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They say about the month of February that there is everything to hope for and nothing to regret. The adage holds true for the time we were in and the time we are in now. The pandemic is slowly ebbing away and as the number of cases are going down in some cities, employees are coming back, and what's more, even malls and shopping areas are seeing a higher footfall. We can only hope for the pandemic to go away and some semblance of normalcy to return in our daily lives.

In In Focus, we highlight the important role of distributors in the industry. Selecting a product, researching the market research, understanding the manufacturing and distributor engagement model are just some of the responsibilities of a distributor. We share the views of some of the top-end distributors on the new normal and changed scenario of doing business in the times of Covid-19.

In the Hair section, we meet up with Alexis Ferrer, the finalist at AIPP Awards, the British Hairdressing Awards in the International Collection of the Year category, and being chosen the Spanish Hairdresser of the Year 2020-21 at the Fígaro Awards. He shares his journey. Rafael Bueno presents Lake of Love collection, a mesmerising photo essay dedicated to love and togetherness. On the home-front, Hardik Malde looks back and tell us how he got into hairdressing. When he started out all he had were encouraging parents and an undying resolution to make it happen. He shares thoughts on the craft.

Colorists now have a brilliant opportunity to refresh their clients' look. MATRIX Wonder Color Ammonia Free Plums with its range of five diverse shades lends a classy look especially on Indian hair. According to reports by Allied Market Research, the global hair serum industry was estimated at \$850.7 million in 2018; and it is expected to hit \$1.61 billion by 2026, registering a CAGR of 8.4 percent from 2019 to 2026. We showcase some of the best serums available in salons and online.

In Make-up, Amanda Bell, Global Director of Education and Artistry at Pixi, shares her view and vision for the brand in India. Dr Debraj Shome, Senior Cosmetic Surgeon and Director, The Esthetic Clinics shares his view on the rising aesthetic trend of Rhinoplasty. We also deep dive into the global non-invasive aesthetic treatment market and come up with the trending ones. Did you know the dynamics of the pandemic have changed the game? It has so effected the industry that in retrospect it has given stakeholders an opportunity to reinvent and bring about a shift that was much needed.

In Spa Focus from linear layouts to plush exorbitance, from elegant hamams to whimsical pools, the design of a spa is intrinsic to its success. We present an array of the best spa designs in the world. A university in Germany conducted a research and concluded that massages work like miracle on the human body. To renew itself and reverse the effects of stress, nothing is better than a massage.

All this and more in this issue of Salon India. Keep reading, liking and sharing on Instagram and Facebook!





Hair: Alfredo Valero y Miriam Mateo
Photography: David Arnal
Make-up: Yos Baute
Styling: Savior by Lu

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Alexis Ferrer

Inspired by Nature

Alexis Ferrer reached the finals of prestigious competitions such as the AIPP Awards, the British Hairdressing Awards in the International Collection of the Year category, and being chosen Spanish Hairdresser of the Year 2020 -21 at the Fígaro Awards. With Salon India, he shares his professional journey

\\ by Aradhana V Bhatnagar



How did you get started in hairdressing?

When I was a child I would attend school in the morning and then spend time in my mum's salon helping her and her team attend to the clients. I spent most of the time in the colour dispensary with the colorists who taught me how to create colours and the link between numbers and nuances using the Wella Color Chart. I was fascinated by the way, through colour, they could change and transform a client's look. They were like wizards! At that time I realised the magical power of hairdressing and decided to be a hairdresser myself. I never worked in any other salon, instead I finished my studies when I was 16 and started to focus 100 percent on the hair industry.

What was the inspiration?

I was born in Barcelona, one of the most avant-garde fashion cities, which inspired me to dream the impossible and to push the limits of design. Growing up in the middle of different artistic disciplines such as the Surrealism of Dalí, the Modernism of Gaudí or the Molecular Gastronomy of Ferran Adrià, among others, had a strong influence on me. Analysing their work and seeing the strong impact that nature had on them I thought

that I could also bring my knowledge of biology to the hair industry. My dad is a philosopher and he taught me how to create a story behind a collection.

Do share some anecdotes from that time.

When my mother saw me fascinated with the beauty of transforming and changing people's lives playing the alchemist, she explained that colour was not only in the salon, it was everywhere in the world! While we were spending the weekend walking in the forest, one of the games I used to play with my mum was to identify the colour formulas based on the colour we saw. She would pick an autumn leaf and decipher the colour formula I needed to use to reproduce it on hair. I would spend hours looking for the best colour combinations, and I learned to create a balanced colour palette and improve my creativity.

From where did you learn hairdressing?

I did several courses from the Vidal Sassoon Academy in London where I learned how to create a haircut and colour. I also had the opportunity to receive masterclasses by Caroline Cox, a professor of cultural history at the University of Arts in London. She taught me the incredible relationship between fashion, beauty and culture.

Who is your mentor?

My mentors are Marcel Montlleó and Eugene Souleiman. With Marcel I have worked on over 1,200 catwalks for



ALEXIS FERRER



MATRIX Presents Wonder Color Ammonia Free Plums

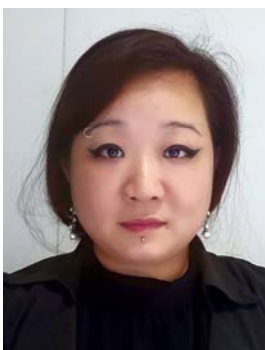
Colorists now have a brilliant opportunity to refresh their clients' look! MATRIX Wonder Color Ammonia Free Plums, available in five diverse shades especially formulated for Indian hair, will soon be a rage

Essential Looks 1:2021 by Schwarzkopf Professional The Royal Glory Collection

Inspired by fashion weeks across the globe and then distilled into relevant salon looks, the Essential Looks Royal Glory Collection from Schwarzkopf Professional celebrates the transformative power of colour within the trends of Magical Whimsy, Back to Classics and Artful Feeling

“Welcome to the Royal Glory Collection - the latest trends, cuts and colours and a platform with global leaders, stylists and experts who not only took the audience through the looks, but also its complete journey. The Royal Glory Collection presented dazzling looks namely, Magical Whimsy, Back to Classics and Artful Feeling. This first edition of Essential Looks presented the trends as an inspiration into fashion-forward, relevant, salon-friendly hairstyles with unique skills and experience!”

– MELISSA HUGHE, National Technical Head, Schwarzkopf Professional India



MAGICAL WHIMSY

About: Whimsy comes in unexpected contrasts, extreme proportions and dramatic silhouettes. There is a costume-like feel here, but it looks always forward, never back, with a fresh, modern ethos. The vintage shapes are accentuated by short, sharp, edgy cuts in cool shades of blonde. It is drama, power and strength with a twist of perfect imperfection.

Salon look: Tyler Johnston works his magic to cut a modern A-line bob with subtle graduation before hidden depths of cool colour are added to the mix.

Cut: Tyler Johnston, Global Ambassador.

Colour: Lesley Jennison, Global Colour Ambassador.

How to: Cendré and ash colours come alive with a serving of soft, muted peach tones layered underneath pastel hued lilacs. Applied freehand, Lesley Jennison used the face framing technique to create a silvery face-frame at the front, adding a twist of the unexpected.



Tapping New Avenues

Distributors Get Moving

Selecting a product, researching the market research, understanding the manufacturing and distributor engagement model are just some of the responsibilities of a distributor. *Salon India* shares the views of some of the top-end distributors on the new normal and changed scenario of doing business in the times of Covid-19



Beauty and Wellness Industry

Inching Towards Normalcy

The dynamics of the on-going pandemic have changed the game. In retrospect it has given the stakeholders an opportunity to reinvent and bring about a shift that was much needed

➤ The dawn of 2021 has brought much-needed relief to businesses in the service industry across the world. Two months into the new year, we are seeing a positive change of perception among consumers with improved confidence in availing beauty and salon services. The ability to adapt to the 'new normal' and the dedication to busting consumer concerns seem to be at the forefront of this change. As the vaccinations continue to advance, people are not only stepping out of their homes, but even attending weddings and get-togethers with renewed enthusiasm. Therefore, in the current scenario, there are plenty of opportunities to boost your salon business - here are a few tips to keep in mind.

Back to business

According to estimates, India's beauty and wellness market was valued at ₹901.07 bn in 2018 and forecasted to hit ₹2,463.49 bn by 2024, expanding at a CAGR of 18.40 percent during the 2019-2024 period. However, the dynamics changed owing to the pandemic and the consecutive lockdown.

The industry came to a grinding halt with salon and spa chains hitting rock-bottom. The industry even put up a presentation to the government to permit the reopening of salons stating that the jobs of nearly one crore professionals, two-thirds of which are women, were at stake. The brick and mortar retail shops and beauty outlets were also static with low footfalls and product selling seeing a downward trend, courtesy the consumer behaviour of not returning to the salons. As a result, the \$500 bn global beauty industry with its annual rate of growth continuously pegged between 4 to 5 percent, is now predicted to see a 15 percent decline, as per a recent survey.

The new normal

Now that the beauty salon business has started in a regulated environment with rigid protocols, new operational methods, and salon techniques with high safety measures, there is renewed hope of adapting to the new normal. However, the new normal is going to be different with several factors scaling up the business, including the client's spending power and physical proximity, until a vaccine is widely available.

Having said that, the wedding and festive-party season has kicked off, which is why bookings are rising in salons. Consumers are returning to their beauty journey, as long as these services are provided in a safe environment with hygiene at the forefront. This offers the salons a beneficial opportunity to cross their pre-Covid peak as well as recover their operating costs, and have the best of packages and value cards, discounts, and more, on the service menu.



VINAY K MAYER

Spas that Speak

Inspiring Design Dynamics

The moment one steps into a spa, the visual experience it delivers paves the way for its future success. *Salon India* lists award-winning spas and hammams and highlights their design principles

RITZ-CARLTON, NIKKO, JAPAN

► **Highlights:** The Ritz-Carlton Nikko showcases a new spa designed to be an urban sanctuary of wellness inspired by the abundance of natural revitalising elements and the rich heritage of the Nikko region, within four specialised treatment rooms. The resort offers Ritz-Carlton's first branded onsen which draws natural hot spring water direct from Nikko Yumoto Onsen, a renowned hot spring discovered more than 1,200 years ago. The facility includes an indoor bath, open-air bath, sauna and relaxation space. Further enhancing the hotel's meditative and spiritual setting, guests are invited to participate in a nightly meditation ritual. Every day at dusk, the lobby area is transformed into a place of spiritual respite, offering a moment to reset and appreciate the day that has passed. Upon departure, guests receive a sacred omamori, a Japanese amulet, their own keepsake memento and a wish for safe travel.

► **Architect:** Nikken Sekki and Layan Architects + Designers

► **Photographer:** Courtesy location



LA RESERVE GENEVE HOTEL & SPA, GENEVA, SWITZERLAND

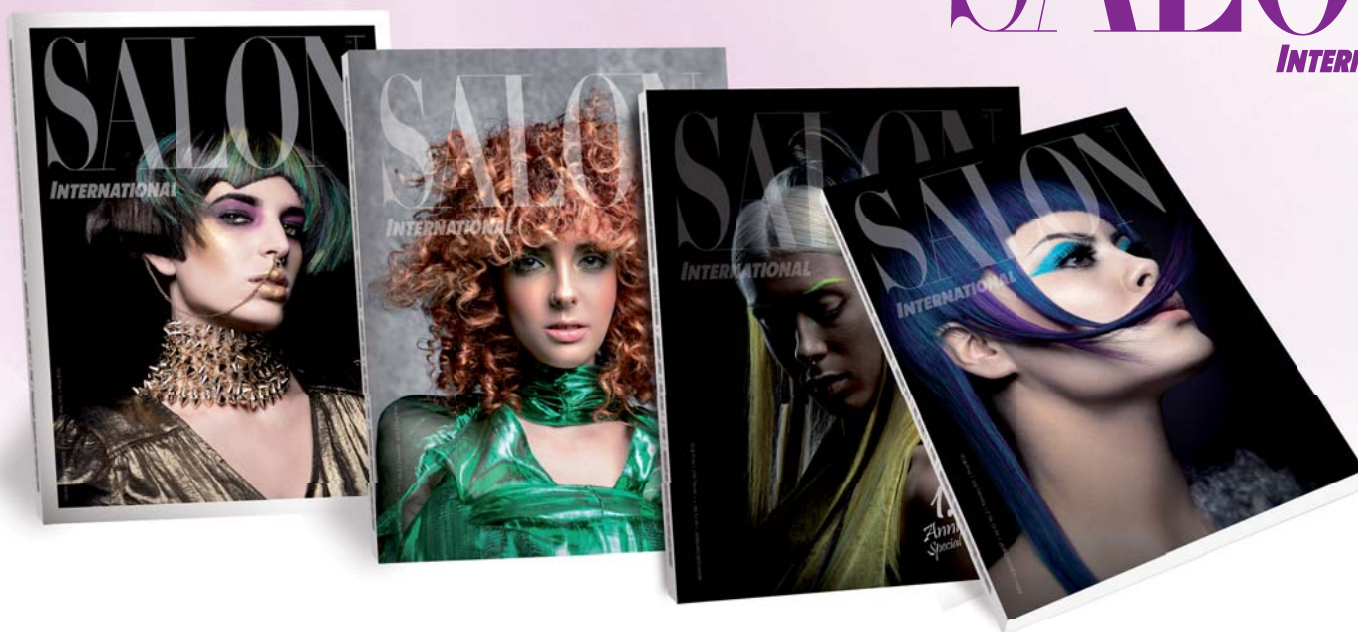
► **Highlights:** The 20,000sq ft spa is dedicated to one's well-being. There are 17 cabins, pools, massage options, indoor and outdoor pools, hammam, sauna, solarium, health lounge and hairdresser, available as well. A fitness club and two tennis courts for those with energy to burn are also there. One can select products from Nescens and La Prairie.

► **Architect:** Jacques Garcia

► **Photographer:** Courtesy location

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- ✂ The content offers 360° view of a rapidly growing industry.
- ✂ Authored articles by industry experts offer deep insights.
- ✂ Professional hair and make-up artists share cutting-edge trends and techniques.
- ✂ Supported by in-depth technical information and high quality visuals to be a knowledge sharing platform.

HIGHLIGHTS OF THE NEXT THREE ISSUES

Education Special: In the current time, beauty and wellness industry had to innovate upon the methods of education. Let's find out the strategies of teaching from academy and brand heads.

Skin care Special: Post Covid-19, skin care has taken on a new meaning. Experts share their view on the therapies on offer, maintaining safety and hygiene, and also social distancing.

Cosmetic Packaging Special: Packaging taken a 360 degree turn in the current time. We examine and report the rising trends.

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