

SALON

TM

INTERNATIONAL

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To whomsoever concerned
- or not,

In business, 25 years is an age, they say. I know what they mean. Especially when I look back to the summer of 1992, when a journey that was to take several rapid twists and turns over the next two decades and more, began in New Delhi.

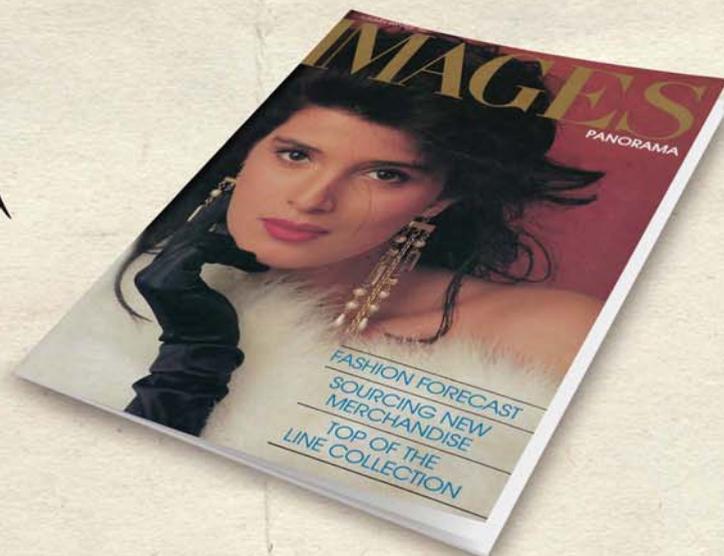
Back in the early '90s, I used to be coordinator for several fashion stores' advertising campaigns and creatives. During those assignments, I would typically end up having long conversations with the retailers themselves. And each encounter left me impressed, but also wanting more. Each of these retail and fashion brands and their promoters - from Ravi Nanda of the posh Heritage store in South Extension to the mega family outlet Big Jo's Deepak Bhargava to Shapes' Ashwini Anand, from Chunmun's Sharad Suri to Numero Uno's Narinder Singh - was an innovator. Each entrepreneur - from Hemant Jain of Killer Jeans to Prasad Pabrekar of Spykar, Sanjay Dhanuka of Sumangal, the late Haribhai of Moustache, Jitubhai of Jade Blue, Rahul Mehta of UFO Jeans - had such a rich hands-on understanding of consumer behaviour, of store design, of navigation, sourcing, cost management, you name it. But these insights were scattered, unrecorded. And just like it is today, no retailer had all the pieces. They were all operating in silos - with small, but crucial, gaps in their exposure. If only they had a way to access each other's intelligence!

I was sure a business magazine that assembled all this intelligence together - along with inputs from specialists in fashion creation, marketing and retailing - would have tremendous relevance in a market where fashion consumption was about to explode! And so, in May of 1992, IMAGES was born.

It wasn't easy, I can tell you that. We printed 3,000 copies of the first edition of IMAGES, funded by the sale of my motorcycle (a Hero Honda Sleek, a gift from my mother on my previous birthday). I was sorry to see the bike go, but I was more excited about the potential start of retail intelligence in India.

I think we set the tone in the very first issue itself, with visual spreads on fashion forecasting and trend analysis by Rajiv Goyal, and an industry article on Fashion Sourcing by Anchal Jain, who wrote: "The only way a multibrand, multi-product retailer can provide the 'right choice' to the customer is by being fashion-literate himself." The insights were sharp and remain relevant to this day. Sample this from Heritage founder, the great Ravi Nanda: "Rather than being a follower of consumer demands, it is better to mold tastes by setting trends."

There were over 24 advertisements in that debut issue itself. How did I get them? I think none of the brands I pitched to refused simply because the idea itself was too radical! They were clearly very curious as to what was being created here and were carried away with my passion and conviction of the idea!



The lovely 'Santoor girl' Priya Kakkar graced the cover of IMAGES' first ever product, and the then-Minister of State for Textiles Shri Ashok Gehlot, kindly sent a congratulatory note, which was published in the magazine.

From a time when product durability was king to now, when 'fashion' has taken over 'product', India's fashion consumption story is an epic tale. As I look back, I feel overwhelmed, and filled with a sense of wonder, that IMAGES has been not just a cataloguer, but also a catalyst in many ways, in promoting the knowledge and the intelligence that drives retail today.

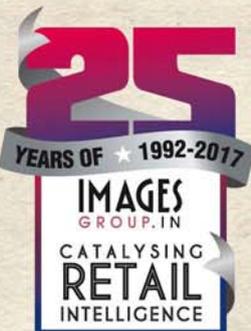
Because, in the years that followed, IMAGES' world expanded fast -- from fashion retail as a subject to Retail as a universe. My own understanding was shaped, enriched by some incredible visionaries and pioneers, including B S Nagesh (who launched the first Shoppers Stop store in Andheri the same year as our story began); Kishore Biyani, the game-changer of mass retail; Madura Garments' Vikram Rao; Siyaram Silk Mills' Ramesh Poddar; Tata Group's Simone Tata; Landmark Group's Renuka Jagtiani and Raza Beig; Anuj Puri (then at Chesterton Meghraj and until recently, JLL India head); Krish Iyer (then at Pyramid Retail and now the head of Walmart in India) and many other amazing leaders who have each played a role in modern Indian retail's creation.

For me, along the way, there have also been many losses and misses in this 25-year-old pursuit of passion. (In a related note, have you seen The Pursuit of Happiness? Watch it!) But then, the word passion is derived from a Latin word meaning 'to suffer'. If you have a genuine passion for something, you will also suffer for it. If you're lucky enough to find a passion that consumes your every living breath, you must also be prepared to let go of some things that you don't want to lose.

Has the journey been worth it? Well...

Amitabh Taneja
Founder

IMAGES
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Owner of Ammon Carver Studio in New York and Creative Director of L'ANZA Healing Haircare, Ammon Carver is the proud recipient of the 'Master Stylist of the Year' award, while his team bagged the 'Salon Team of the Year' at NAHA'16. He has gained recognition in the hair industry with his continued passion and eye for detail. Carver, along with his team, recently travelled to India on a philanthropic mission

by **Shivpriya Bajpai**

Ammon Carver

Art of Giving Back

How did you get interested in hairdressing?

When I was about 17 years old, while training show horses for a living, I met a group of hairdressers. I immediately and completely fell in love with their creative and charismatic personalities. This was when I knew, for a fact, that I wanted to be in the same profession and be an intrinsic part of their world. I was not sure how I would go about achieving all the technical knowledge, but at least it was a step toward finding my place in the hair industry.

How did you take your interest in hairdressing forward?

After arming myself with technical education, my first job in the hair business was with the Warren-Tricomi Salon at the Plaza Hotel in New York. It was an enjoyable stint to say the least. Throughout my tenure, my all-time inspiration was the great Vidal Sassoon! He made such an impact on the industry, and challenged the regular approach most hairdressers had toward their craft, to come up with an idea that was awe-inspiring!



ALFAPARF MILANO SEMI DILINO MOISTURE RANGE For Healthy and Hydrated Hair



Alfaparf Milano Semi DiLino Moisture range heals the hair from inside out. It is a tailor-made solution to combat dry and dehydrated hair, especially caused by the change in weather and climatic conditions. The products contain high amounts of micro molecules which are obtained from quality honey. These tiny molecules help by adding maximum moisture to the hair, but only where it is necessary, so as to not let the hair become limp. The nutri-sugar molecules add moisture as well as hold the hair for a longer time. The formula contains shine and colour fix complexes to protect the colour of the hair, while adding immense shine.

In India, the Alfaparf Milano Semi DiLino Moisture range is a must-have. The high levels of humidity and heat deplete the natural moisture in the hair, and add to colour fade. The essential after care products have the ability to protect the colour, balance moisture levels and protect the hair from harsh weather conditions. As Indians are experimenting with hair colour, this range works as a colour protector, moisturiser as well as a shine booster. The range is 100 per cent sulphate-free, which makes all the products gentle on the scalp and hence, can be used regularly and continuously.

HOW TO STEP-BY-STEP:

- STEP 1:** Cleanse the hair with Alfaparf Milano Semi DiLino Moisture Nutritive Shampoo and towel dry. Shampoo twice if the scalp is still or generally oily.
- STEP 2:** Apply Alfaparf Milano Semi DiLino Moisture Nutritive Essential Oil, section by section from mid-length to the ends of the hair. Leave the oil on for 20 minutes and blast dry till the hair is 100 per cent dry.
- STEP 3:** Iron the hair in sections of about three to four inches, to help the oil base of the products penetrate for maximum results.
- STEP 4:** Let the hair cool down for five minutes and rinse with water.
- STEP 5:** Towel dry.
- STEP 6:** Apply Alfaparf Milano Semi DiLino Moisture Nutritive Mask and leave it for 10 minutes.
- STEP 7:** Rinse the hair with water and towel dry.
- STEP 8:** Apply Alfaparf Milano Semi DiLino Moisture Nutritive Leave-in Conditioner, from mid-length to the ends of the hair.
- STEP 9:** Style the hair as desired.

“The USP of Alfaparf Milano Semi DiLino Moisture range is that it works on the cuticles. Those looking for deep penetration of essential oils into the hair, can choose the spa, as it works on the cortex layer. The other differentiating factor is that this range is free from mineral oils, which makes it safe for those clients who are prone to allergies, especially caused by natural ingredients.”

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





SANKY EVRUS Channelled to Perfection

Mumbai-based independent hairstylist, Sanky Evrus has planted his foot firmly in the Bollywood industry. From celebrity appearances, fashion shows to media events and editorials, Evrus explores all possible quarters for creative satisfaction. Being a self-taught stylist, he attributes his success to Internet and social media platforms, and believes that the only way to keep up with competition, is to stay updated on knowledge and skills

by **Shivpriya Bajpai**

ESSKAY BEAUTY PRESENTS Hair Tools by **Mr. Barber**

About the brand

Esskay Beauty has introduced Mr. Barber hair tools and hair brushes to India. The brand encompasses a wide range of styling tools such as, professional dryers, straighteners, curling tongs, and hair brushes.

New products from Mr. Barber

Mr. Barber Curl-On Curling Tong

The ceramic barrel is extra long. The temperature can be set from 130 to 210° Celsius. The rubberised soft grip makes for easy handling. It is available in four sizes such as, 19, 22, 25 and 28mm.



“Mr. Barber tools are user friendly. The irons give fabulous results and do not pull hair while pressing. The iron curls are quite comfortable in handling.”

– NIKHIL SACHDEVA,
Head of Looks School
of Hair & Beauty

Mr. Barber Strait n Shine Hair Straightener

The super fast heating technology and titanium plates make for even heat distribution and durability. Titanium delivers negative ions for smooth and frizz-free hair. There is an auto shut off function and the temperature can be set to a maximum of 230°. The swivel cord is extra long and 360° in nature.



Mr. Barber Powerplay 2500 Hair Dryer

With power up to 2200 watts, the dryer has Cool Shot Buttons, two speed and three heat settings. The ergonomic Seat Strips Design makes for easy handling. There is an Auto Over-Heating Protection System which does not allow for excessive heating. Along with a Hang Loop, there is a three metre cord for easy handling and two different nozzles for perfect working.



Price and availability

The products are available through the wide distribution network. Moreover, the product can also be bought online from www.esskaybeauty.in.

“The vision is to provide every client with equipment which have a steadfast adherence to quality and cost effectiveness to make work simple and productive. The product range focuses on inspiring professionals to create striking looks everyday!”

– SAKSHI VIRMANI,
Director - Marketing, Esskay Beauty Resources





ALAN

TRUMAN

Makes a Debut in East India

Alan Truman took the centrestage at a reputed hair and beauty show in Kolkata, with tutorials, contests, and more as highlights

The brand that has been creating a stir with its range of professional hairstyling tools and accessories, Alan Truman mesmerised the audience and participants at the recently concluded Professional Beauty in Kolkata. The Alan Truman's stand was truly one of its kind with 16 stylists, 36 looks, a brand stand, an open green room and a truly spectacular education stage. Held at Swabhumi Heritage Plaza, the brand created frenzy with their Education Ambassadors, Rod Anker and Rekha Sharma. The show also witnessed Education Specialists at Alan Truman, Samir Lakhani for Creative Cuts and Anupama Conso for Clipper Cuts, taking the audience through hair updos that included a stunning range of haircuts and hairstyles. Spread out large and wide, the Alan Truman zone was buzzing with activity on the two-day event. Apart from the stand, the open green room, several contests, the Alan Truman Bag and the education zone were a hit among the visitors and participants, alike.



VLCC-GVIG SINGAPORE Worthy Combination



Josephine Song, Global Head, New Product Development, VLCC and Co-Founder, Global Vantage Innovative Group (GVig), Singapore, a VLCC Group company, shares with Salon India her plans for the brand and the way forward

Please tell us about yourself.

I am the Global Head of New Product Development at VLCC. I co-founded Global Vantage Innovative Group (GVig), Singapore, which is now a part of the VLCC Group, which currently operates three wholly owned subsidiaries providing holistic beauty and wellness solutions in Asia and beyond. I am also the Director of Bellewave Cosmetics, a subsidiary of GVig, a leading provider of beauty and wellness solutions in South-East Asia. I work closely with the Singapore government to understand skin care ingredients in order to develop products and solutions. I serve as a committee member with the ISO Mirror Group where I advise the panel on the conformity of cosmetic products as per industry standards as well as to cast votes, on behalf of Singapore, for documentation at various phases of development on international standards.

What is the research that goes into developing a facial care product?

We start with understanding the local market as well as consumer needs. It is then synced in with global trends and new ingredient development.

What are the tests conducted to ensure the product is effective, yet gentle?

Before formulating any product, the ingredients are studied to ensure that no harsh elements are being used and ingredients do not react when mixed together. After initial rounds of testing within the R&D team, the product is then tested by a pool of 25 testers to confirm the efficacy, and take into account adverse reactions, if any. Once the formula has cleared this phase, it is shared with a bigger pool of testers to further ratify the efficacy and safety aspect. In case the product does not perform as per standards or we find any kind of adverse reaction during any of our tests, we do not launch it.

What are some of the challenges you have faced in creating products?

One of the biggest challenges is to get the precise formula, which can deliver the required result in the shortest time possible.

How do you overcome them?

In order to overcome the challenge, we develop and evaluate multiple formulas at the same time, in order to speed up the process of new product development.

What can we expect from GVig-VLCC in 2017-18?

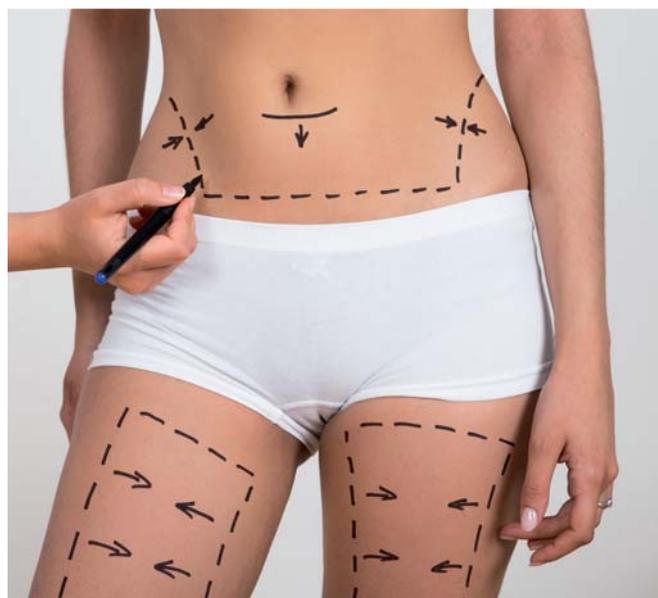
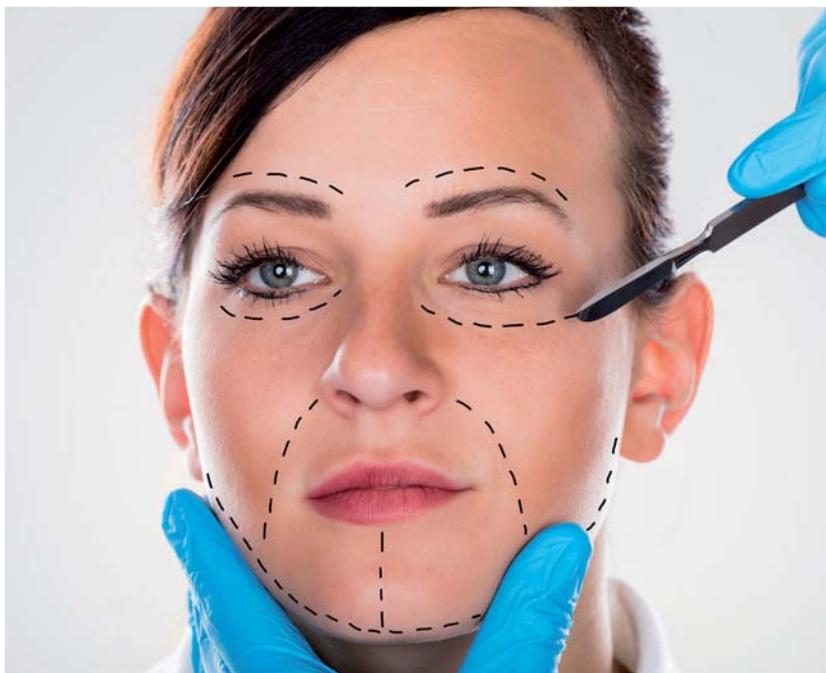
There was a positive sentiment around VLCC products and services during my last visit to India. I interacted with VLCC's customers across a few cities like Delhi, Pune, amongst others, and found that the customer loves the brand. Our range of Bellewave products and services are in high demand and we get repeat customers for the same who I have met at the VLCC centres. The recently launched Bellewave Essencious range of services has received a great response from customers across the country, as well. I believe that Bellewave will become a more prominent brand in the FY2017-18.

What are your views on the beauty industry of India?

Beauty is an intrinsic part of the Indian woman. They introduced the world to kohl. I believe the country represents huge opportunity for the beauty industry. Increased awareness and high disposable incomes will be the drivers for this growth. 📌

(AVB)





COSMETIC TREATMENTS

Recommended by **Experts**

The Brazilian Butt Lift and Chin Cleft Creation as aesthetic procedures are creating quite a buzz. *Salon India* speaks exclusively with Dr Mohan Thomas, Senior Cosmetic Surgeon, Cosmetic Surgery Institute, Bandra and Breach Candy Hospital in Mumbai and Dr Kiran Lohia, Celebrity Dermatologist, Lumiere Dermatology in Delhi, to understand the process and technology used

BECAUSE COLOR MEANT FOR HAIR ON THE HEAD IS UNSAFE FOR TINTING EYEBROWS & EYELASHES



SAFE EYELASH & EYEBROW TINTS



Fuses color pigment technology and Beeswax with a rich cream base to penetrate deep into your hair shaft to provide radiant color from root to tip.

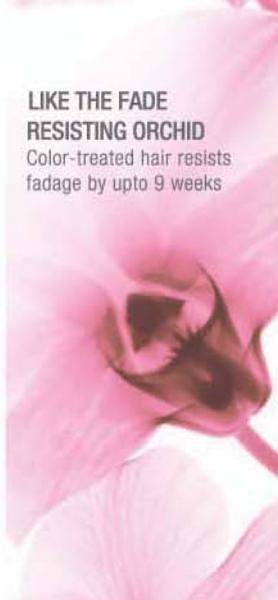
Apraise[®]
Professional Eyelash and Eyebrow Tint



EXPERIENCE THE BIOMATCH INNOVATION

BIOLAGE DECODES THE SECRETS OF NATURE TO SOLVE EVERY HAIR CONCERN.

LIKE THE FADE RESISTING ORCHID
Color-treated hair resists fadeage by upto 9 weeks



LIKE THE EXOTIC CAMELLIA FLOWER
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THE ALL NEW **BIOLAGE**
WITH BIOMATCH TECHNOLOGY



LIKE THE WATER LOCKING ALOE PLANT
Dry hair is deeply moisturized



LIKE THE NOURISHING OLIVE OIL
Lifeless hair is deeply conditioned

Breakthrough in professional haircare:
Now, Biolage designs state-of-the-art formulas with BIOMATCH technology that uses unique potent botanicals to help combat specific hair concerns

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MATRIX  **B I O L A G E**