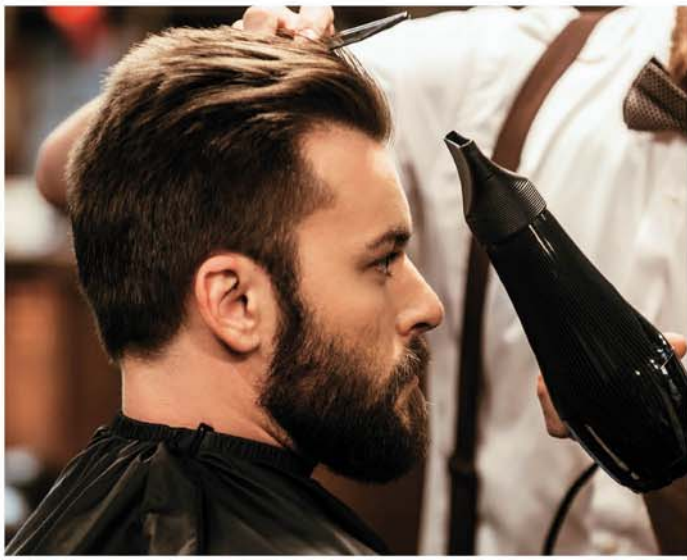


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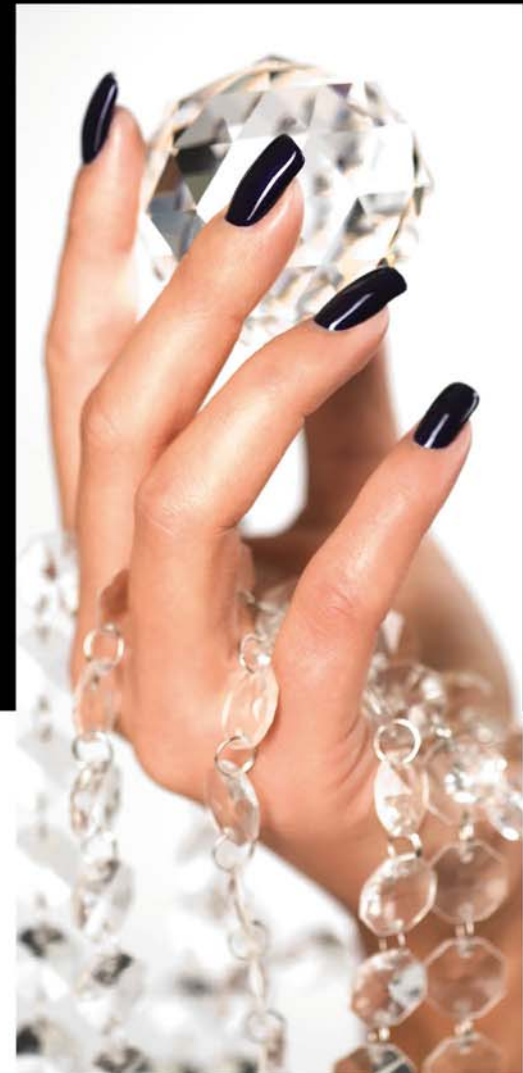
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Santosh Menezes, Regional Head (West)

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CONSUMER CONNECT & SUBSCRIPTION

Priti Kapil, Deputy Manager | pratikapil@imagesgroup.in

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Registered Office: S-61A, Okhla Industrial Area Phase II, New Delhi 110020
Ph: +91 11 40525000, Fax: +91 11 40525001

Email: info@imagesgroup.in, Website: www.imagesgroup.in; www.indiasalon.in

Mumbai: 3/116, Marol Co-Operative Industrial Estate, Marol, Andheri (East), Mumbai 400059
Ph: +91 22 28508070/71, Fax: +91 22 28508072

Bengaluru: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075, Ph: +91 80 41255172/41750595/96, Fax: +91 80 41255182

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For subscriptions: subscription@imagesgroup.in

For feedback/editorial queries: letter2editor@imagesgroup.in



Hope springs eternal, and Salon International-India's 12th Anniversary Special is all about a promising tomorrow. We began our journey with hope in our hearts and an unwavering determination to bring about a positive change in the mindsets of people. Back then, the beauty business was an unorganised cluster of parlours being run by wealthy owners who lacked skill and training. Those who were desirous of education travelled abroad as in India there were no beauty schools. Needless to say, learning was done on the job. Over time, however, the situation improved and with the arrival of international professional brands in the country there was some semblance of order. Cut to today and I have to say, the industry has come a long way! Within a decade the beauty and wellness industry has grown manifold and guess what - there is potential for stupendous growth still!

Or so we thought. 2020 came and we were struck by the deadly pandemic. The impact was so debilitating that several brands and establishments decided to wrap up their operations, while some decided to go slow. With this as a backdrop, the *In Focus* section has been created. We speak to stakeholders for their views on the status of the industry, their renewed marketing strategies and business recovery plans for FY21-22. As they say, hope floats.

In the *Hair* section, we meet Victor Alonso, a celebrated hairdresser from Valencia in Spain. He is a respected third generation hairdresser since his grandfather, Juan Andrés Hernández, began the path that the others would follow. He juggles between being a trainer for several hair brands, hairdresser, and also the owner of Espacio Kibo, his salon. What's more, in 2020, he was the finalist at Contessa Awards in the International Hairstylist category! In the *International Stylist* section, be ready to be mesmerised by Xavier Arcarons from Barcelona. His collection called *Euritmia* has the ability to take your breath away. From enigmatic colour placements to texturised cuts, the techniques have been worked upon and honed for years. But one cannot beat the expertise and mastery of our home-grown Ritesh Ashok Limbachiya! Again from the third generation of hairdressers, Ritesh finished his basic education and then decided to study hairdressing in detail. He joined Kromakay Salon 12 years ago and under the able tutelage of Kanta Motwani has risen to be an expert at cut, colour and styling.

In the *Beauty* section, Monika Rastogi shares her dreams as an independent make-up artist. And what make-up cannot correct, doctors will fix - four of India's best dermato-surgeons share their favourite aesthetic procedure that are easy to do when one is working from home. Take your pick from trending nail art, but the cutest and cosiest is that of Sweater Nails. We present a step by step guide!

In *Spa Focus*, we showcase award-winning and visually superlative spas and hammams from around the world and apprise you on their design principles. We also bring to you excerpts from the life of Dr Vishnuraj Prakash, who is the Head Ayurveda at the Vana Retreat in Dehradun. He shares his views on the status of the wellness industry, Ayurvedic therapies, and more.

All this and lots more in this energetic issue of *Salon India*. It is our privilege and honour to bring to you informative articles on the latest in the beauty and wellness industry of not only India but even abroad. With optimism in my heart, I along with my team, wish our stakeholders and readers a spectacular 2021!



Hair: Virginia Martinez
Photography: David Arnal
MUA: Sylvia Mengual
Stylist: Eunnis Mesa
Products: Osis, Schwarzkopf Professional
(schwarzkopfpro.spain)

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TOP HAPPENINGS OF 2020 SALON INDIA IS 12 YEARS OLD!

It is a time for celebrations and look back in retrospect. In the anniversary issue, we select the big and best salon and spa launches, events, happenings and top brand entries in the hair and beauty industry in 2020

AWARDS AND RECORDS



SHAHNAZ HUSAIN RECEIVES AWARD IN LONDON

Shahnaz Husain was felicitated with the Ayurveda Excellence Award. Lord Patel of Bradford, in the House of Lords, British Parliament, London, conferred the award in recognition of her immense contribution towards Ayurveda. The event was organised by the All Party Parliament Group – Indian Traditional Sciences, UK. Taking an opportunity to comment on Ayurveda Shahnaz shared, “Ayurveda is most relevant to our times and helps to deal with ailments that are related to our modern lifestyle. It can also help to counteract environmental pollution, toxic build-up and mental stress. India must and will lead the entire cosmetic world into the next decade with the plant power of Ayurveda.”

YLG SALON WINS BUSINESS LEADER OF THE YEAR AWARD 2020

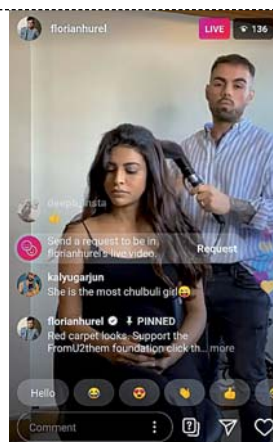


YLG Salon has recently been conferred with ‘Business Leader of the Year’ award 2020. This status is endorsed by CMO Global and World Sustainability. The felicitated winners, only a few across various industry segments were chosen as a result of an extensive process.

Vaijayanti Bhalchandra, Co-founder, YLG Salons, shared, “Such awards, acknowledging

extraordinary success from effective marketing practices in India are essential for brand recognition and are not just based on financial valuation but, consumer preferences, as well. At YLG, the team has always aimed at building a relationship with its customers, educating and informing them, making them aware of the self-care measures while choosing beauty procedures.”

Rahul Bhalchandra, Co-founder, shared, “Winning this accolade has just reiterated the organisation’s commitment towards providing the best of services to its customers. The win, in its entirety, has been made possible by the efforts, love and belief bestowed in the brand by YLG’s relationship sets – the partners, friends in the media, YLG’s team and most importantly the customers.”



HENKEL BEAUTY CARE PROFESSIONAL BRANDS ENTER GUINNESS WORLD RECORD

In a cutting edge development, Schwarzkopf Professional recently hosted a 24 hour, record breaking global charity hair festival where the world’s sharpest scissors and minds came together. They expressed solidarity, beyond borders and boundaries and shared techniques, trends, innovation, and more in hairdressing. This event was recorded as a Guinness World Records official attempt for the ‘longest online hair education seminar streamed over the internet’ – achieving a total of 27h and 34 minutes of continuously live-streamed content.

COLLABORATIONS



LAKMÉ ACADEMY IN COLLABORATION WITH MTV INDIA LAUNCHED A REALITY WEB SERIES

Lakmé Academy powered by Apteck Limited launched Winged, India’s first hair and make-up reality web series for professionals in the industry in collaboration with MTV India. It an exclusive platform for professionals to showcase their talent and win the title of India’s first hair and make-up superstar. MTV India organised a pan-India college outreach programme and included around 16,500 beauty and make-up aspirants in a period of three months. Top 15 shortlisted candidates were trained by the experts at Lakmé Academy and the final shortlisted 10 candidates were introduced to the stage of Winged.

Victor Alonso

Many Victories to You

Victor Alonso belongs to a third generation of hairdressers since his grandfather, Juan Andrés Hernández, began on the path of hairdressing. Winner of several awards, he juggles between being a trainer for several hair brands, hairdresser and owner of Espacio Kibo, his salon in Valencia, Spain

\\ by Aradhana V Bhatnagar

Getting started

After I finished school, I tried different things to know what I wanted to do in life. It was the most important decision. I wanted to be certain that it was passion that was driving me towards hairdressing. I started studying in the academies in cities like London, Paris, and Milan and was lucky to receive training from great professionals like Anthony Mascolo of Toni&Guy. After six years of training, in 1996, I began to 'play' at being like the greats and in a very humble way I made my first collection. Of course to get there I needed to see an infinite number of haircuts, colours, textures, shapes, and hairdressers.

Anecdotes from that time

Everyone in the family met constantly and of course, what were the conversations about? All about hair. I remember I was with my grandfather and his client he was working on, and I did something wrong. I suddenly felt a little smack on my head and looked up to see my grandfather staring at me. That one look was enough for me!



VICTOR ALONSO



Another time - all of us (my mother, me and my brothers) were in a training meeting. We would only stop to have dinner and share pizzas. There were many sleepless nights and a lot of hard work behind the salon, but in the end we are what we are trained for, and I am very satisfied.

The trips with my brother or with the artistic team to several cities were incredible, especially the first training shows, where my brother and I had to do everything! I remember all kinds of things that went wrong - from forgetting the models' clothes to falling asleep and getting up just in time to on stage. It has been an amazing journey!

Professional education

I have done countless courses from Italy, France and the US. Wherever I would see something that interested me, I would travel there. I have invested a lot in training, but it is absolutely necessary if you want to reach the top.

Mentors

My mother! She taught me good hairdressing, how to think big and how to fight for my dreams.

Challenges faced back then

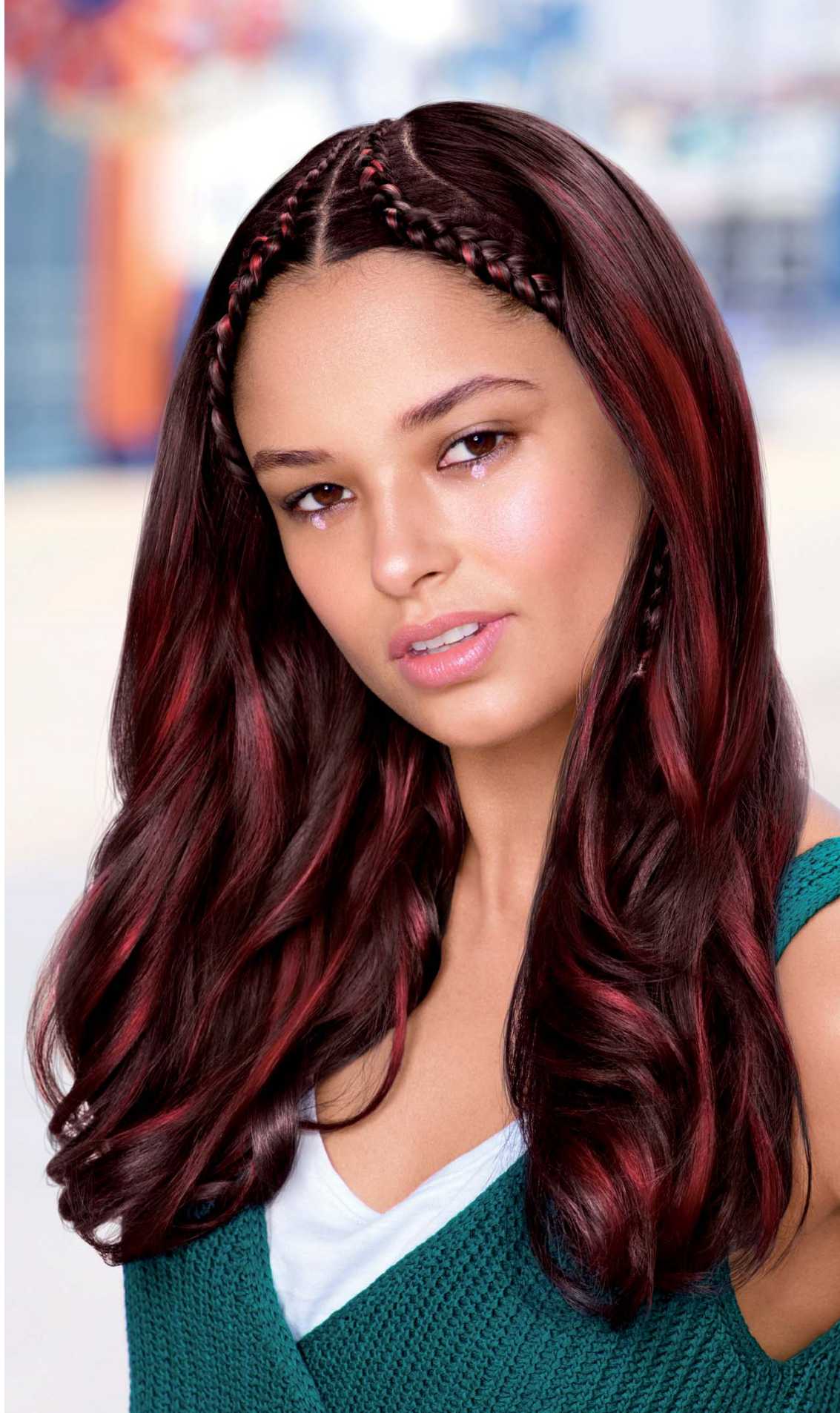
Challenges are part of life, what is important is attitude and predisposition. I had to learn to manage a company on the



“Hair Painting has been one of my most loved techniques in the world of hair colour. I love the fact that it gives a smoother finish as compared to other existing techniques; it is almost like being an artist working on the canvas of my client’s hair. There are no big colour cuts and it is difficult to decipher where new colour starts and ends as it all blends in seamlessly like a painting. It is ideal for all the women out there who are easygoing and uncomplicated as these highlights do not affect the roots once the hair starts growing and can last up to 16 weeks without a touch-up! Making a fashion statement has never been easier with beautiful, healthy hair that has a natural blend of colours and shine.”

— ALFREDO LEWIS

Global Head of MATRIX Education



MATRIX SoColor introduces Hair Painting

The hottest international hair colour technique
brought to India exclusively by MATRIX



Xavier Arcarons presents Euritmia

About the stylist

Xavier Arcarons is the founder of Xavier Arcarons Perruquers, hair salon located in Granollers, Barcelona. As he confesses: "Someone very special in my life believed that one day I could be a good hairdresser and encouraged me to try. I got hooked." From here, Xavier began a career in the sector by studying at Sassoon Academy, and gradually he moved towards cutting-edge hairdressing. The styles are in line with the latest trends and combining daily work with clients with the creation of his own hairdressing collections.

After working at Margaret Perruquers for nine years, Xavier decided to start his own project and inaugurated Xavier Arcarons Perruquers, an avant-garde salon, where the latest trends in hairdressing and excellent service merged, contributing to the unbeatable experience of the customers.

About the collection

From the Latin *Eurythmia*, the Spanish word emerged and it defines the act of moving harmoniously in search of beauty. Also refers to a state of mind, an emotion that overflows despite its false stillness.

Inspiration behind it

The stylist drew inspiration from the works of the Dutch sculptor Peter Jansen and the designer Iris van Herpen.

Techniques used

With this work Xavier creates an image of movement in a static sequence in time. For this reason, in this collection geometry and volume take us to a new language in which nothing is what it seems and in which hair invites us to escape. The collection may seem bold and edgy at first sight but the combination of colour hues has harmoniously balanced and could be used as a base and inspo for many looks and styles.



Looking Ahead

Redefining Success in 2021

In the year gone by the beauty and wellness industry witnessed several challenges. However, hope springs eternal and now that we are in a new year, *Salon India* speaks to stakeholders to know how they are redefining their mantras of success and marketing strategies so that 2021 is indeed, a year of abundance and promise

\\ by Aradhana V Bhatnagar

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