

# SALON

TM

INTERNATIONAL



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11<sup>th</sup>  
Anniversary

# SALON<sup>®</sup>

INTERNATIONAL

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Eleven years after its official launch, Salon International-India has become an authoritative voice in the haloed portals of the professional hair, beauty and wellness industry. Salon and spa owners, brands, hair and make-up artists, dermatologists and cosmetologists find in our articles, topical news, often exclusive, that help them fuel their vision of beauty and develop strategies.

To celebrate these eleven years, we offer you this special issue concocted in the height of winter. It is an opportunity for us to take a quick retrospective look, but most of all, true to our editorial line, to try to better understand the developments of the market and to turn our eyes to the immediate and more distant future, giving voice to the best experts in the field!

We kickstart the year with a focus on 'experience'. It is the most telling word that describes a feeling peculiar to a salon or a spa, and so, it is true that customer experience has become an operative word. The first impression of a salon or spa is always the game changer and holds umpteen opportunities for owners. The design philosophy and layout speak volumes about the brand's image. With innovative concepts ranging from minimalism, modernist, green salons, and more, renowned architects and interior designers forecast the ideologies which will be a hit in 2020.

In the hair section, we present Éric Sammartano, who started out as an apprentice at age 14, and when he was 18 got his first job. Soon after he launched his own hair salon. He shares his professional journey. Lisa Polini, owner of Hype Hair Studio, has 24 years of industry experience. She has been nominated as a finalist in the 2020 International Hairdressing Awards in the 'Best International Women's' category for Highland Armour. We showcase the glorious photo-essay! On the homefront, Rohit Solanki, owner of The Bombay Company in Pune, shares his joys and travails of being in this business. As does Yashvardhan Killa, who wants to change the dynamics of his father's business, by learning the intricacies of haircuts and styling. We also feature hair colour and styling brands that are on the top of their game. With products innovations and sustainability at the core, they are serious about offering products that are superior in quality, and free of chemicals. The Alpha Male section has all the dope on men's grooming!

In the Beauty section, Swati Daga, independent make-up artist reveals her thoughts; Marianna Mukuchayan, an international make-up artist with roots in Germany, proves that creativity has no boundaries; top dermatologists predict the fate of three treatments. We feature entrepreneur-led skin care brands who have found balance and success in their business strategies.

In Spa Focus, Escenza Spa at The Deltin in Daman is a sustainable abode that provides authentic luxury experiences; Dr Pritesh Sawant at Quan Spa at the Renaissance in Mumbai shares his take on the wellness industry; and Melissa Lim, GM & Head, I'M Onsen Hotel in Manila routes for revenue.

This issue has been a great adventure and would not have been possible without the support of our stakeholders and the loyalty of our readers. We would like to thank them all warmly and assure them that the months and years to come will continue to be rich in new developments, new projects and, of course fresh information!



Hair: Jose Urrutia

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# Smartphones

## Changing Business Practices of Salons

From the launch of the first mobile phone in 1973 to the smartphone in 1992, technology has touched and benefitted our lives. *Salon India* deciphers how smart hand-held devices have and will continue to change the way the beauty industry does business

\\ by Dhruv Baruaah

Somebody had once rightly said: “Give me a handheld device and I will run my business from anywhere in the world!” With so many benefits that smartphones and apps have to offer, it does make sense for salons to install a Salon Management Software (SMS) app on their hand-held devices to ensure that their businesses run smoothly even on the move.

### **The age of smartphones**

Today, 99% of millennials are using smartphones for online shopping, booking a table, ordering food or making an appointment at a salon. Not called smart for nothing, smartphones today not only automatically sync our emails, they have definitely made life simpler by allowing us to do what we want to on the go. Founder and Director, Dolly Kumar has recently launched the Skinella app. She says, “The advent of smartphones has revolutionised the way people consume information,

content and has even changed the way they shop. The millennials and the GenZ are upwardly mobile and are always connected. Glued to screens, they are consuming content and socializing 24X7. This has given a huge advantage to advertisers and marketers to communicate with them individually, and provide them with solutions custom-fit for their personality.” The app has succeeded to build a community in a short span of time which is interacting within itself and with its products and offerings in a very unique way- it gives the user a perfect product discovery experience which is not possible using traditional media.”

“Before smartphones arrived on the scene, one had to be physically present on one’s business premises to take care of the day to day operations,” Sudhir Singh, Managing Director - Sales & Marketing, Marg ERP. Elaborating on how smartphones have changed the face of doing business, he shares, “A salon owner will sit on the desktop, go through the appointment list for the day, check her/his inventory, take note of the employees present that particular day, and so on. In fact, it became a concern if an employee took an unplanned leave because the salon owner was left with very little time to take corrective action. But with the smartphone and the ability to easily integrate today’s SMS and their corresponding android, windows or iOS apps, the process of doing business has changed. Today, the salon owner can virtually manage



# Vipul Chudasama

## Classy and Confident

Clean lines, clear colours, and smooth styles – Vipul Chudasama is renowned for his minimal yet sophisticated take on hairstyling. His distinct personal style and the confidence with which he carries himself reiterates his views on self grooming. *Salon India*, he decodes his sartorial and style choices

### Importance of being well-groomed

Hairdressing is a part of the fashion industry, and fashion is all about making a statement. In our business, first impressions go a long way in gaining a clients' trust and confidence. Whether your style is classic, casual, or a bit fun, dressing well is a message you send out before starting any service.

### Styling myself

Hairdressers around the world wear black – it is our colour code. But you can always build your individual style by playing with the elements. I style myself in several different ways – jackets, lapel pins, pocket squares, and even shoes in a colour that stand out against all the black. My style is minimal and classy.

### Preferred brands

Emporio Armani and Zara.

### QUICKIES

- › **Favourite look to pack:** Black bottoms, black jacket, white t-shirt, white sneakers, white pocket square.
- › **Treasured accessory:** Tissot watch.
- › **Favourite products:** Kérastase, L'Oréal Professionnel Techni.Art, Chanel Cologne.
- › **Fashion tips:** You can never be sure of opportunities that come your way. Style yourself well to meet them with confidence.
- › **Hair is?** Hair is life!

### Styling tips for hairdressers

Firstly, identify your personal styling preferences, is it casual or classic? If you like to keep it classy, try a nice shirt with denims or pants and throw on a waistcoat or blazer. You can accessorise with lapel pins or pocket squares. To keep it casual, polo t-shirts teamed with a pair of well-stitched bottoms and smart shoes are great for a semi-formal look.

The clothes you wear can make or break an impression and also reflects your attitude towards work. For example, I prefer the minimal look, and if you see my work, it is always minimal and to the point; strong lines in my haircuts, just how I like my outfits; solid colours at my training or shows, you will always see me in solid colours; I wear prints when I am on a holiday.

### Hair regime

Self-grooming is a vital part of our profession. I take good care of my hair and encourage my team to do the same. Considering the environment of our salon and academy, they are certainly adopting the culture. Personally, I focus on thinning hair and go for regular colour sessions as I have more salt than pepper hair. I do lowlights on my hair, on a regular basis. As my beard style is also appreciated by a lot of people, I stick with it. As for skin care, Skeyndor is one of my favourite brands and I make sure to treat myself to a facial every 20 to 25 days. Mani-pedi is also part of my routine, as I have to work closely with clients and need to ensure that my nails are cut properly. Sometimes, I also put on a base coat of polish for the shine.

### Travel wise

I am a frequent traveller — every two days I am off to different parts of the country for work. For holidays, I prefer Europe because of the weather, people, culture, architecture, and history. It is definitely a lot of fun but at the same time, I derive a lot of inspiration from my travels. 🌍



# Salons and Spas of 2020

## Game Changing Design Trends

With customer experience being the operative word, the first impression of a salon or spa is always the game changer and holds umpteen opportunities for owners. The design philosophy and layout speak volumes about the brand's image. With innovative concepts ranging from minimalism, modernist, green salons, and more, renowned architects and interior designers forecast the ideologies which will be a hit in the new year

\\ by Aradhana V Bhatnagar



# Ankita Chaudhary

## Heritage Inherited

Ankita Chaudhary is well-versed in creating designs synonymous with fearless versatility. Through careful deconstruction and colour interplay, her ensembles reflect the wearer's intellect

Born in Delhi, Ankita Chaudhary's childhood travels with her family exposed her to the uniqueness of Indian heritage. Growing up, she developed a keen interest in design and she translated the wefts and weaves in her creations.

### How did 'Saaj By Ankita' begin?

My father has been in the police services and my mother was deeply involved in the Welfare Centre Association. She used to teach stitching and embroidery to war widows and wives of soldier. At a very young age, I was exposed to different embroidery styles, pattern-making, and so on. I guess that is how it started for me. I did not set out to be a designer, but I had the knowledge and creativity within me. After graduating in B.Com Honours from Shri Ram College, I realised that fashion was my passion. So, I joined NIFT Delhi and later, launched my label 'Saaj by Ankita'. At that time, my mother was teaching at Kendriya Vidyalaya, but she still helped me with managing staff and clients. We had set up a shop in 2006 and got through FDCI in 2010. Since then, we have been doing runway shows and it has been a beautiful journey, so far.

### What inspired you to enter the fashion industry?

I was good in academics in college but, my heart was not in it. I needed a creative outlet, and when my dad got to know about it, he advised me to pick a job that made me happy and encouraged me to go against the norm.

### What do you think of the fashion industry of India?

The fashion industry in India has widespread reach. Like other major industries, some aspects are doing well, while others are becoming redundant and in need of a transformation. Social media and online selling have given it a boost.

### Do you have a favourite look or hair and make-up artist?

Hair and make-up play a crucial role in presenting your style on the runway. It is an artistic expression from head to toe – everything from the accessories to styling reflects the designer's creative vision. My favourite is Elton Fernandez because he understands each face so well. He pays careful attention to choosing the right style on the model which further enhances the ensemble. My favourite look on the ramp would be the neon-orange eyeliner and braided hair for India Fashion Week. It was clean and edgy with a lot of spunk.

### How do you decide the looks for your shows?

Hair and make-up planning for each show takes into account several parameters and one of them is whether you have a shared or solo show. If it is a solo show, you have the space to do things more vividly, but if it is a shared show, you have to figure out things like changing clothes quickly, so hair cannot be that elaborate or make-up too specific.

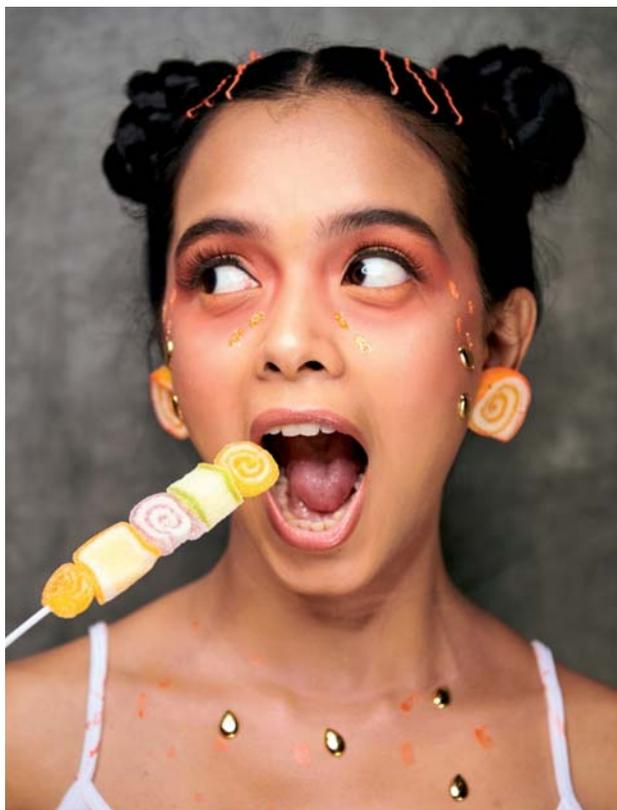
### What are your plans for the brand?

I have come to the point where I have shed off extra frills, and now I want to focus on one season and collection at a time. Of course, it has to fare well to be sustainable. Also, I am grateful to the wonderful set of people who work with me.

### Do you have any plans to enter the beauty business?

I would love to be a part of it! 📌





# Swati Daga

## Penchant for Art

Swati Daga's affinity towards art began as a professional dancer. Two years ago, she shifted this artistic energy towards her passion for make-up. With *Salon India*, the rising make-up maverick shares her journey and where it is taking her

MY BIGGEST INSPIRATION IS CHARLOTTE TILBURY. I ABSOLUTELY LOVE HER STYLE OF MAKE-UP, WHICH IS VERY NATURAL; IN INDIA, IT HAS TO BE NAMRATA SONI. SHE HAS BEEN INSTRUMENTAL IN SHAPING MY CAREER.

—SWATI DAGA



Swati Daga's training under industry gurus such as Namrata Soni and Michael Baltazar have solidified her foundation as a make-up artist. She has been blessed with opportunities to assist Namrata Soni at prestigious shows like Lakmé Fashion Week 2019, '33 Years of Abu Jani Sandeep Khosla', and Miss India 2019, to name a few.

### **When did you realise that make-up is your calling?**

I have been a professional dancer and worked with Shiamak Davar for about 15 years. As a dancer, I was introduced to hair and make-up, especially because Shiamak was very particular about grooming. This acted as a push. I left dancing, two years ago and joined Namrata Soni School of Makeup and Hair, and I have learnt that I love detail, like face structure, how to apply make-up on different face shapes, skin tone, and so on. I knew it was what I wanted to do for life! Having a make-up business allows me to enhance the beauty of women and make them feel confident, which in turn empowers me.



# Preferred Choice

## Spa Secrets of Stars



Being a movie star maybe fun, but it is not easy. They have to look their best no matter the circumstance or occasion. Small wonder that celebrities spend most of their time and cash in spas where they get celebrity skin treatments and other special services to achieve the skin they love. So, what kind of treatments keep these stars looking magnificent every time they hit the silver screen?

\\ by Aarti Kapur Singh

### 1 PARINEETI CHOPRA

"My most favourite spa has to be the Anantara Spa at Anantara Kalutara Resort. It defines a spa for me. I also love The Spa at Palazzo Versace in Dubai. The hot-stone chair there is a highlight. It is shaped like a beach lounge – you can lie down on it without your clothes on and it gently heats your body. It is extremely relaxing!"

### 2 ANUSHKA SHARMA

"With an extensive roster of yoga and ayurvedic cleanse programmes, Ananda in the Himalayas is just perfect when I want to disconnect from the world and detox from within. After the Singing Bowl therapy even the softest whisper will seem like noise to you!"

### 3 VICTORIA BECKHAM

"The Shizuka New York Day Spa is my absolute favourite! This lavish Japanese day luxury spa in Midtown Manhattan is famous for its unusual facial massages, especially the Geisha Facial that gets the most talk. Therapists use Nightingale droppings to rejuvenate the skin. I love the skin softening effects from the Geisha Facial, the Coffee Break Mud Wrap is also a rejuvenation must."

### 4 CHARLIZE THERON

"I am not a spa junkie, but I make sure I get a good facial every few weeks. I visit the Mila Moursi Skin Care Institute in West Hollywood and in a short time, it has become one of my favourite treats!"



# Gerard Butler

## Bearding in Style

Growing up in the town of Paisley, Scotland, Gerard James Butler was raised the classic way, apparent in his textbook masculine style. Gerard's dashing good looks and medium-full beard may have also contributed to it

\\ by Aarti Kapur Singh

### ***In love with the beard***

"A beard definitely enhances masculinity. For those that want to make a style statement with facial hair, allow your beard to grow evenly to a medium size. This may prove difficult for those with patchy hair growth, but beard oils help get uniform beard growth. A beard shaping tool to shape the sides of your beard and achieve perfect lines will help make it look symmetrical and neat. Also, the sideburns must always be thinner than the hair on your chin. A perfect neckline is also important. Use a beard trimmer to design your outlines while paying close attention to avoid over trimming the line too high. I might sound vain, but I do use a specialised beard shampoo to keep it clean and healthy. The last thing you want is the hair strands on your mane breaking and falling off. A beard takes some work and a lot of patience, but trust me, it is worth it!"

### ***Grooming in key***

"While clothes are equally important, I think grooming is underrated. Take care of your hair and how you look. There is nothing wrong with using sunblock. In Malibu, I cannot do without it! You also need to smile more – I tell that to myself all the time because I have a rough face that often comes across looking as if I am frowning even when I am just relaxed. The most common mistake most men make is that they often confuse the rugged look with the 'wild look'. But, staying raw does not mean staying wild. Do not let your sexy stubble look like an unkempt beard. So take care of your skin in the morning, keep your body healthy and moisturise your hair. A good fragrance is just so important. *Boss Bottled Tonic* is my go-to – undoubtedly masculine and fresh, it is a mix of sophisticated citrus, spicy and woody tone. It means being passionate, intense and strong, but also sensitive. I think women appreciate men who are able to talk about themselves and be open about their feelings. So who you are is an integral part of your style statement."

### ***Fitness is critical***

"You will look good only if you feel that way. I live in Malibu so if I can, I get a surf in, normally a training session, and, if I have time, I will meditate for 10 minutes. I exercise for many different reasons and probably four to five times a week. Sometimes it is part of a gym routine or for fun."

### ***Work-life balance is important for emotional health***

"I think acting is one of the hardest careers to have a good work-life balance because I am working 12 to 14 hours a day; and when you're doing press it is a lot of travelling as well. So, I purposefully take out 'free days' where I am taking a lesson in a helicopter flying, going surfing, sitting in my house in Malibu which is such an awesome space to hang out in because it is surrounded by trees. This is my favourite, I can disconnect from reality and be in nature." 🌿



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