



SALON

TM

INTERNATIONAL

SALON

INTERNATIONAL

INDIAN SUBCONTINENT | Vol 4 No 10 | October 2012

Editor-in-Chief Amitabh Taneja
Editorial Director R S Roy
Publisher S P Taneja

Editor in Charge Aradhana V Bhatnagar (Deputy Editor)
Chief of Bureau (Mumbai) Nivedita Jayaram Pawar (Sr Assoc. Editor)
Senior Correspondents Isha Gakhar
Shikha Swaroop
Vandana Thakur
Correspondents Shahona Dutta (Kolkata)
Roshna Chandran (Bangalore)

Creatives

Art Director Pawan Kumar Verma
Sr. Layout Designer Rati Mathur
Sr. Photographer Vipin Kardam

Circulation & Support

Assoc. VP - Circulation Anil Nagar
& Subscription
General Manager - Administration Hemant Wadhawan
Sr. Manager - Circulation R P Singh
Dy. Manager - Operations Rajesh Kumar
Sr. Executive - Subscriptions Kiran Rawat

Production

General Manager Manish Kadam
Sr. Executive Ramesh Gupta

ADVERTISING

DELHI:

Rajeev Chopra, Vice President
rajeevchopra@imagesgroup.in
Mob: +91 9811098430

MUMBAI:

Santosh Menzies, Assoc. Vice President
santoshmenzies@imagesgroup.in
Mob: +91 9820371767
Vinita Masurkar, Manager Advertising
vinitamasurkar@imagesgroup.in
Mob: +91 9820289947
Ketki Dhote, Sr. Executive-Sales
ketkidhote@imagesgroup
Mob: +91 9594956043

BANGALORE

Suvir Jaggi, Assoc. Vice President
suvirjaggi@imagesgroup.in
Mob: +91 9611127470

LUDHIANA

Hemant Gupta, Associate
hemantgupta77@gmail.com
Mob: +91 9814019745

CHENNAI

S. Venkataraman, Associate
thulsi53@gmail.com
Mob: +91 9444021128

IMAGES Multimedia Pvt Ltd

Delhi: S-21, Okhla Industrial Area Phase II, New Delhi 110020
Ph: +91 11 40525000, Fax: +91 11 40525001

Mumbai: 1st Floor, Bharat Tin Works, Opp. Borosil Glass Works, Off. Military Road,
Marol Maroshi, Andheri(E), Mumbai 400 059
Ph: +91 22 42567000, 29200043/46, Fax: +91 22 42567022

Bangalore: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road),
HAL 3rd Stage, Bangalore 560 075, Ph: +91 80 41255172/41750595/96,
Fax: +91 80 41255182

Kolkata: 30-B, Anil Roy Road, Ground Floor, Kolkata 700 029
Ph: +91 33 40080480, Fax: +91 33 40080440

All material printed in this publication is the sole property of M.T.E. Edizioni, Srl or Images Multimedia Pvt. Ltd. or both and each of them have copyrights on their respective materials. All printed matter contained in the magazine is based on the information from those featured in it. The views, ideas, comments and opinions expressed are solely of those featured and the Editor and Printer & Publisher do not necessarily subscribe to the same.

Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Aarvee Printers Pvt. Ltd., B-235, Naraina Industrial Area, Phase - 1, New Delhi 110028 and published by S P Taneja from S-21 Okhla Industrial Area Phase - 2, New Delhi. 110020 Editor: Amitabh Taneja

In relation to any advertisements appearing in this publication, readers are recommended to make appropriate enquiries before entering into any commitments. Images Multimedia Pvt. Ltd. does not vouch for any claims made by the advertisers of products and services. The Printer, Publisher and Editor-in-Chief of the publication shall not be held for any consequences in the event of such claims not being honored by the advertisers. All rights reserved. Reproduction in any manner is prohibited. All disputes are subject to the jurisdiction of competent courts and forums in Delhi/New Delhi only. Salon International does not accept responsibility for returning unsolicited manuscripts and photographs.

Salon International, Italy: **Publisher:** Giuseppe Tirabasso, Editor-in-chief: Claudia Stagno Redazione, Amministrazione, Pubblicità, M.T.E. Edizioni S.r.l.-Via Romolo Gessi, 28 - 20146 Milano, www.salon-international.net

For subscriptions: subscription@imagesgroup.in
For feedback/editorial queries: letter2editor@imagesgroup.in
Visit us at www.imagesgroup.in

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

We are at the onset of the bridal season and it's exciting to see salon owners, make-up artists, hairstylists and personal care brands come together to offer the bride-to-be so many varied products and services. Read about it in our Cover Story.

In interviews, meet Patrick Cameron, the international award-winning celebrity hairstylist, who shares with us his illustrious journey. The Bangalore Mobile Spa is an initiative of Rubina Guleria who from IT made a switch to the beauty world. *Salon India* digs deep and unearths critical information.

In Success Story, we meet Vishal Sharma, Director and Owner, Affinity Salons. He has done the industry proud by dotting the country with 22 salons in a span of 20 years. His words are nothing short of pearls of wisdom for a newcomer in this line.

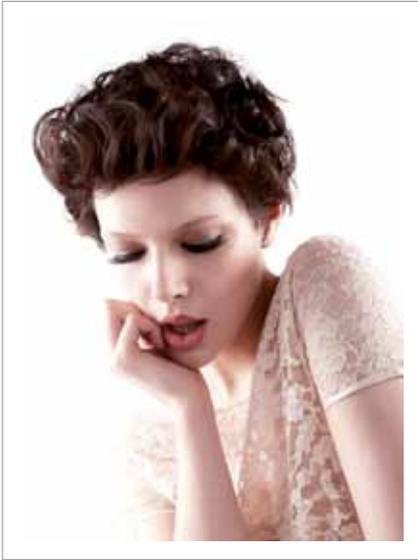
The challenge in India is not of introducing interesting products, but of supply chain and distribution. So far, the professional industry has had the big fish and an array of smaller ones. Emerging with a vision is Christine Valmy who claims to have a strong network and has the back-up of technical support to lend salon owners. Read about it in our brand story.

In Visual Dynamics, we take you to Chiva Som Spa in Bangkok. The last word in luxury, the spa interiors flaunt selected pieces of architectural paraphernalia to maintain a contemporary sensibility. Spacious, serene and with over two dozen treatments and therapies, Chiva Som is an idyllic resting resort.

Keep yourself updated with trends, new openings and progress of salon chain owners, Mumbai's LTA School of Beauty and the courses offered – and more in this issue of Salon!

Feedback is critical for our progress, so do write in.

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



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

Contents

- 14 **Snippets** An almanac of news and updates on beauty and hair
- 18 **New launches** Beauty salons and spas across the country
- 20 **Trends** New collection of hairstyles for Barbie By Salvo Feletti
- 24 **Interview** Patrick Cameron, the internationally acclaimed hairstylist talks about his journey and inspiration
- 28 **Out of the box** Rod Anker talks about your salon's brand value
- 29-36 **International stylists** A flattering look at global style
- 38 **Cover story** The bridal season is a time for golden opportunities for salon professionals, make-up artists and hairstylists alike.
- 44 **Success story** The life journey of Vishal Sharma, Director, Affinity Salon
- 46 **Eye on the market** L'Oréal Professionnel's Steampod
- 50 **Special focus** Salon chain owners share their perspective
- 52 **Style notes** Zakir Ali Khan, Senior Stylist at crème Salon, Delhi, creates natural-looking tousled waves
- 54 **In first person** Vipul Chudasama, Mumbai-based, celebrity hairstylist
- 56 **Visual dynamics** The panoramic view of Chiva Som International Health Resort, Thailand
- 60 **Hair products** New in the market
- 64 **Beauty** New launches, skin care and much more
- 76 **Show preview** InterCharm Milano 2012
- 78 **Training** LTA School of Beauty, Mumbai
- 82 **Events** The social calendar: what's happening, where
- 84 **Celeb Style** Sushil Kumar on his choice of hairstyle
- 85 **Coffee break** Try this quiz and win fabulous prizes
- 86-87 **Step by step** Recreate these intricate cuts and colours
- 88 **Fashion** Suhani Pittie, the accessory designer, on her latest collection

29



56



24

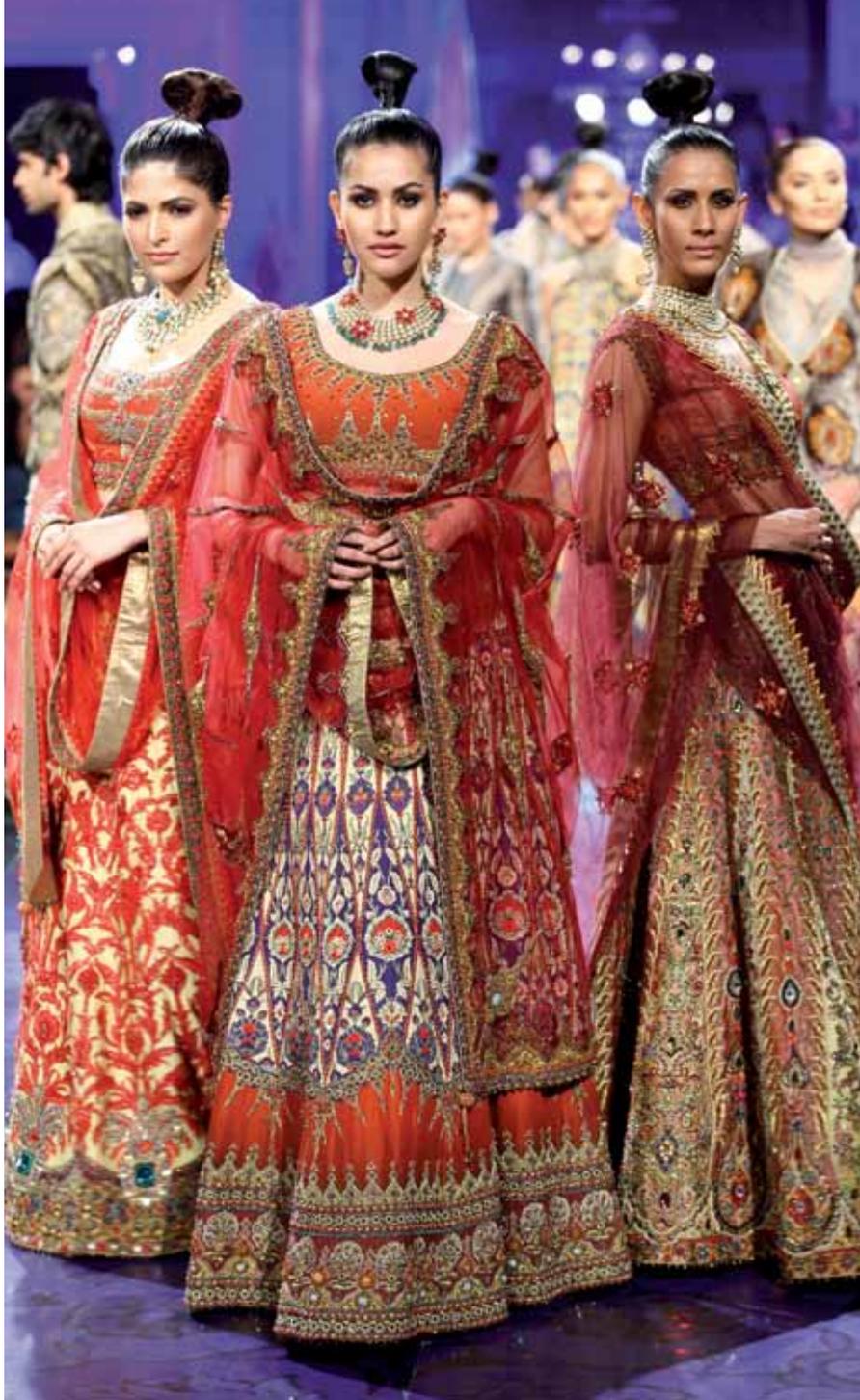


76



86





Fashion soirée Hair couture

L’Oréal Professionnel in association with JJ Valaya created magic at the grand finale of the India Bridal Fashion Week ‘12.

IBFW was yet another occasion where L’Oréal Professionnel displayed a variety of hairdos, blended with elements of style, tradition and creativity. The designer’s creations, inspired from Turkey, were complemented by hairstyles that suited the palette of prospective Indian brides.

Creating some of the most incredible styles, the L’Oréal Professionnel’s Dream Team crafted avant-garde hair looks backstage. “We had created two looks — one was a loop on the top of the head, much like the Turkish turban, and the other was a

Bridal season Boom time for business

by Aradhana V Bhatnagar



Ashima-Leena

The bridal season is a busy time for the beauty and hair industry. There are innovative products being launched, new therapies and treatments being offered at salons, and make-up artists and hairstylists are busy creating new trends for the season. *Salon India* brings a report...

The size of India's bridal market is expanding beyond limits. As per industry estimates, the country's ₹125,000 crore wedding business is growing at more than 25 per cent a year and creating a demand for a new set of professionals, from beauticians, hairstylists and salons, to fashion designers and several others. The underlying reasons for such an upswing, as per Nangunah Singh, Founder and Director, Strands Spa and Salon, Delhi, "The market has grown because of factors such as an increase in disposable income, prevalence of destination weddings, limited time and unlimited convenience, and a belief in re-marriage. The primary notion of associating

marriage with being one of the most important events in one's life is driving people to spend extravagantly on the celebration. Such an occasion, for the elite, becomes an opportunity to showcase their wealth and prosperity, while for the middle class, it remains an event that, at times, compels them to go beyond their means." Hence, it comes as no surprise that the beauty and hair experts are some of the busiest people during the time of weddings.

Investment and business done by salons

Says Sachin Dakoji, Owner, Mane'a Salons, Hyderabad and a member of L'Oréal Professionnel's Dream Team, "The bridal market is growing

larger by the day thanks to the grand weddings that are taking place. As a salon owner, I have realised the same and have recently invested in Mane'a Privé, our new wellness and holistic services division. It is a centre where a bride can look forward to head to toe pampering besides getting her bridal look done in complete privacy. We also have invested intensively in learning and teaching new techniques, the introduction of new hair colours and creating trends, which means the existing make-up, skin care, nail care, hair care ranges are constantly upgraded. Our



L'Oréal Professionnel Wedding Collection '12

state-of-the-art make-up services, including airbrush and nail artistry services with Orly, are recent introductions. For skin, we have tied up with L'Oréal's Kéraskin products and use Kérastase for hair rituals."

Dakoji has collaborated with L'Oréal Professionnel for the wedding collection as well, which is a ground-breaking beginning. On the amount of business done by salons, Dakoji reveals, "The wedding season

Vishal Sharma

Changing the skyline of North India

by Aradhana V Bhatnagar



Vishal Sharma

Vishal Sharma, today a name to reckon with in the salon business, was 21 years-old when he opened his first salon in a garage in Delhi's upmarket Green Park, which he did so out of sheer frustration. Reveals Sharma, "I went for a haircut to a high-end salon and despite making an appointment, I was asked to wait. I didn't quite understand the value of taking an appointment if even after that one is asked to wait. I was so disgusted by the salon owner's attitude that I decided to be a professional in the salon space and offer clients a better experience in terms of hospitality, quality of work and hygiene. I think, so far I have managed to keep up that image."

The beginning was humble with four chairs and six employees to start with, but solely on the basis of steely determination, in 20 years time, Affinity has grown into a chain of 23 luxurious salons dotting not only Delhi, but now Chandigarh as well. "Hard work and grit to make it in this line was all I really had," reflects Sharma as he rightfully basks in the success he has managed to achieve.

Philosophy and mission

Sharma says, "At our salons, small things are given a lot of importance and we treat our guests as dear and valued friends. They are given the right advise on each visit so that we stay on top of their



The milestones

Affinity Salon (Delhi and NCR)

- 1992 Green Park Market
- 2004 Greater Kailash-II
- 2005 Sahara Mall
- 2006 Vasant Vihar
- Model Town
- 2007 New Friends Colony
- 2008 Defence Colony
- Punjabi Bagh
- 2009 Civil Lines
- Saket
- Khan Market
- 2010 Sector 18, Noida
- Greater Kailash-I
- South Extension-II
- 2011 Rajouri Gardeni
- Global Foyer Mall
- Affinity Shivalik
- Affinity Model Town Phase II
- Affinity Chattarpur
- Affinity HEAD ON**
- 2011 Kalkaji Market
- 2012 Sainik Farms
- Satya Niketan
- Sector-26, Madhya Marg,
- Chandigarh

Visual dynamics

The flavour of Siam

by Shikha Swaroop



Nestled among the lush greens, Chiva Som at Hua Hin, Thailand with its impressive architecture has a mystical aura of being a 'dream destination'. The luxury health resort ingeniously amalgamates the essence of Thai hospitality with lip-smacking spa cuisine and customised treatments

Spa: Chiva Som International Health Resort

City: Hua Hin, Thailand

Owner: Wanna Homsanoe

Size: Seven acres

Time taken to complete construction: Two years

Brief description: The resort is an interesting exhibit of traditional Thai architecture. Abundant use of nature and water bodies add to its aesthetics. With 70 treatment rooms and 58 accommodation rooms, Chiva Som is an elaborate description of wellbeing and rejuvenation. A Kinesis studio, gym, Watsu pool, flotation pool (water pool), a large outdoor swimming pool, bathing pavilion with Kneipp bath, sauna, steam, jacuzzi, and indoor swimming pool complement the wellness rituals.

Architect: Jean-Paul Blissett, British architect

General Manager's comment: "Chiva Som is a pioneer in combining traditional Asian therapies with Western health and wellness. We attribute our core competency of blending of Eastern philosophies and Western diagnostic skills,



Photos: Shutterstock

Hair treatments Packages on offer



Dead Sea Mud Hair Mask, Nirva Spa, Hyderabad

This package is ideal for retaining softness of the hair. The mud absorbs the excess oil, purifies, invigorates and stimulates the scalp. The protective agents in it maintain the natural moisture levels, prevents dehydration and protects hair from pollution and the sun.

Duration: 45 minutes

Price: ₹2,000 + taxes

Kérastase Autumn Ritual For Women, Imperial Salon, Delhi

Express Hair Ritual is an elaborate package which includes a haircut, shampoo and a blow-dry. It uses Kérastase products and is accompanied with a signature Imperial manicure.

Duration: 30 minute

Price: ₹4,050 + taxes

Color Protectors Pre/After Color Detox by Rod Anker, Claridges Spa, The Claridges Hotel, Surajkund

The treatment involves the application of a series of natural oils on the scalp that protect it and maintains the pH balance. It forms a protective layer which protects hair and make the colour last longer.

Duration: 20 minutes

Price: ₹1,900 + taxes

Indian head massage (Champi) Madhubhan Signature Salon, Anand, Gujarat

It is an authentic Indian head massage or champi, which is done with a warm Ayurveda oil. An invigorating treatment where firm and fast strokes are combined to stimulate pressure points on the head. This improves blood flow and nourishes the scalp and induce a deep sense of calm and treats insomnia.

Duration: 30 minutes

Price: ₹999 + taxes





InterCharm Milano 2012

The hair show

Show: InterCharm Milano
Date: 6 to 8 October, 2012
Venue: Fieramilanocity, Milan

The third edition of the InterCharm Milano is geared up to bring together hair professionals, celebrated brands and business fraternity under the same roof.

Illustrated to be one of the most talked about events in the hair vertical, InterCharm Milano, this year, would feature the most happening Milano Hair Show along with HairWorld 2012 hosted by Organisation Mondiale Coiffure (OMC). The action-packed event also aims to bring together some of the most reckoned international hair brands.

The expo

The event will be marked by shows that would set a new standard for hair fashion and style and successfully interpret latest trends of the industry. The 90-minute hair fashion show, organised by several



established hairstylists from across the globe, would feature famous names from the industry.

The 2,000 seat Hair Theatre located in Hall II complex would see some of the best demonstrations. Scott Cole and Linda Yodice, Artistic

Directors of Paul Mitchell professional hair colour, would dedicate their creativity to women and her beauty, while Alex De Stefano, creator of the scissors and Saverio Palma, Technical Director of BES, would be displaying their artistic talents. Amalgamating the





Sushil Kumar Beyond the game

by Isha Gakhar

Since you travel a lot, how do you manage your hair specifically in various climatic conditions?

I don't use too many chemicals on my hair, rather, prefer natural products and remedies like curd, in case, my hair gets too rough. Whether I'm travelling or not, I oil my hair regularly.

How do you take out time for yourself after a hectic work schedule?

Relaxing with my family is 'me time'. Whenever I get time, I like to sit back and be at home, even if it's something as mundane as watching television.

The worst hair day you've ever had. How do you manage it?

I can't think of a particularly bad hair day, but there is nothing a hot oil champi can't fix.

Favourite and regular hairstylist?

Due to my schedule and travel, I don't have a fixed salon or hairstylist. But when I get time, I like visiting salons and get a good head massage.

Care and style?

I prefer using products from L'Oréal Professionnel, Matrix and Toni&Guy.

How experimental are you when it comes to looks and hairdo?

I am a wrestler, so I don't concentrate on my hairstyle and looks! But I do like taking care of them and stick to herbal products.

Hairstyle you like among men?

I admire Salman Khan's style and personality. 



IT NOURISHES. IT STYLES. IT SHINES!

Roots Professional MorocVita Oil is a non-sticky, natural product derived from the oil of Argan seeds. Its vitamin A and E nourish, giving a healthy shine to even damaged hair with regular use.

Unlike oils or serums, it can be used on wet and dry hair to soften, de-frizz and style in the most natural way.



2 drops only
Non-sticky
Natural Argan Oil



Roots
PROFESSIONAL
MOROCVITA

Oil
NATURAL HAIR TREATMENT

Derived from
Moroccan Argan Tree

For all hair types
Vitamin A, E
Alcohol Free
Color & UV Protection
Shiny and Silky hair

4 fl.oz. / 120ml

MATRIX

IMAGINE ALL YOU CAN BE

imagine...

hair so straight & soft,
can't keep your hands off!

Exclusively in
MATRIX Salons

NEW power ► SHINE

Enhanced Anti-Frizz Straightening Service
using opti.straight & opti.care

This professional service includes a 'straight sealing' treatment, that ensures feathery soft and remarkably shiny hair. The hair fibre is hydrated and nourished, keeping it healthy and frizz free.

