

SALON

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INTERNATIONAL



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India has the best demographic profile in terms of the youth population. Our current population estimate is 125 crores. About 50 per cent of it is below 25 years of age and more than 65 per cent of it is below the age of 35. In absolute numbers, this would be about 63 crores of those under 25!

With this as a backdrop, the cover story of this month's issue has been filed. It is about Generation Z, or the youth under 25, who was born in 1995. They have strong views on what they 'do not want' – be it on the beauty table or in a salon or spa. They are also known to be averse to taking risks and adopt products and treatments for life. In the long run, this is a jackpot for businesses, as they receive long-term revenue benefits.

We interview and feature Franco Hernandez, NAHA'16 finalist in the Avant Garde category, whose creativity knows no boundaries. Associated with The Glam Clique Studio and Parlour Eleven in California, Hernandez is renowned for his hair colour and extension transformations. He is raring to go and explore the dynamics of hairdressing even after 26 years of expertise. We present a glorious photo essay brought to you by Evy Professional – the Australian hair tool brand. Called Evy Moods, it is a collection of luxurious images that showcase styling versatility and a definite mood or feel in each look. Says Tracey Bazzano Lauretta, Evy Creator and CEO, "Our Evy Professional tools ultimately help women, and men, enhance their best self, and we have always been there to help you capture the essence of your mood. We wanted the shoot to reflect the Evy woman, who is classy, down-to-earth, super chic and always has beautiful, healthy hair."

Director at The Bowdry Bar in Mumbai, Kinjal Ganatra spearheads India's first concept salon that only focuses on hair styling and beauty services. With more than a decade's expertise, Ganatra is all set to revamp the salon experience as 'normal' is boring for her! From a freshly curated services menu to innovations being added, Ganatra is set to rock the beauty and wellness industry. Meet Mihir Limbachiya, who is a hair tattoo artist. A novel concept in hair dressing, Limbachiya shares with us his interest in hair, the sweat and tears that followed, and the passion he feels for his craft which has made it all worthwhile.

Celebrity Make-up Artist and Owner of Masters Academy of Makeup Art, Anu Kaushik is the most sought after name for Bollywood, fashion and bridal make-up. Kaushik considers each day to be a learning scope, despite an expertise of three decades in this industry. She shares her journey, love for the art and make-up, and more.

In the Spa Focus section, we bring to you Chi, The Spa at Shangri-La's Eros Hotel, Delhi. With the interiors inspired from the traditional Asian architectural concept of warm tones, wooden accents and dim lighting, the services offered are based on the Chinese philosophy to ensure a serene escapade for their clients. Satyajit Kawade, Fitness and Spa Manager at the Marriott Suites Pune, shares his views on the wellness industry, brand USP, future plans and more.

All this and lots more in this issue. Keep reading and writing in!



Hair and make-up: Pauline Heap Phoenix Salon
 Photo: Neil Whiteley
 Styling: Kat Watson

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- 46-56 **In focus** The young and agile 'Generation Z' is super-savvy with the Internet and pros at social media traversing. In the age group of 14-25, the members have a mind of their own and are not shy to say 'no' to services provided by the beauty and salon industry, which are not upto their liking. We give a peek into their mindset and recce the market to know the services that the industry has to offer to this generation
- 63-76 **Beauty** Celebrity Make-up Artist, Anu Kaushik, is a sought after name in the industry. She has her hands full with multiple projects and her state-of-the-art academy, MAMA; Make-up artist, Prasenjit Biswas decodes looks from MET Gala 2017; Expert recommended aesthetic procedures such as cheekbone enhancement and male breast reduction surgery; Owner of Simar's Nail Bar in Delhi, Simar Sukhija shares summer nail trends; Product launches in skin care; seasonal offers and deals by salons and spas
- 77-84 **Spa focus** Chi, The Spa at Shangrila's Eros Hotel in Delhi offers a serene escapade with its traditional Asian architecture and services based on Chinese philosophy; Satyajit Kawade, Fitness and Spa Manager, Marriott Suites Pune, shares his views on the wellness industry; lucrative spa packages
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FRANCO HERNANDEZ

Avante Garde

Perfectionist

Meet Franco Hernandez, NAHA '16 finalist in the Avant Garde category, whose creativity knows no boundaries. Associated with The Glam Clique Studio and Parlour Eleven in California, Hernandez is renowned for hair colour and extension transformations. Even after 26 years of expertise, he is raring to explore the dynamics of hairdressing

by **Shivpriya Bajpai**

Top 5

FUTURISTIC HAIR HUES

Today is perfect to opt for a dynamic hair colour! We bring you five amazing hair colours to flaunt, which no one is doing right now. So get out of the rut and try something mint new

VIVID COLOUR AHEAD

The trend towards vibrant colour is stronger than ever before. So, opt for glossy hues in blue, by blending in subtle shades of highlights and lowlights for a look that is as exclusive as your client.



HAIR GRAFFITI

We have heard of graffiti on walls and floors, but now graffiti on the hair can be done, too! For a look that is bright and unusual, stylist Dzhanin Ker first applied a technique called stencil dyeing to a temporary colour. This technique gives amazing results which are as unique as you. What's more, it can be suited to match your outfit as well. Take the stencil, attach it to taut hair and spray paint from a container (a special product for the hair). The main rule after painting: do not comb or the pattern will lose its shape.



TIE AND DYE

Your hair adds to your personality. So, for the adventurous ones, the tie and dye technique is a heaven sent. First hair is coloured in ash blonde, which works as a base for rainbow highlights. You can choose from the pastel and neon shades.





KINJAL GANATRA **Remodeling the** Salon Experience

Director at The Blowdry Bar in Mumbai, Kinjal Ganatra spearheads India's first concept salon that has a focus on hairstyling and beauty services. With more than a decade's expertise, Ganatra has revamped the salon experience by curating an innovative service menu, and adding surprise elements, amongst others

Back in 2005-2006, hairdressing was not considered a serious profession. Coming from a corporate background, I had to convince my parents to allow me to pursue a career in hair. I was never the one to play by the rules, and once my parents were convinced nothing else mattered. The aspect of making people look and feel good, and the creative expression

it afforded inspired me to join the line of hairdressing and make-up. Also, the fact that I was never happy after a haircut, drove me to explore this space. However, that was 12 years ago! In this time, I spent a decade as a senior stylist at Raih Salon, and have had the privilege of being trained and work with some of the finest names, such as Nalini Naegamvala, Vidal

Sassoon in London, Toni&Guy, Singapore and Hongkong, Audhuna Akthar, Kingsley Gomes in Mumbai, and several other seasoned hairstylists, such as, Sean Hanna, Skyler McDonald, Patrick Cameron, and Julie Eldrett. Today, at The Blowdry Bar, I am taking unique initiatives to set it apart from 'salons' and have a singular aim to alter the experience of a consumer.

LABEL.M

Setting New Standards in Men's Grooming

THE PRODUCT PORTFOLIO



LABEL.MEN SCALP PURIFYING SHAMPOO AND LABEL.MEN INVIGORATING CONDITIONER

The shampoo and conditioner are designed to leave the scalp and hair looking healthy. Suitable for all hair types, it is formulated with exclusive elements, which contains soothing botanicals to stimulate hair growth. Micronization Technology and Acetyl Tetrapeptide-3 strengthen and thicken hair. The cooling peppermint fragrance of the conditioner increases circulation for nourished scalp and hair.

Price: ₹2,500 for 250ml; ₹6,500 for 1000ml (shampoo); ₹2,500 for 250ml; ₹6,500 for 1000ml (conditioner)

LABEL.MEN MAX WAX

This is a re-workable wax that adds definition and boosts volume, whilst providing ultimate hold. Suitable for all hair types, it controls coarse, wavy and thick hair, and provides shine.



Price: ₹2,000 for 50ml

LABEL.MEN THICKENING TONIC

Its lightweight gel-to-liquid texture adds definition and boosts volume. The spray allows you to sculpt and create a desired hairstyle and provides a long-lasting hold.

Price: ₹2,500 for 150ml



LABEL.MEN SCULPTING POMADE

This is a water-based product designed to control movement and hold hair without weighing it down. Mould, sculpt and experiment to create your desired hairstyle with a natural shine finish. It is washed out easily with water.



Price: ₹2,000 for 50ml



LABEL.MEN GROOMING CREAM

It is a lightweight cream designed to create natural definition and control. Protein-rich liquorice root and essential oils nourish the hair and scalp, whilst reducing frizz. It can be used as a leave-in styling product to build texture, or applied to wet hair to prepare for styling.

Price: ₹2,500 for 150ml

LABEL.MEN SCALP TONIC

It promotes healthy hair growth when used along with the Scalp Tonic. Formulated with Peppermint, Indian sandalwood, New Zealand Tea Tree, French Oak, Sugar Beet plant, and vitamins, it stimulates activity of hair follicles for a thicker, fuller appearance. Suitable for sensitive scalps.

Price: ₹2,500 for 150ml



LABEL.MEN DECONSTRUCTOR

This is a versatile, matte-textured product that lifts roots for a long-lasting, fuller look. Mould, sculpt and experiment to create your desired hairstyle with a firm hold and a dry matte finish. Suitable for all hair types.



Price: ₹2,000 for 50ml



CATERING TO GEN Z

Insight into their Mindset and Buying Preferences

Gone are the days when young girls and boys waited to be 25 years old to try out facials or manicures. Cut to 1995, we see the birth of Generation Z, who, today fall in the age group of 14-25, are super-savvy with the Internet, mature in their demeanour and pros at social media traversing. They have strong views on what they 'do not' want – be it on their beauty table or in salons and spas. As Gen Z'ers are known to stay loyal to the brands they buy, in the long-term, this proves to be a jackpot for businesses, since they receive long-term revenue benefits

by **Aradhana V Bhatnagar**



ANU KAUSHIK

Elevating Beauty Education

Anu Kaushik, Celebrity Make-up Artist and the brain behind Masters Academy of Makeup Art (MAMA), is a sought after name. Kaushik learns every day, despite the jaw-dropping experience of three decades. *Salon India* speaks with the maestro for an insight of her journey, craft, and more

by **Shivpriya Bajpai**



Glorious start

I recognised my passion for make-up at 16 when I enrolled for a grooming course. I was fascinated by hairstyles and make-up and their ability to transform the entire look of a client. At this juncture, I decided to pursue make-up artistry, as a career, and went on to study Airbrush training from Kett Cosmetics in New York, and Hollywood hairstyling from the Delamar Academy in London. To keep pace with the international influence, I attend workshops abroad to learn the global trends and techniques. However, I am relentless in my pursuit and put in a lot of hard work, which has greatly helped me carve a niche in the industry. My first big break was signing up with Elite Model Management as their first make-up artist in 2004. I did hair and make-up for the Elite Calendar, which was much appreciated. I was the Hair & Make-up Faculty at The Elite School, and now am a guest faculty at NIFT, Delhi. With an experience of over three decades, I have had the privilege to work with the best names in the industry.

Bold and Chic

SUMMER NAIL TRENDS

Simar Sukhija, Owner of Simar's Nail Bar in Delhi, shares the top four nail trends for summer exclusively with *Salon India*



1



2



3



4

1 STONE GEL

Stones are big this season and can be experimented with varied nail art designs. Opt for stones in cool pastel shades to go with the sultry season. It lasts for about a month and has to be professionally removed by a nail technician.

2 AZTEC

Aztec designs are trending and are considered to be one of the most creative methods of nail art, as the expert can experiment with abstract designs and shapes. One can play with different colours; bright colours are perfect for the summer look.

3 BLACK ACCENT

Black polish is here to stay and one can experiment extensively with it. Matte or shine, vertical stripes, curved around the cuticle, or painted at the tip, black accents lift a simple look to be classy and elegant.

4 NEUTRAL AND FLORAL

This trend sets the perfect vibe for summers. Shades of neutrals like, peach, nude, coffee, and powder pink on manicured nails when combined with floral patterns, add a feminine touch to the overall look. 🌸

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KEEP SALON QUALITY DARK COLOR EVERYDAY.**

WITH
BLACKSPA™

FROM
opti.black
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The 1st four step professional BLACKSPA™ Treatment from Opti.black Dazzling Shine that cares for dark colored hair. With Antioxidant Vitamin E, it protects dark colored hair for upto 24 washes* while also adding brilliant shine.

MATRIX

