

StyleSpeakTM

The salon media journal



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FACE 2 FACE

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hairstylist and make-up
artist, Seema V. Jerajani

SS SHOOT A Class Apart

Featuring Keith Sequeira
styled by Savio John
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What Men Want

A guide to knowing
your male client's needs

Hot And Trending

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What MEN Want

Men grooming cannot be neglected, not anymore! The growing need and awareness of grooming has resulted in some exclusive and special treatments and grooming rituals for them

Words | Bindu Gopal Rao



The male grooming market in India is estimated to grow to Rs. 5300 crore, a compound annual growth rate of 11%, by 2016, according to a study by Euromonitor International. Naturally, spas and salons are a big part of this story. This is probably why the trend of unisex salons is picking up.

"India always had tremendous potential for male grooming market, but the awareness of men about their own looks in last few years has only made this fact more prominent. In fact the male grooming is an unexplored sector which can be unleashed up to a great extent by both new and existing brands. This potential can be maximized by

educating the client about to services like, facials, bleaches, hair treatments, skin treatments, specially designed for men," says **Ishika Taneja**, Executive Director, ALPS Group.

Speciality Treatments

For men who are more outdoor, and are susceptible to skin and hair woes ALPS offers state-of-the-art technology in the form of super-effective treatments like Intense Pulsed Light (IPL), Lasers, Microderma Abrasion. These treatments are done using the latest equipments and skin-safe, organic products for best results on the clients. Some of the very popular special services include De-tan service – A service for men to recover

from their tan, express glow service (De-tan with specialty Peal off mask) a customized service for men, anti Hair fall and Anti Dandruff treatment are very popular. Ice-cream pedicure an exotic pedicure range has been introduced to specially pamper the men. Also as in this competitive world of corporate – where even men can't afford to ever look average – men are ready to spend more than their earlier counterparts of their grooming services to look just the best. The urban man has control over his money and loves to splurge to get-into, as well as survive the corporate culture. This entire psychology of men has given rise to several men's as well as unisex salons that are nowadays mushrooming way beyond – offering a lucrative

business options for entrepreneurs. Men in general are not too keen in paying attention to salon ambience and privacy. "But at Green Trends we ensure that our client is satisfied with our service. We also have separate section for gents and a pleasant ambience with private rooms for those clients who are very particular about the different aspects. "Complete makeover for men". We make sure in every service we provide "The Wow" factor to our clients. We delight the clients by launching new services with world renowned brands," says **Deepak Praveen**, COO, Green Trends Unisex Hair & Style Salon.

Men Matter

The equipment in the men's section, chairs and wash basins are designed specifically for men's grooming and are different from the styling chairs for the women. **Ragini Mehra**, Managing Director, Beauty Source explains, "we have special services like facials for men, from Brickell, which includes a



Green Trends Unisex Hair & Style Salon

shave as well as deep cleansing. The Brickell products can be used for various needs like anti ageing, eye and dark circle treatment as well moisturising and hydrating skin. These are designed specifically for men. The hair products address issues like thinning and falling

hair. The Brickell hand massage is only for men and it addresses dry skin issues." "We have professional male staff who specialize in hair and skin and their experience, knowledge and consultation has enhanced the overall experience of men in the salon over



Green Trends Unisex Hair & Style Salon



all these years. From a mere cut and shave service today our men clients are encouraged to try out new services and products such as spas for skin / hair or even experimental texture and colour services for hair," says **Monaz Cooper** - Owner of Kamal's Salon. "Our clients vary from the age group of 25-35 years. Grooming for men is now a big part of the market. An ideal salon will have 40% of male clients among the total customer base where 53% male respondents visit the salon once a month and 20% visit twice. At Green Trends, we focus on the consultation of our clients before we offer any service. Our highly trained service providers at the salon always follow the standard operating procedure to make sure high quality service is offered to our clients and maintained every time they visit our salon. For the comfort of our male clientele, we created a separate

gents section for all our salons. The men's section will have a minimum of 5 Hair cutting chairs, 2 facial rooms, 1 hair wash station and pedicure section," says Praveen.

Keeping it Comfortable

Unisex salons usually have state of the art equipment for men's services. "Our stations are fully equipped with all the requirements like an attached wash basin, so the men do not have to change location for different services they require," says Mehra. **Alka Nagpal**, Partner, Wink Unisex Salon and Spa adds, "we do not have separate sections for men and women, so it is a nice, mixed ambience. A man can come here with his significant other and spend time together getting a pedicure, manicure or hair treatment, or spa while they sip on coffee and mocktails. Our salon has

a spectacular view of greenery and a manmade lake in front this adds to the serene and relaxing atmosphere for men to relax and unwind while look smart and sexy." Also no specific challenges are perceived by salons as most opine that making the atmosphere as open and comfortable as possible makes it all the more comfortable for clients and staff alike. "Our service providers go under rigorous training program conducted by our own brand trainers as well as trainers from other brands. Our stylists are equipped with skills and are updated with the latest hair-cuts and colour techniques according to our customer's requirement. We ensure to keep the challenges met when it comes to groom," says Praveen. "We are clear that women are not the only ones entitled to grooming and pampering at a salon. Men are definitely interested in their personal well-being in the area of

Wink Unisex Salon and Spa



Wink Unisex Salon and Spa



Bodycraft Salon & Spa



Bodycraft Salon & Spa

grooming as well, just as it should be," adds Nagpal.

Making the Difference

Training staff in the latest therapies and product ranges is however a key challenging. "I think not all men are as forward thinking and experimental as women are. There is a different weekday ratio of men who come for their essential services and then a whole new ratio over weekends who come for their luxury and relaxing services. Of course convincing a woman is easier than convincing a man specially those who carry conservative mindsets," says Mehra. In today's day and age everyone wants to look good, and more men are paying special attention to their appearance. "We provide several treatments and services for men that are on par with the ones we provide for women. We ensure that they are in a comfortable ambience and are made to feel welcome. We also ensure that our therapists and specialists are trained to provide treatments as required for men as well as for women. Also, as mentioned earlier, our specialists are trained to provide specialized services for men – be it massages (deep tissue massages for sportsmen), or styling tips, we provide everything to cater to their specific requirements," says Nagpal. Creative Director of Bodycraft Salon & Spa **Swati Gupta** says, "our salon now



Bodycraft Salon & Spa

sees male clients on almost a 40% ration in comparison to women and its only fast growing. The space is designed in a fairly contemporary and neutral sense and appeals to men and women alike. The fact that male clients are treated as naturally as women clients is probably what is most appealing to them. The need to start attending men came in when we initially started our business close to about 15 years back. It started

with female clients requesting us to help provide services for their partners/kids/ other family-friend etc and since then the trend is only growing. Men are as exposed and educated about the beauty industry and deserve to be serviced in a similar manner." Estimates suggest that Indian men's grooming market will grow at a CAGR of 22% by 2020 and no wonder salons are keen to take a pie of the same! **SS**