a lot of moisture, lightest make-up with a white concealer. The extra lashes were drawn on the skin to make the eyes big and unnatural."

Complementing the make-up was centre-parted and neatly tied hair. The hairstylist gave less volume on the upper part of the head, and focussed on the artistic spiry braids on both the sides, combined with long hanks left and right of the face.

Wind of colours

With eyes being the main focus, glitter in the shades of gold, burgundy and grey were used for designers such as, Marcel Ostertag and Blacky Dress. The biggest trend generated was natural, soft and matte skin.

Entrup reveals, "Area under the eyes and top of the nose were concealed to get that perfect skin." For designers such as, Kaviar Gauche and Lena Hoschek, the make-up artist experimented with red, lilac and berry tones.

Latha C Mohan

Converting beliefs into business



Latha C Mohan

Passion is not cultivated, it's something you are born with, holds true for Latha C Mohan as she has always believed in making people look good! Hence, it was a natural progression of her deep belief in herself that led to the opening of the first Kanya Salon for Women in 1981, in Chennai with personal funds and a small loan of ₹25,000 from the Indian Overseas Bank. The salon cost was ₹1.20 lakh in those days, built a reputation for itself. In 1986 the second branch came up, this time she was backed up in a big way by her husband, a marine engineer by profession.

As the chain grew in strength and reputation, Latha Maa, as she is affectionately called, has held her own against giants like Cavin Kare. She has even won an Intellectual Property case for the title 'Kanya' in 2003. Kanya salon, managed by a team of beauty and skin care experts, has now been in the personal appearance segment for the last 20 years. Latha Maa made a commitment and that was to provide Kanya customers the best beauty service experience. This deep-rooted promise comes from a focus on quality and an aesthetic eye. What started off as a passion, took the shape of a business venture when she enrolled for a course in Singapore's Pivot Point Beauty College.

The philosophy

The story of Kanya is essentially the story of Latha

Maa, who has dynamically grown chains of various formats namely Oryza spa, Bounce Uni-sex Salons, Cut It Out salons, the Bounce Style Academy and the latest being Bliss by Oryza — a chain of express service dry spas. Her ventures have established themselves in their niche, having one thing in common — high-quality services, that deliver the promise that is made. It was this relentless customer focus that ensured that Kanya was chosen as an exclusive salon by Shahnaz Husain in 1990 and it has also ensured that Kanya has the privilege of being able to serve three generations of women from the same family in several cases.

Spa sense

To give a total spa experience in the heart of the city and to make sure that their services remained consistent with world standards, Latha Maa opened Oryza spa in 2005. "It was an idea that I executed on the advice of my children Prathna and Vikram", shares Latha Maa. Advising those keen on opening spas, she says, "The investment that needs to be made totally depends on the scale, and the facilities you wish to offer the clients. In my experience, in Chennai and Bengaluru, it depends on the high rentals and the location of the spa. Both my spas in Chennai and Bengaluru are about 4,500 square feet each and I spent almost about ₹1.5 crore on each." She candidly adds,

"I would love to make it even more appealing to my clients if only I had bigger budgets. A day spa can be as exquisite as a hotel spa depending on how you want to position yourself. I firmly believe that a day spa can offer five star services at affordable prices".

The idea of relaxation

Latha Maa has attained in-depth understanding of the spa business over the years and feels, "the consumer needs absolute relaxation, hygiene and a skillfull therapist. There is no government concession, no recognition or any other support for this industry. However, a service like a body massage in South East Asian countries has become a big industry and a tourist attraction, which brings revenue to the country. In India, we have a long way to go, but in the last eight years, the awareness has increased." However, as an early starter, she strongly feels the need for accreditation. She says, "We have enquiries of franchising Oryza Day Spa, but we do not have any certification for spas. If we were to have certification for quality training, service, every aspect to set up the spa, it can be a lucrative business." The company is ready to franchise with a larger emphasis on Kanya and Cut It Out as it's easier to replicate and Oryza and Bounce at a relatively slower pace.

Training is a must

In her inimitable style, Latha



Summer time Business opportunities

by Aradhana V Bhatnagar

Change of season brings with it, its own set of concerns. Whether its skin, hair or make-up, the needs tend to change and hence slight modifications on the menu can create effective options for the clients in the salons. *Salon India* talks to salon owners to understand whether the needs really vary and the special services that they may have launched to address these demands and with brand heads about the professional products they are promoting

Richa was anxious about her hair fall problem. The lady in the salon allayed her fears by saying that hair fall, sometimes, is temporary and at times increases during the change in weather – from cold to hot and vice versa. Our skin and hair are the first to get impacted and undergo a transition, for the worse.

Concerns of clients and their redressal by salons

The cities of Mumbai, Hyderabad and Kolkata are fairly warm all through the year and experience mild winter. Delhi, on the other hand, is known for its extreme winter and summer with temperatures dipping and rising much like the Sensex! Says Sumit Israni, Owner, Geetanjali salons in Delhi, "One of the biggest concerns of my clients is of a dry and itchy scalp and then comes the problem of hair colour fading fast as one tends to wash one's hair often in summer." In skin, he says, it is of tanning, oily complexion and dirty hands and feet. Hence, he has on offer head massages, scalp treatments, foot spa and face rituals.



Adds Sonali Bhambri, Director, Toni&Guy salon in Delhi, "Most of the clients who visit us for hair repair treatments are in the age group of 16 to 50 years. While the younger lot seem to be more prone to issues of dryness, as perhaps they are the ones who are opting for drying hair treatments like excessive use of fashion hair colour, heat treatments and more, the higher age group of women are those with sensitive and dehydrated skin concerns, which gets worse in this weather." Toni&Guy uses hair products from Toni&Guy, label.m and Kérastase from L'Oréal Professionnel. The hot-sellers are the Peppermint and Tea Tree Shampoo from label.m as it deep cleanses oily scalps and removes product build up gently, but effectively, the Organic Lemongrass and Orange Blossom conditioners and Moroccan Oil, which she

claims to sell almost 100 bottles in a week. "From Kérastase, the Bain de Force Architecte range of shampoos and Masque Force Architecte work wonders," says Bhambri.

Santosh Kumar, Owner, Paris dé Salon, Hyderabad, shares his experience, "We have women from 16 years and upwards coming to us and about 25 per cent of them have issues, such as, tanning and pigmentation of skin, frizzy hair and hair fall worries. We have on offer facials, tan removal, and hair spas for





Visual dynamics Tranquility on the Ganges

by Randeep Singh Pundir

Set in lush surroundings with a breathtaking view of the Ganges, the Anaya Spa in Raichak, Kolkata redefines relaxation and rejuvenation



Harshvardhan Neotia

Spa: Anaya Spa

City: Raichak, 90 kms from Kolkata

Owner: Ambuja Realty

Size: 10,717 square feet

Brief description: The spa building is around 20 years old. The architectural characteristics are inspired from that of a fort and are a mix of organic and vernacular with a bold presence of connectivity between inner and outer spaces. There are images of flowers, which are painted, to name the different treatment rooms. There are vibrant floral wall paintings as well which are further highlighted by the play of lights used in a unique manner. The main lights are used in a manner so as to give an impression of a creeper emerging from



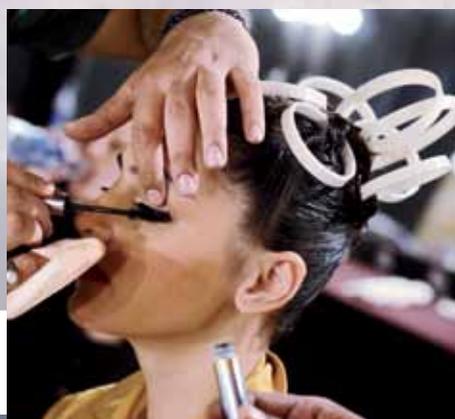
BEAUTY



Lakmé Fashion Week '12

by Tista Sengupta

Lakmé Fashion Weeks are famous for revolutionising the world of fashion and beauty. This Spring/ Summer '12 edition was a glittering affair that showcased edgy designs and classic silhouettes with dramatic and bold looks. A fashion week is not only about designers, but also about the efforts of make-up artists and hairstylists, who labour backstage to provide a not-so-usual look. On the Lakmé Fashion Week S/S 2012, Kapil Bhalla, reputed make-up artist and an intrinsic part of the event, said, "Most of the designers wanted to keep the look fresh and natural. So, the make-up has been minimalistic, and for hair, ponytails bejewelled with hair accessories, loose side plaits, swept-back styles have been created." Clint Fernandes, well-known make-up artist also associated with LFW said, "Shades of orange, blue, pink, mustard yellow, magenta were a rage on the runway and will also be awesome for the season."



Suhani Pittie

Hair: A classic ponytail with a hair band
Eyes: Bearing a brown eyeshadow highlighted with a black liner
Lips: Nude
Face: Sun-kissed, natural and clean



Vikram Phadnis

Hair: Male models had wrapped a head cloth. The female models had bangles and crochet lace intertwined into their tied-up hair
Eyes: Shades of brown have been applied
Lips: Red and nude



Photo: Chivas Fashion Tour/Rocky S



Dia Mirza

The beauty lesson

by Isha Gakhar

Hair fetishes

“ I’m not a fan of streaking and colouring, and avoid it if I can! I wash my hair again, if some styling product has been applied on them. I make sure I keep them away from harsh chemicals and avoid treatments such as, perming and permanent straightening. ”

Long versus short

“ My hair length has gone quite short twice. Even though I have enjoyed the short length, I feel most happy when it’s long! There is so much more one can do with length. ”

Product choice

“ I like The Body Shop Rainforest shampoo, conditioner and mask. L’Oréal Professionnel Elnett hairspray, Bumble and bumble’s Hair Prep and Hair Thickening Spray are my favourites too. ”

Hairstylist you swear by

“ Dilshad Pastakia. She has done my hair in all the films till date and has been with me for almost a decade now. ”



Photo: Lakme Fashion Week S/S 2011/Rocky S



Photo: Viral Bhayani



My worst hair day

“ When I had to colour my hair black for a film and change it back to brown for another — all in a day! My hair was tormented and it felt like straw. I cut them really short soon after! ”

Hair extensions

“ Permanent extensions can damage hair but the temporary ones are comfortable, easy-to-use and look just as good without causing damage. ”

Loved myself

“ My character in *Acid Factory* had jet black hair, with a long and edgy cut; and my look in *Love Breakups Zindagi*, had soft brown hair with big waves. I believe a hairstyle is the coolest, when it is fuss-free and real, though a lot has gone into making it look so ‘natural’! ”

The perfect evening look

“ I love tying my hair up in interesting new ways. Sometimes scrunching it or a nice big voluminous blow-dry. My make-up depends on the garment. It can be dewy and natural or accentuated eyes with nude lips. ”

Most admired make-up look

“ Penelope Cruise. ”



Rocky S An eye for beauty

by Tista Sengupta

Importance of hair and make-up in fashion weeks.

Hair and make-up play a key role in fashion weeks. The styling of the garment is complimented with a dramatic hairstyle at times and subdued make-up, or vice versa.

Your contribution in planning the hair and make-up look.

Hair and make-up are integral

ornamentation. Bold, elegant and sexy, it's a style statement.

Please tell us about your latest collection.

Glamour and glitz together describe my new celebrity line 'Rocky Star'.

Cut, colour and drapes – what works for you?

Each outfit is beautifully handcrafted with delicate laser cutwork in net and georgette and has intricate cord work with crystal detail. The collection may have numerous directions, but are entangled with my signature colours that are fresh ivory, mysterious black, muted grey and vintage nude. Fabrics like georgette, chiffon, satin, silk and net have given an incredibly outrageous and feminine feel. The contemporary, yet chic, silhouettes add a startling finish, while the neutral colours have made the outfits come alive.

At some point would you like to have a colour cosmetic line for your brand?

There are many plans, but most of them are under process. I will disclose everything to you at the right time. ☺

Photos : Deepak Malik



to my collection. For LFW'12, the look was Gothic – dark black smudged eyes, nude lips and messy hair.

Your inspiration.

A chandelier is my inspiration behind the surface





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