

# Grooming Cues



**BINDU GOPAL RAO FINDS OUT HOW MISHA VASANDANI FILLED A GAP IN THE MARKET WHEN SHE OPENED MISHKA'S IN KOLKATA AND WHY SHE BELIEVES WOMEN NEED PAMPERING**

Ask any woman what she needs the most and it's likely you will hear the answer 'me time'. Mishka's, the brainchild of Misha Vasandani, seeks to fulfil this need through a luxury beauty studio in Kolkata. The space offers a variety of nail services all under one roof, bringing together global techniques with the best services. The salon, done up in hues of rose gold, grey, and pink, is both plush and chic.

A business student with a keen interest in luxury brands and management, Misha got her Masters Degree in the same from Sunderland University in London where she studied between 2012 and 2014. She then dabbled in the tea industry as a brand manager for luxury teas for a while.

A self-confessed travel junkie, Misha saw a gap in the beauty market in Kolkata and the potential for a service module like this one, and decided to bridge it. "Personally, I have always had an affinity for well-done nails and so I decided to do a certification course at the Lechat Nail School, Dubai. I wanted the women back home to truly experience luxury. I feel women need a place that can pamper them, provide them with a relaxed

environment, and give them a break from their daily routines."

'Mishka' means the 'Gift of Love' in Russian and for a venture that is so close to her heart, Misha is personally involved in both the brand building and management processes. "It was only a year ago that I decided to give the city this posh one-of-its-kind nail bar. Back from London in 2016, I missed the nail bar experience. My quest for a place where I could pamper myself left me disappointed. Lack of proper hygiene and well educated/trained technicians in the salons I saw convinced me that I had to do something. My observations also made me realise that local nail bars were using grey market products and compromising on quality standards too."

With pampering being at the very core of Mishka's philosophy, there is a tea bar at the studio. "We also serve cookies and snacks to all our clients and have a valet team so parking is never an issue. We have sustainable packaging for our products too." The salon also offers an interesting range of products like reusable sticker eyeliners and non-transferable lip glitters that will get you party ready in a jiffy!

Mishka's Signature Rose Manicure and Pedicure is well known and the brand will soon be launching a slew of new services as well. "Apart from an express spa, ice cream and marine-sea algae based manicures and pedicures, we hope to introduce microblading, lash lifting, lash extensions and many more services

this year." Mishka's is also open to hosting celebrations, such as birthdays, baby showers, and bridal showers that come with a carefully curated food and beverage menu.

Nails are an essential part of one's body language and hence the team is focused on ensuring that women are well groomed at all times. "We sometimes come across people who believe that getting nail extensions will hamper the growth of their natural nails. Many women have also had bad experiences, so we help them understand what went wrong and how we can correct it," Misha explains. So if you find yourself in Kolkata and want to give your nails a happy makeover, you know where to go!



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Studio interiors