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Mark Simpson, the famous writer and broadcaster specialising in popular culture, media, and masculinity, has said, "Metrosexual man is a single young man with a high disposable income, living or working in the city (because that is where all the best shops are), is perhaps the most promising consumer market of the decade. In the 80s, he was only to be found inside fashion magazines, such as, GQ. In the 90s, he is everywhere and he is going shopping." However, it was not until the early 2000s when Simpson returned to the subject that the term became globally popular. In 2002, salon.com published an article by Simpson, which described David Beckham as 'the biggest metrosexual in Britain' and offered this updated definition: The typical metrosexual is a young man with money to spend, living in or within easy reach of a metropolis – because that is where all the best shops, clubs, gyms and hairdressers are. He might be officially gay, straight or bisexual, but this is utterly immaterial because he has clearly taken himself as his own love object and pleasure as his sexual preference.

With the context in place, we bring to you the cover story titled the 'Men's Grooming Industry: Growing from Strength to Strength'. It highlights the cataclysmic rise of the category thanks to the changing needs of the metrosexual male. With inputs from major players in the business as well as industry-reports by Mintel, we say it like we see it. Dr Debraj Shome, a Cosmetic Surgeon & Director, The Esthetic Clinics in Mumbai, shares insights on the trending aesthetic procedure called Beard Transplant. Shahnaz Husain, veteran in the beauty industry, sheds light on the rapid growth of the category. All this and lots more!

In the hair section, Manuel Ferreres' career has seen a sharp meteoric rise. In mere five years he has gone from being a neophyte in the hairdressing sector to being nominated in one of the most prestigious professional awards. He shares his journey and plans for the future. On the homefront, Vivek Shyam Bhatia, who is relatively new to the hairdressing business, but is as wise as the old, shares jewels from his experience. In the International Stylist section, Helen Tether reveals her Chromatic collection. A glorious photo essay, the hairdresser's craft will surely leave you mesmerised.

In the beauty section, we introduce Kanikka Tandon, an independent make-up artist who aspires to have her own make-up studios around the world. In the brand story, we feature Lakmé Lever's powerful acquisition of the UK-based skin care brand, Dermalogica. Dr Shuba Dharmana, Dermatologist, Lejeune Medspa in Bangalore, shares methods of scar removal and scare revision.

In the spa section, we present the visual grandeur of Tattva Spa at Radisson Blu, Faridabad. The design accents create the impression of a 'garden' of wellness. Jyoti Rathod, Spa Manager, Cedar Spa by L'Occitane at JW Marriott, Mussorie, shares her views on the wellness industry, USP of the spa, future plans, and more. All this and more in a visually delightful issue.

Keep reading and liking us on Facebook and Insta! Also, we take this opportunity to wish our stakeholders Happy and Prosperous Deepawali!





Hair: Alberto Salvador @Salvador
Fashion & Creative Hairstyles
Photo: Alfredo J. Llorens
Make-up: Angeles Abel

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Manuel Ferreres

Rebel Yell

Manuel Ferreres' career has seen a sharp meteoric rise. In mere five years he has gone from being a neophyte in the hairdressing sector to being nominated in one of the most prestigious professional awards. With *Salon India*, he shares his journey and plans for the future

by Aradhana V Bhatnagar



The beginning

I come from a family of hairdressers. Either by rebellion or by not listening to the advice that my parents gave me, I never considered dedicating myself to hairdressing until I was 26 years old. I must say that although I did not dedicate myself to the profession, I had always been interested in fashion and personal image. I liked to see my mother cutting hair and doing up-dos. I think, my first inspiration in hairdresser's world was her. When I was 26 years old, I started working in my mother's salon. In the morning I worked at the salon and the afternoons I spent studying at the academy in order to get my degree.

Professional education

I have always liked to train with leading brands of our profession. London, Rome, Madrid, Barcelona, Valencia and countless national and international formations have helped me to achieve the level of professionalism that I have, although I think there is still a lot to discover and improve.

Mentors

I could not say one in particular. Apart from my mother, I have many colleagues and friends who in one way or another have helped me to be who I am at this moment.

Challenges faced back then

At the beginning, and even more coming from someone who had never touched a comb, there was a lot of frustration when things did not work out. But with the help of my colleagues and with the people who trained me, I managed to bring out the best in myself.

Current scenario

Three years into the hairdressing sector, in 2015 I setup Salon Five, my own beauty salon, in Vall de Uxó (Castellón). The philosophy is to bring the hairdresser to the highest level of professionalism. I want to give back to the sector the recognition it deserves. I do it by offering continuous training and motivation to the team to better their technique. Salon Five is associated with Club Figaro from its origins. My work does not end in the

salon, since I have immersed myself in the field of creative hairdressing by creating different collections of avant-garde. After three years of presenting my collections to different contests, in 2017 I received my first nomination as a finalist for the Best Women Commercial Collection 2017 in the Spanish Hairdresser Awards offered by Club Figaro. Over time, I have exclusive national and international training with some of the most prestigious brands in the sector, namely, Toni&Guy, Sassoon, TIGI, Revlon Professional, and so on.

Challenges faced today

The only difference I see is that we have easy access to training. I do not know if they are better or worse, but social networks play an important role to make ourselves more known. Professional media helps to give visibility to brands or professionals who are dedicated to the world of quality training and that is good for everyone.

Forté as a hairdresser

My strong point, I think, is the perseverance and the desire to continue discovering more every day. You can always improve and we always have things to learn from our profession and our colleagues.

Inspiring the team to create hair looks for a collection

To create collections, it is vital that all the participating members feel important. You have to let them express their feelings and

concerns when it comes to exposing their ideas, so that they are motivated to take a step forward and the final results will benefit from it. We must make clear which is the idea in which we are going to work, and we have to row towards the same direction in order to achieve the objectives.

Must-have qualities in a hairstylist

First of all, it is essential to know how to listen. Also, you need to love the profession and be willing to train every day to get better day by day and be able to transfer those experiences to the rest of the team.

Day in the life of Manuel Ferreres

I can say that I am privileged. I like my work, I have a family that supports me in all the decisions I make and I spend hours with clients and colleagues that make every day different. After all that is the best we have in our profession: clients and workmates. However, one of the worst times I had was when accidentally I cut a client with a scissor, and he was just a child! It was at the academy, and I hope it was the first and the last time."

Trends in haircuts and colour this season

Swag, midi, lob, micro bob and pixies are the most desired in both textured and curled versions. In colour, techniques of Ombré and Balayage continue being the rage, although in its multitude of colour variants, opting more for a palette of slightly golden and golden copper colours, without forgetting about the colours in block.

View of the Indian hair dressing industry

It is a country that continues to grow in terms of notoriety in our profession. I do not know much about it, but I love to travel and see other countries, and one of them is India. Whenever I travel, I like to visit a hairdresser and get to know a little more about the sector there. Of course, I would love to know more about the hairdressing sector in India.

Plan for the future

I am enjoying my project Salon Five, which has just been born, so to speak. We recently turned three years old and we

are very happy with the results. I am not saying that in the future I would not like to transfer my experience teaching young people who want to learn our profession, and professionals who seek to evolve and recycle, but today I am enjoying my work. I would like to continue presenting at hairdressing events and competitions and improve my skills further. I also want to create collections and continue growing Salon Five and meet people and learn from them every day. 📍

Credits: Hair by Manuel Ferreres @ Salon Five; Photo by Esteban Roca; Stylist by Ban & Ro; Make-up by Cris García



Série Expert Powermix by L'Oréal Professionnel

Instant Hair Fix for The New-Age Woman

Get professional, personalised and powerful hair care with Série Expert Powermix Treatment in just 20 minutes

In today's fast paced world dominated by the modern millennials, the expectation for instant gratification is booming. This generation wants it all and wants it now. Instant meals, instant rewards, instant appreciation. The women of today have a life that is dynamic, fast paced and digitally wired.

L'Oréal Professionnel, the global leader in professional hair care and the number one salon brand in India has always aimed at redefining the salon experience. Creating services that constantly respond to the client's evolving needs, L'Oréal Professionnel presents an instant solution for bad hair day with Série Expert Powermix. A truly professional, personalised and powerful hair care treatment that is quick and effective. A perfect solution for everyone that lives in the bustle of a progressively fast paced world.

Série Expert Powermix

The Série Expert Powermix hair treatment uses cutting edge professional masques with highly active ingredients, freshly mixed in front of clients. This treatment is designed to give your client's hair an instant healthy boost. The process takes only 20 minutes and hair is left feeling refreshed, restored and reinvigorated.

After a quick consultation with a L'Oréal Professionnel hair expert in the salon, one of the four Powermix treatments are recommended to the client. Each of these are developed specifically to cater to various key concerns. Be it unforgivable hair damage or uncontrollable frizz, demanding colour protection or diminishing hair strength, there is a Powermix solution for you.

Powermix is a tailor-made solution that is quick and effective, perfect for the busy career woman of today.

In-salon service

The Serie Expert Powermix in-salon treatment is a one-of-its-kind service in which two liquids, highly concentrated with active ingredients are mixed together, forming an intensely nourishing hair masque, right in front of the client. Hair is visibly transformed in just 20 minutes.

Expert recommends

Powermix Color: To protect hair colour from fading and restore radiance and shine.

Powermix Repair: To repair hair damage and reveal soft and healthy hair.

Powermix Force: For 10 times strength against breakage and freedom from split ends.

Powermix Liss: To smoothen unmanageable hair and control frizz.

The Série Expert Powermix treatment is available at all L'Oréal Professionnel salons across India. 📍



Vivek Shyam Bhatia

In His Father's Footsteps

Smart for his age and experience, Vivek Shyam Bhatia appears to have got it all. As Shyam Bhatia's son, he is expected to do well with all the resources at his disposal, some that others have to work hard for. However, the young shoulders also bear the burden of expectation. *Salon India* finds out how it has been for him and his plans for the future

by Shivpriya Bajpai

How did you get started in the hair and beauty industry?

I belong to a family of hairdressers, my father Shyam Bhatia is a renowned stylist. As a child, I was influenced and inspired to see him work passionately and grow in life. So, immediately after my schooling, I decided to give hairdressing a shot, and fortunately, the craft has stayed with me till now.

Please tell us about your professional background. What are the certificates and degrees you have earned?

I have done my foundation from Shyam's Academy and honed the technical skills at the L'Oréal Technical Centre. Post that for my advance learning, I went to Toni&Guy in Singapore, Vidal Sassoon in London, and Image's Academy in Colombo. Later and thanks to L'Oréal, international hairdressers started visiting India to train. I got my expertise in Cut and Colour by the RUSH team, Trevor Sorbie Team and Laurent Decreton.

What were the challenges you faced back then?

Since I belonged to a family of master hairdressers, I never got a chance to make mistakes. People always expected me to perform at par, even if I was doing it for the first time. I admit, I perform well under pressure, which I think did help somewhere. Another big obstacle I faced was in the first few years of my career, where I attended college, did salon work, travelled long distances for seminars, worked on college projects till late at night – simultaneously. I used to sleep for about four hours a day, but somehow overcame this gruelling schedule.





Please tell us about your association with L'Oréal Professionnel.

I am a proud ID Artist for L'Oréal Professionnel, which also makes me the youngest Brand Ambassador for the biggest cosmetic brand in the world.

What is your role and responsibility as a L'Oréal Professionnel ID Artist?

With L'Oréal, my responsibility is to travel and train hairdressers across regions. I educate and update them on to the current fashion trends. I am happy that I am a part of this project which allows me to pass my knowledge to thousands of stylists.

What are the key factors to be kept in mind while doing hair and make-up for different platforms like, salon, Bollywood, editorial and ramp shoots?

'Keep It Simple Silly' is my mantra while creating looks for all the platforms, and that should certainly be the key. But yes, every project has its own feel where I suggest an artist must personalise himself/herself to suit that theme. Another important thing is that one must have the right tools, products, and knowledge to flexibly create the desired look, be it salon, shoots, editorial or fashion shows.

How would you like to define your evolution as an artist?

I am amazed to see how I have emerged from my cocoon, and made this colourful world of mine. As an artist I have evolved from being a stylist to an educator and now an inspiration to many.

What are your favourite products?

Elnett is my hot favourite, the most fabulous reworkable styling spray; Full Volume is another styling mousse I really enjoy using for cuts and styling; and Homme Sculpte is my hero product, to create both sleek and messy looks.

“ Short length cuts with wispy layers and ends is trending. Also, beachy waves and messy upstyles have been doing the rounds for long. Parisian Chocolat brown with soft blonde smudged Balayage is the colour of the season. ”

What are the current trends in cut, colour and style for the season?

Styling trends differ from person to person, as one size or look does not fit all. Short length cuts with wispy layers and ends is trending. Also, beachy waves and messy upstyles have been doing the rounds for long. Parisian Chocolat brown with soft blonde smudged Balayage is the colour of the season.

What are your views on the hair and make-up industry in India?

I think our industry is one of the most welcoming, where a person can really work across different platforms while being on the same ground. I mean it is not either salons or either shoots, just hair or just make-up, we are free to show our creative side in anything. Since fashion changes dynamically, it will never ever get boring.

What is your advice for the newcomers entering this field?

Go slow, get your basics right, work with the best in the industry and then you will certainly go far.

What are your future plans and projects?

I call myself an 'Artistic Entrepreneur', hence while I will never stop learning and building myself artistically, I will also expand my wings and multiply my salon when the time and opportunity is right. 📍



Chromatic by Helen Tether

ABOUT THE HAIRDRESSER

Helen Tether was keen on hairdressing from the young age of 15. When she left school, she apprenticed at a local salon in Halesowen town centre called Hudson's. She always knew she wanted to be known in the hairdressing industry; winning many awards from an early age. After qualifying, she moved on and worked in numerous salons until she was 24. At this age, she decided to take the plunge and setup her own salon! Her first salon, Sensu, situated in Kinver, was a small village salon that soon extended due to the very quick growth of clients. After three extensions, she decided to come back into the town centre where it all started. She took on the old Hudson's salon and opened it up as Sensu.

Tether had, by this time, won four awards, two British and two international. All of them were for images shot with models from Britain and Berlin. At the height of her award-winning days, she also spent a lot of time doing hair on stage with an artistic team. This role took her across the country to train other stylists, as well as overseas to learn new trends. She is also a Master Colour Expert, which means she has more knowledge about hair colour; she excels in colour correction and creative colouring.

ABOUT THE COLLECTION

From the beginning it was always about creating a collection that was bright and bold. Tether wanted all the colours to clash against each other, but in a creative way!

THE INSPIRATION

Tether was inspired by Andy Warhol's Pop Art collection, and feels this is shown through the styles and colours used within the collection. Says she, "I loved the way bold colours were used throughout the images to create such an incredible vision."

TECHNIQUES USED

"I used many techniques from twist drying to backcombing. Within the collection I used a variety of classic and modern techniques, as I feel both are important to creating images of a high standard. I wanted to create movement and texture, but I wanted to keep the shapes very bold," shares Tether.

PRODUCTS USED

"I used Kevin Murphy Products within this photographic collection as they provide a superlative finish along with being very ethical and good for the environment," she elaborates.

PLANNING NEXT

On the future, she says, "I have just won a Bronze at the UK Wella TrendVision Finals, so, I now go on to the Grand Finals, which I am so excited about. I hope to shoot for BHA in February. 2019 will be about creating another great collection to win me a place at the finals."

A man with a full, dark beard and mustache is looking directly at the camera. He has short, dark hair and is wearing a dark denim shirt. His hands are raised to his cheeks, adjusting his beard. He has visible tattoos on both forearms, including a large rose on his left arm. The background is a dark, textured grey.

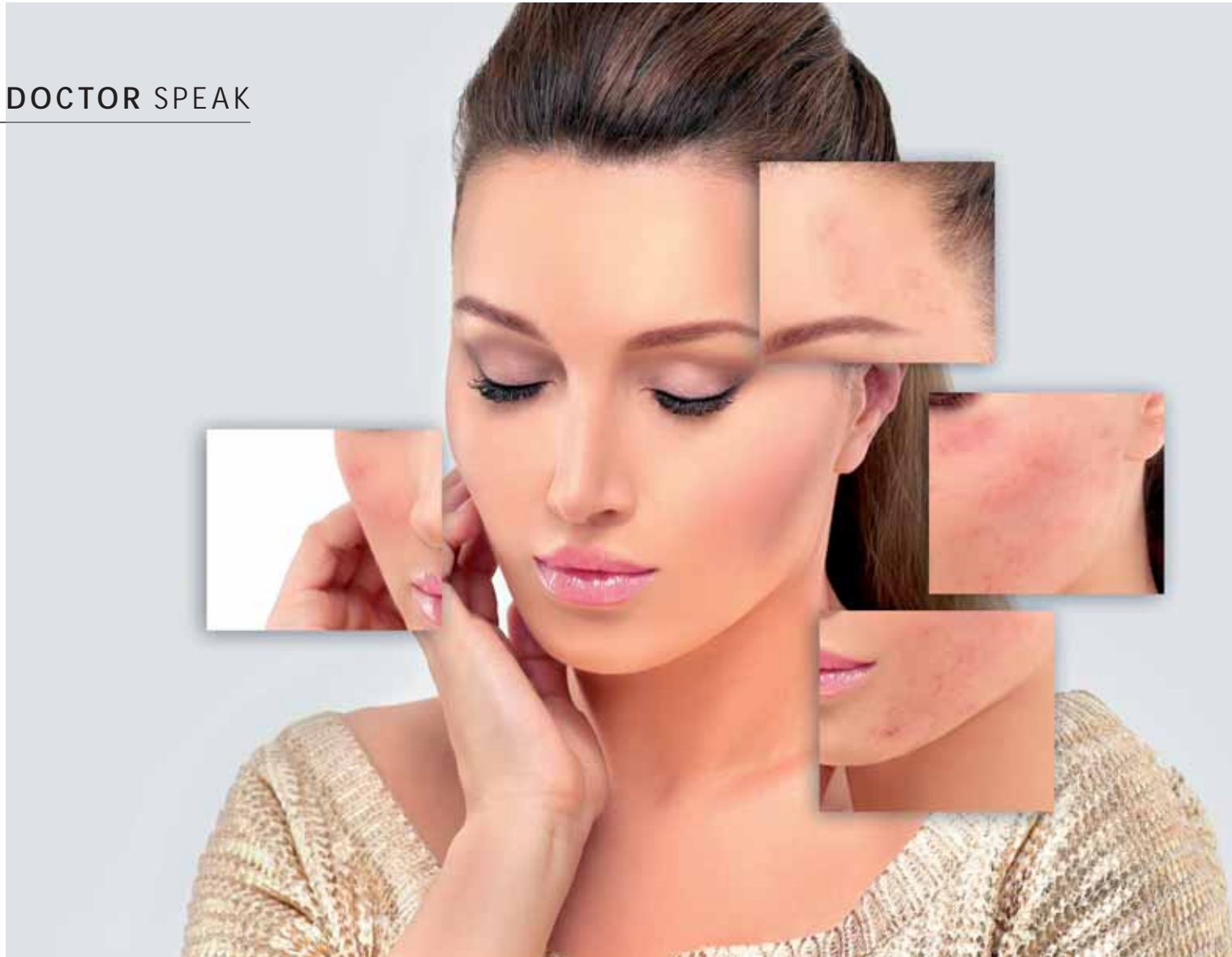
Men's Grooming Market

GROWING FROM STRENGTH
TO STRENGTH

ASSOCHAM and Euromonitor International reveal that the male grooming market, currently pegged at ` 16,800 cr in India, is expected to touch ` 35,000 cr in the next three years, growing at a CAGR of about 45 per cent. Growing awareness and better distribution channels of male-centric products has piqued the interest of men. With *Salon India*, a few major players shed light on the drivers of growth, challenges and the way ahead

by Aradhana V Bhatnagar

ASSOCHAM's report released in May 2018 reveals that the rising aspiration among Indian men to look groomed, rapid urbanisation and increase in per capita income has led to the men's grooming market to grow rapidly in the last five years. Currently pegged at ` 16,800 cr in India and expected to touch ` 35,000 cr in the next three years, the growing at compound annual growth rate (CAGR) is about 45 per cent. The growth drivers, reveals Euromonitor International, the world's leading independent provider of strategic market research, that rising aspirations and rapidly evolving tastes and preferences of young men has aided the evolution of men's grooming in India. Previously, men usually only used razors or blades and shaving foam or gel, however, today, the preferences have changed. Today, in a salon or spa, the client list comprises of 40 per cent men who are in the age group of 15 to 60 years. Also, with the entry of men's grooming start-ups, the men's grooming market has witnessed a paradigm shift.



Cosmetic Treatment

Recommended by an Expert

Scar Removal and Scar Revision as aesthetic procedures are creating quite a buzz. *Salon India* speaks with Dr Shuba Dharmana, Dermatologist, Lejeune Medspa in Bangalore, to understand the process and technology used



Dr Shuba Dharmana

About: Scar Removal or Scar Reduction and Scar Revision are treatments that help reduce the conspicuousness of a scar. Scar reduction or removal is a broad term which uses surgical and non-surgical methods to minimise a scar. The surgical intervention is called Scar Revision.

Process and technology: Scar removal or reduction aims to reduce the visibility of a scar so that it looks smoother and smaller in size. It may not be possible to completely remove it, but by removing the scar tissue or inducing collagen, the scar can be made to look much smaller, smoother and lifted. Various non-surgical treatments that reduce scars are microneedling, subcision, fractional laser treatments, chemical peels and injectable dermal fillers. Deeper or surgical ways of reducing a scar involve removing excess scar tissue by cutting and closing the wound in layers along better lines to form a better scar. This maybe done under local or general anaesthesia.

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