

# SALON

TM

**INTERNATIONAL**

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# SALON<sup>®</sup>

**INTERNATIONAL**

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We are in the month of April, and soon the spring in our footsteps will be replaced with thoughts of dealing with summer. With the temperature soaring as high as 40°, across the country, necessary lifestyle changes are making their way. From that favourite linen shirt to countless refills of slush, and then fretting about the heat, we seem to have a love-hate relationship with the season. Industry stakeholders are left with no choice, but to up their game with the sudden shift in consumer demand. Brand innovation is at its peak and the market is flooded with 'summer specials'.

Taking a cue, we present a market recce of the salon and beauty industry as they gear up to brace summer, as it opens up a world of opportunity for the salon and spa owners. From revised menus to alluring concepts, they are ready to go that extra mile to be. We speak to industry veterans like, Savio John Pereira, Sheetal Chheda, Neema Gariyal, Aashmeen Munjaal, Nalini Naegamwala and Kinjal Doshi, to understand their agenda for the season.

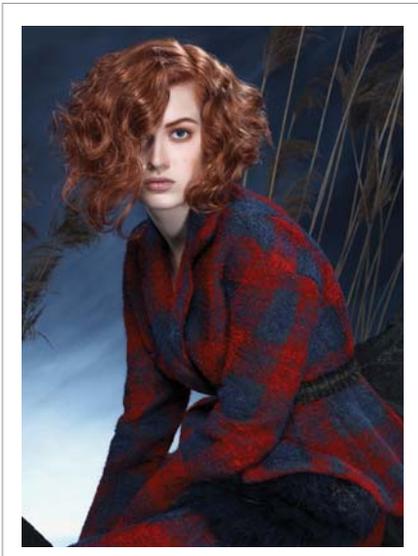
In the hair section, we meet Luke Benson, Global Artistic Director at D&J Ambrose, who won the London Hairdresser of The Year 2016 award at BHA. He expertly juggles editorial shoots and shows around the globe. On the home front, we have Reema Bajaj and Elvis Mortier, the dynamic husband-wife duo, who have taken their salon, Elvis & Reema to a top notch level. They refrain from being a part of the rat race, instead focus on effective salon management for 100 per cent client satisfaction. Naina Gunjkar, Joint Proprietor and hairdresser at High Gloss Salon in Bangalore, shares her passion and views on the industry with us, along with a sneak-peek into the hair trends for the season. Amit Thakur, Celebrity Hairstylist, decodes tantalizing hair looks for us.

In the beauty section, we feature the Ahmedabad-based independent make-up artist, Rajjat Chopra. He aspires to be an educator and leaves no stone unturned in sharing his knowledge by hosting seminars and workshops pan India.

In the spa section, we showcase the visual grandeur of Conrad Spa at Conrad Hotel, Pune. The spa presents international therapies and massages amidst rich French-influenced interiors, thereby striking a balance between luxury and wellness. We also interview Mahima Sharma, Multi-Director of Spa, Renaissance Mumbai Convention Centre Hotel & JW Marriott Mumbai Sahar. She shares her views on the wellness industry in India

All this and more in this exciting issue of Salon India! Do not forget to 'like' us and 'share' on Facebook!





Hair: Italian Style Framesi  
Make-up: Silvia Dell'Orto

# Content

- 18 **Snippets** Latest news and updates of the beauty and hair industry
- 22 **New openings** Salons and spas across the country
- 24 **Main interview** Global Artistic Director at D&J Ambrose Salon and proud winner of London Hairdresser of The Year 2016 at BHA, Luke Benson, is a creative soul whose craft is an extension of his personality
- 30 **Trends** In an easy to do step-by-step guide, celebrity hairstylist, Amit Thakur, decodes stunning hairstyles from the red carpet of the Oscars
- 42 **Success story** Reema Bajaj and Elvis Mortier, Owners of Elvis & Reema Salon in Delhi, have taken the industry by storm. They share their passion for hair, views on salon management, and more
- 54 **Role model** Naina Gunjkar, Joint Proprietor and hairdresser at High Gloss Salon in Bangalore, is a powerhouse of talent, and renowned for unique colouring styles. Gunjkar is known for her trademark looks which are a rage amongst her clients
- 61 **Guest author** Veteran Shahnaz Husain shares her perspective on beauty treatments offered at salons and spas and how one can optimise the benefits by making the right choice; Amit Aurora and Rahul Bansal, Partners at DCA Architects, share the need to introduce a change in design paradigms, as salons are, today, regarded as spaces of leisure
- 62-66 **In focus** Summer is the season that ushers in brand new opportunities for salons and spa owners as it is the time for them to revise their service menus, and think of out of the book elements to make them more attractive. We recce the market to know the agenda of a few salons
- 67-72 **Beauty** Independent make-up artist, Rajjat Chopra, is a true role model for aspiring make-up artists. He takes time out from his busy schedule of conducting seminars and workshops, with the sole purpose of spreading knowledge; product launches in skin care
- 77-81 **Spa focus** Conrad Spa at Conrad Hotel, Pune, strikes a befitting balance between luxury and wellness with its opulent French-influenced Art Deco interiors and carefully curated spa menu; Mahima Sharma, Multi Property – Director of Spa, Renaissance Mumbai Convention Centre Hotel & JW Marriott Mumbai Sahar, shares her views on wellness industry in India, USP of the spa, and more
- 82 **Influencer** Delhi-based fashion designer duo, Manish Gupta and Armaan Randhawa, share their views on the fashion and beauty industry of India, importance of hair and make-up in fashion, and more
- 84 **Celeb style** The stylish Elena Fernandes, who made her Bollywood debut with Karan Johar's *Kapoor & Sons*, shares her idea of beauty and fitness
- 85 **Coffee Break** Try this quiz and win prizes
- 88 **Step-by-step** Recreate the intricate cut
- 90 **Events** The social calendar: what is happening when and where

30



24



38



74



88

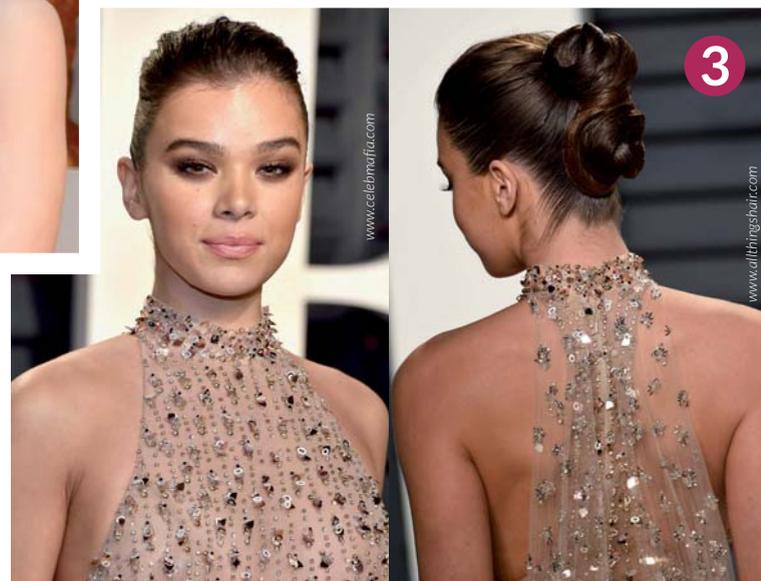


# Oscars 2017 Red Carpet

## GORGEOUS HAIR LOOKS DECODED



Celebrity hairstylist, Amit Thakur, decodes stunning hairstyles in an easy to do step-by-step guide



### 1 EMMA STONE: HOLLYWOOD WAVES

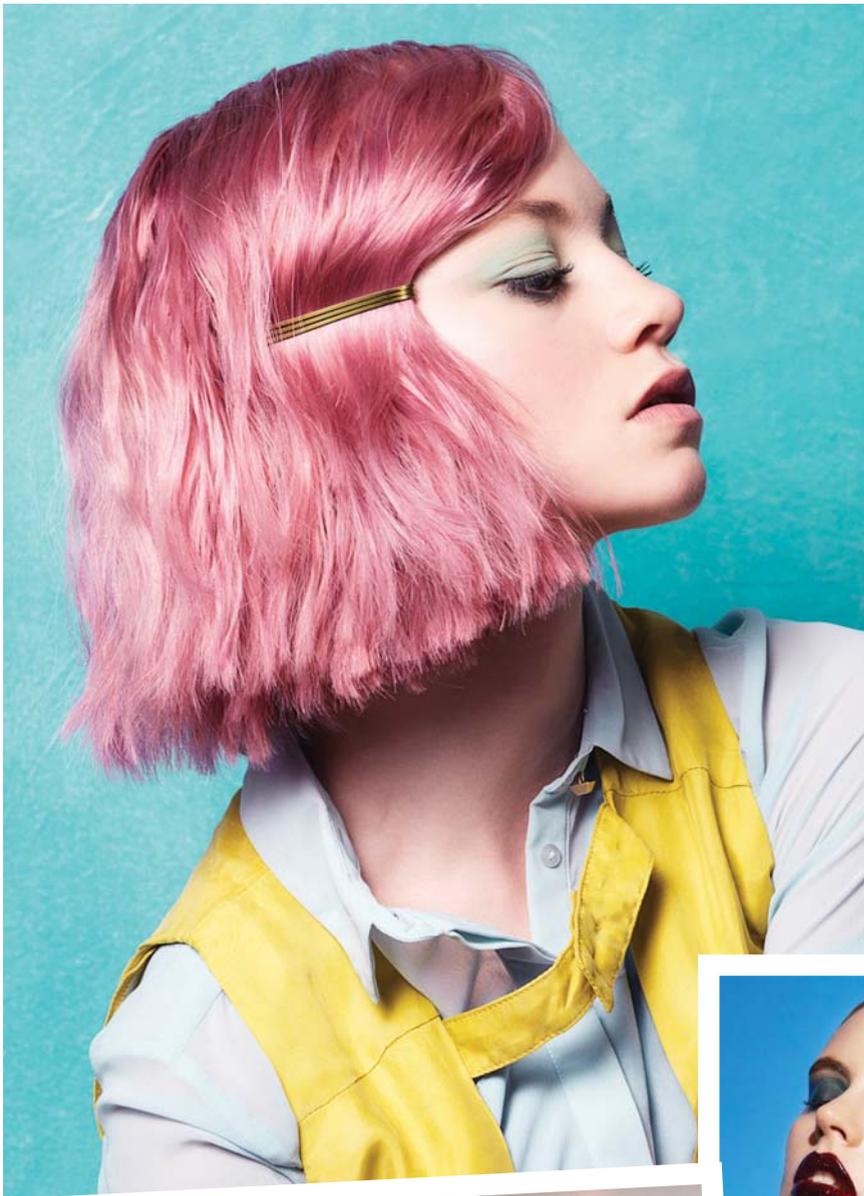
- ▶ Prep your hair with a heat protector. I prefer Kérastase Ciment Thermique.
- ▶ With the 1-inch curling iron, curl in horizontal sections, from the nape, coming up eventually. Sections should be 1-inch thick.
- ▶ Clip each section with a small metal clip as you curl it. Let the hair cool down for 10 minutes, and brush the hair.
- ▶ Once you get the desired wavy texture, make a sharp side parting and secure the smaller side behind the ear with bobby pins.
- ▶ Use a hold spray to set the waves and fly-aways, if any.

### 2 NICOLE KIDMAN: CHIGNON

- ▶ Prep the hair for heat application, and then use the 1.5-inch curling iron in sections, and divide the hair into two parts from the centre.
- ▶ Secure a low ponytail at the side of the nape where you would want the chignon to be. Now, get the ponytail through a small doughnut and secure the curls around it with small U pins.
- ▶ Backcomb the top section-by-section for extra volume and texture. Get the sections to the chignon and secure creating shapes with your fingers.
- ▶ Loosen a few strands to soften the look; spray to settle the fly-aways.

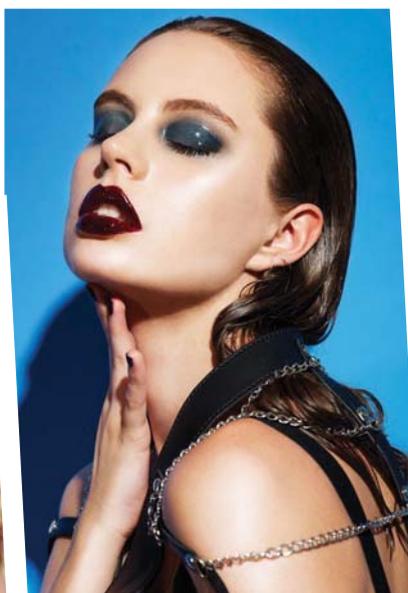
### 3 HAILEE STEINFELD: ILLUSIONARY DOUBLE KNOT

- ▶ Part the hair in three sections.
- ▶ Take 1.5 inches of the topmost, blowdry and wrap a velcro roller.
- ▶ The second section would be from the top of the head with ear-to-ear parting. Secure it with a ponytail above the occipital bone. Tie the rest of the hair again in a ponytail at the occipital bone.
- ▶ Remove the velcro, and backcomb the hair; add texture with a hair spray. Secure it right above the first ponytail.
- ▶ Create an illusionary shape with hair nets; put one on each ponytail.
- ▶ Create the desired shape with hair nets. Here, two knots have been made giving the impression of a flower.
- ▶ Spraying the sides with the Toni&Guy Spray Wax. 📌



# KEVIN.MURPHY Now in India

KEVIN.MURPHY is all set to venture into the Indian hair market in association with Headstart International. *Salon India* has an exclusive conversation with Wade Blackford, STYLE.MASTER and DESIGN.DIRECTOR at KEVIN.MURPHY for Asia Pacific and Middle East, who was in India for a pre-launch training programme, along with Vidushi Aggarwal, Brand Head and Educator, Headstart International, to know about the brand's philosophy, USP, future plans, and more



# WITH LABEL.M. AND ALFAPARF MILANO

## Sun Protection for Hair

It is the time of the season when you have to care for your hair, while you protect the skin from the harsh rays of the sun. Hence, gift yourself with the best of products in the market as Inocorp Marketing Private Limited showcases their range of sun protection products



### label.m Therapy Rejuvenating Radiance Oil

label.m Therapy Rejuvenating Radiance Oil is an at home anti-ageing service for hair. An ultra-light oil which is to be used on dry or damp hair, it contains a combination of Moroccan oil as well as a patent pending technology Rejuven8 that creates a super strong, yet lightweight oil. The product is enriched with omega 3, 6 and 9 to rehydrate and repair the damage. It even provides vitamin A and E which helps to protect the hair from the harsh environment. With all these benefits, it is also a non-greasy formula which leaves the hair soft, smooth and with a shine.

**Price:** ₹3,500 for 100ml

### Alfaparf Milano Semi DiLino Diamond Extraordinary

Alfaparf Milano Semi DiLino Diamond Extraordinary All-In-One Fluid is actually true to its name – extraordinary! Recommended for use on towel dried hair, before blow drying it, apply it to protect the hair from damage caused by UVA and UVB rays. It detangles the hair and adds utmost softness and shine. Increasing the span of the colour, it also works to protect the hair from humidity and oxidation. It is continuous and regular usage helps to control split ends and seals the cuticle for hair that seem perfect.

**Price:** ₹1,500 for 125ml

**Availability:** At all leading salons

**Email:** info@inocorp.in



“The weather in India is very different and each season brings its own set of challenges for our hairdressers. It results in colour fadeage, dry and dull hair, even a blowdry does not last for long as the humidity levels are high. Here our two hero products – label.m and Alfaparf Milano come to the rescue. Our clients want simple solutions and not multiple product ritual. Hence, these products are a perfect fit with our Indian clientele, their busy lifestyles and environment conditions.”

– VIVEK JAIN,  
Head -Brands, Inocorp Marketing Private Limited

# Jaguar Thermocut Scissor Salon

The cutting-edge innovation in hair cutting, the Thermocut Scissor Salon reduces split ends and helps hair grow longer and stronger! Iqbal Shah, Stylist and Owner of Hair & Rush Salon in Delhi, shares his experience and vouches for its efficacy

**G**rowing long hair and keeping it in good condition is always a challenge. In the age of blow drying, brushing, colouring, and hot tools, scruffy split ends are inevitable. Now, Headstart International has a solution for top stylists to give their clients the most hygienic cut using the Jaguar Thermocut System, or 'hot scissors'.

The technological development and increasing demand from clients are encouraging salon professionals to be conscious of the brands and products they use. One such professional hairstylist is Iqbal Shah, Stylist and Owner of Hair & Rush Salon, who became the proud owner of the innovative Jaguar Thermocut System.

**How it works:** The blades of the hairdressing scissors are heated. The ends of the hair are sealed by heat by spreading the natural keratin found across the cuticle, which stimulates self-regeneration of the hair and seals the ends, thereby, reducing split ends. With Thermocut System all cutting techniques, such as slicing, feathering, point-cutting, and more, are possible.

Excited and elevated by the fact of owning the Jaguar Thermocut System, Shah claims, "Unlike traditional scissors, which open the cuticle and leave the hair susceptible to environmental stress that can cause frizz and dryness, the heat from the hot scissors seals the ends of the hair to trap in moisture and protect the hair from damage. This keeps the cut looking fresh for weeks as compared to a regular haircut, but it is not a cure for split ends – you still have to be consistent with regular haircuts."

The Thermocut System can be individually adjusted to every quality and length of hair, producing an immediate optimum result. Stylists can adjust the temperature from around 270° for fine hair to up to 310° for coarse locks.

**Price:** ₹1,24,975

**Email:** [info@headstartinternational.in](mailto:info@headstartinternational.in) 



# Salon Design Redefining the Paradigm

by **Amit Aurora and Rahul Bansal**

**W**ithin the current context of evolving lifestyles, luxury salons are coming up by the dozen, if not more. The interior design of salons, therefore, has become increasingly important and has had to move beyond the basic premise of 'look good, feel good'. As the society is moving towards achieving a 'luxurious lifestyle', spending time in salons has become an important recreational activity for men and women, both. This, in turn, has crafted a need for engaging salon design solutions, where the spatial arrangement and décor play an integral role in influencing people's behaviour. This implies that the design of the place has the capability to enable the overall experience of visitors as being relaxing and memorable.

## Spaces of leisure

A shift from service providing spaces to spaces of leisure, salon areas typically vary from 500 to 3000 square feet depending upon specific requirements. The layout is divided into four main parts, namely, reception and retail, the styling section, hair and skin treatment zone and lastly beauty, facial and spa rooms. These areas are highly functional and complex in terms of the multitude of activities that take place. They are also public and highly intimate spaces where one expects to be comfortable, while being vulnerable. So first and foremost, an environment that exudes a sense of privacy and comfort for a visitor needs to be conceptualised. The practical aspect plays a critical role in a salon right from the lighting, furniture, mirrors to materials and the colour palette.

## Different functions, different spaces

Spaces following a systematic and coordinated methodology, including research, analysis and integration of knowledge into the creative process, satisfy the needs and resources of the client. Functionally vital elements, such as furniture, mirrors, lighting, and so on, are a reaction to the applied design principles and have to merge well with the overall theme. Lighting plays a crucial role and a balance has to be achieved between ambient and task lighting that exploits natural lighting to its best. Ambient lighting has the ability to play on the client's



emotions, elevate the salon's image and even affects buying habits.

Retail merchandise is another revenue generating source of salons and hence, a lot of thought goes into designing it. The retail window has to be strategically placed with dramatic lighting to highlight the contemporary approach of the products in the market. Many a times, the retail area is spread out through the salon to catch the customer's eye.

Having done salons in versatile spaces like luxury malls or heritage sites, it has to be acknowledged that every site has a certain character attached to it, which needs to be taken into consideration while designing. Designs respond to and coordinate with the building shell and acknowledge the physical location and social context of the project. When a salon has a brand identity to maintain, these principles are adopted while respecting the unique brand identity.

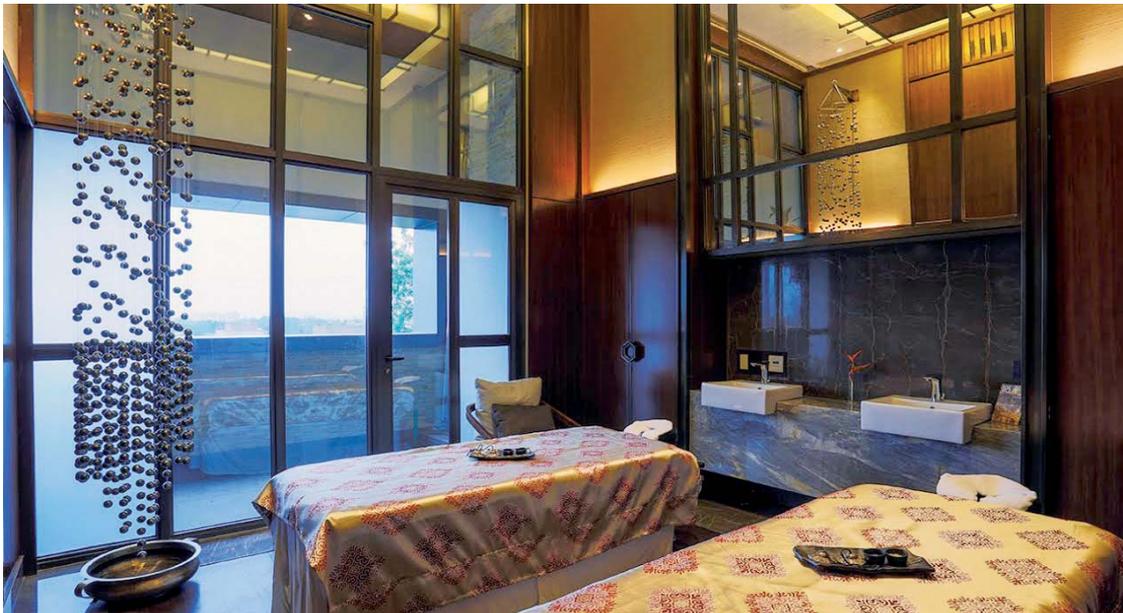
From being simple spaces that provided basic services, today, a salon evokes an aura of peace and calm that attempts to create a relaxation space for the user. This is achieved through design and the materials used in the interior palette. Further, functionality and aesthetics in design must complement and balance each other to ensure that the unique luxury quotient is enhanced to craft novel solutions more suited to the culture of the contemporary lifestyles.

In a competitive market, it is important to identify a desired brand image, and salon owners have started to convey the upscale image in the minds of consumers through the design that forms a crucial element of the overall client experience. The positioning, the targeted clientele, geographical location, its typology and the cultural context dictate the approach to salon design. 📍



Rahul Bansal and Amit Aurora

*Amit Aurora along with Rahul Bansal, both architecture graduates from School of Planning and Architecture in Delhi, founded DCA Architects in 1996. Aurora and Bansal, both were enlisted among the Grandmasters of Design in 2016 (Society Interiors) and also chosen among the 10 most sought after workplace design professionals in the country (Commercial Design -2016).*



# CONRAD SPA

## Redefining Luxury and Wellness

With the interiors inspired from the opulent French-influenced, Art Deco, and carefully curated spa menu that offers international therapies and massages, Conrad Spa at Conrad Hotel, Pune, strikes a befitting balance between luxury and wellness



Delhi-based fashion designer duo, Manish Gupta and Armaan Randhawa, are steadily carving a niche of their own with their quintessential label, Ekam. Gupta and Randhawa share their views on the fashion and beauty industry in India, importance of hair and make-up in fashion, and more

# EKAM BY MANISH AND ARMAAN Power of One

## Getting started

We were inclined towards fashion and clothes right from our childhood. Embarking on fashion as a career choice, and teaming up, was a part of the natural instinct.

## Hair and make-up in fashion

Hair and make-up are two inseparable aspects of fashion, and vice versa. You cannot communicate if even one of them is missing.

## Favourite artist

We love to work with Donald Simrock and we feel, he is a master at his work.

## Inspiration

We look up to Oliver Rousting. He is a trendsetter and has strong self-expression. We draw inspiration from his work.

## Favourite muse

We would love to style Rihanna. She has beauty, grace, style and the personality of a rock star. She is our penultimate muse.

## Most outrageous look adapted

We have never done anything outrageous so far for our shoots or shows. We enjoy adding an unusual detail by the aesthetic use of a line or a colour.

## Incorporating beauty and hairstyles in fashion

A simple line or colour can express more than make-up. We love to be different with our placement of accentuations by facial contours, and hairstyles to compliment the ensemble.

## Views on the fashion and beauty industry of India

The progress of beauty and fashion industry goes hand in hand. In India, both are evolving, and have almost reached the global standards. The market is massive and all the international brands are focusing on their share. Social media has made the consumer in the remotest of locations aware, and the evolution is taking place at an amazing speed. I feel the future is global in vision. Trends are going to be universal, and the boundaries of cultures and traditions will cease to exist, giving way to one trend for all, guided by individuality and self-expression.

## Future plans

Our journey has just started as a brand, and Ekam envisions itself to be at the best fashion circle on the globe. As of now, we do not have plans to be involved in the beauty and hair industry, but no one can predict the future. 📌

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# DESTINATION BRIDES

MODERN MAHARANI BRIDE



Wardrobe Courtesy: Neeta Lulla

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