



StyleSpeak

The salon & spa journal



Special Supplement with March issue 2015

NAILATHON 2015

THE SECOND EDITION

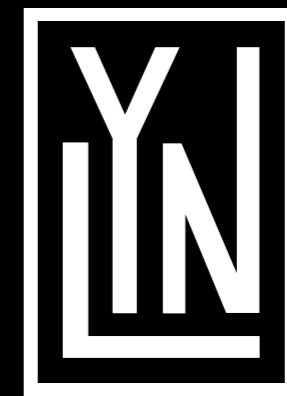
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Team **StyleSpeak** thanks you for making

NAILATHON 2015 a Grand Success!



08

Competition Categories

89

Contestants

13

Brands

See you at **NAILATHON 2016!**

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NAILATHON Supplement March 2015



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Kolkatta

Sambhav Beauty Care
Surat

Srinivasan Glamour Store
Mysore

Beauty Planet
Manglore

THE COMPETITION

India's first professional nail championship, StyleSpeak NAILATHON comprised of eight international style competition categories- French Jazz, Salon Fast & Perfect, Bridal Chic, Fantasy En Vogue, Classique Flat Art, Luxe Soak off and Sculpted Amour and Salon Team Challenge. Contestants put their best foot forward with a stupendous display of nail art which flabbergasted the audience and judges alike.



SECOND TO NONE

StyleSpeak NAILATHON 2015, in its second go was bigger and better than its historic first. Catch the glimpses of everything that made the event a roaring success

The statistics read participation of 89 contestants comprising of nail technicians and salons across the country, 13 biggest nail brands and an astounding turnover of professional visitors, the second edition of **StyleSpeak NAILATHON 2015** was a giveaway success. It not only brought the entire nail industry together under one roof but also created great business opportunity for the supporting brands. The second year of **StyleSpeak NAILATHON** saw a higher number of brand participation and celebrated the accomplishment of more participants across 8 competition categories as opposed to last year's 5.

We bring you the people, brands and the moments that made **StyleSpeak NAILATHON** a magnificent success.



THE WINNERS

As an exciting day of colour, creativity and glamour unfolded, we saw scores of amazingly talented nail artists paint their way to stardom! And their efforts sure did pay off, and how! So here's what they have to say...

StyleSpeak
NAILATHON 2015



1st - French Jazz
1st - Bridal Chic
Lata Parmar-Tips & Toes Nail Art

"It feels great to be recognised as the best nail technician and to be honoured with two awards from one of the biggest platforms for nail creativity, the NAILATHON!"



3rd - Salon Fast & Perfect
Somipam Horam-Toppers Salon & Spa

"The NAILATHON was an amazing platform for nail artists like me to prove their mettle. I feel elated and proud that I've won! We are indeed lucky to have such exposure!"



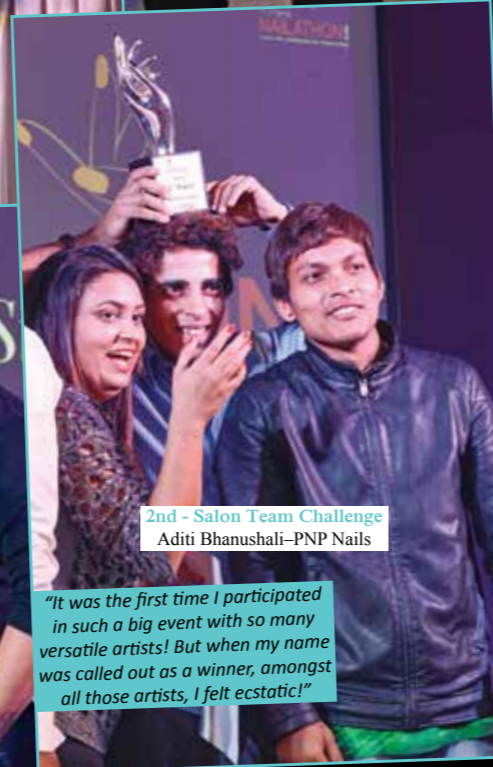
3rd - Luxe Soak-Off
Mahendra Maheshkar
-Shear Insight

"This award is a recognition of my work in the industry! I'm very excited and will participate in all categories next year!"



2nd - French Jazz
Sushma-Dessange

"It was very challenging as all the competitors were extremely talented. I am really thankful to NAILATHON for giving me this opportunity to showcase my talent on such a prestigious platform!"



2nd - Salon Team Challenge
Aditi Bhanushali-PNP Nails

"It was the first time I participated in such a big event with so many versatile artists! But when my name was called out as a winner, amongst all those artists, I felt ecstatic!"



1st - Salon Fast & Perfect
Varsha-Absolute Spa & Salon

"I really enjoyed participating in the competition and I'm proud that I won this coveted trophy! Next year I plan to participate in all categories and bag the trophy once again!"



3rd - French Jazz
Dilip Dash-VLCC

"Thank You StyleSpeak for organising NAILATHON!"



1st - Classique Flat Art
Ramkui-JCB Salon

"I'm extremely thrilled on winning! I could showcase my talent without any inhibitions. It was such an enriching experience and I look forward to participating next year too."



2nd - Fantasy En Vouge
Kirti Joshi

"I was nervous initially, but at the same time I had faith in myself and worked hard to win the trophy. I just couldn't wait to share my happiness with my family and friends!"

"It was the first time I've ever won an award. I feel extremely happy and contented. All my efforts paid off!"

"It was a very emotional moment for me as I could see my determination, efforts and hardwork gift wrapped and presented to me as a trophy!"

"I've always loved nails and longed to show off my creativity. This award not only motivated me but also encouraged me to showcase my creativity without any inhibitions!"

"I didn't win last year so this year I made sure I achieve my dream of winning the trophy! It gave me immense confidence!"

"I believe that nail creativity has no limits- you can create just about anything on nails! Now I'm confident enough to participate on an international level too!"



1st - Salon Team Challenge
Neeta Lakhani-Toes & Tresses

"I thank my team for giving off their best! This award will help us scale new heights in the nail industry. It is a testament to what we're truly capable of!"



3rd - Bridal Chic
Azim Muktar Sayyed
-Absolute Spa & Salon

"This is a fantastic event which has helped me prove myself once again. Now I feel so much more confident to show off my nail art and creativity!"



1st - Luxe Soak-Off
Kalpana Bhosale
-Juice Salon Khar

2nd - Salon Fast & Perfect
Philachon Kaping-Juice Salon Khar

2nd - Bridal Chic
Singhuinao Phungchamno
-Juice Salon Khar

1st - Fantasy En Vouge
Tonngamla Zimik-Juice Salon Khar

2nd - Luxe Soak-Off
Athia Kapnee-Juice Salon Colaba

THE BRANDS

StyleSpeak NAILATHON 2015's efforts of making it a successful show would have been incomplete without the participation of some of the celebrated brands and academies in the nail industry. The booths set up by these brands displayed an array of latest products and interesting demos which lured the crowd to the fascinating world of nails and more. It only gave way to more consumer interaction and business opportunities.

NAILATHON had the support of brands like LYN, Nail Lounge, Sally Hansen, Nails & Toes, Peditrix, Bluesky, LTA School of Beauty, Colorista USA, Catherine, Living Colours, Toppers Nail Academy, R Nail Lounge and Kryolan.



“NAILATHON provided a great platform to users to share in our dream and fulfill their own. We unveiled our high definition nail lacquers at the event and celebrated the fierce, fun, flirty, fiery and funky spirit of women with 100 gorgeous shades.”
- SHEETAL NANGALIA, LYN



“The 2nd edition of NAILATHON has taken us to the next level of post graduation in the Nail Industry. Thanks to StyleSpeak for providing a platform to aspiring nail technicians for displaying their skills. This has certainly set the pace for the culture of Nails in India. Very soon we will see India as THE Nation for Nails. Certainly there is talent and skills available in India and NAILATHON contributed in uncovering the talents of our Nail technicians through this competitive platform. It will always be our pleasure to partner such events.”
- KAVITA BATHIJA, NAIL LOUNGE



“Happy to see such growth at NAILATHON from last year. The level of competition and the interest in the nail category is a promise for the beauty industry in India going forward.”
- BIJU ANTONY, SALLY HANSEN



“NAILATHON 2, was a fantastic platform for the Nail industry; particularly to encourage nail technicians to work hard to reach perfection. Congratulations to Sandhya and team for putting together an event for the industry. Best wishes for 2016.”
- SONY PAUL, NAILS & TOES



“It was a great experience to see so many nail technicians showcase their talent. NAILATHON is a wonderful initiative by StyleSpeak to acknowledge and encourage them.”
- NEETU AHLUWALIA, KRYOLAN



“NAILATHON as a concept is seeing growth in the Nail industry and this year the competition too saw good talent and tough fight. My students had a creative learning experience in this event.”
- VAISHALI K SHAH, LTA SCHOOL OF BEAUTY



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THE BRANDS

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“The whole event was executed well and I was impressed. NAILATHON is a great platform for nail technicians and people from the nail industry. It was our first time and it truly was a great learning experience for us. The nail competition was fabulous.”

- DIPEN PATHARKAR, CATHERINE



“NAILATHON provided good exposure to everyone in the nail industry and not only to just the nail technicians. It was a great show, and the competition was fair. The deserving ones won and we are glad to be part of this event.”

- GARIMA MITTAL, COLORISTA USA



“It was indeed a great experience. This was our first time at NAILATHON, not only did we win a title in one of the categories in the competition; we also got introduced to new brands in the nail industry. It was a great platform to know the who's who of the industry and to introduce our brand.”

- JAGDISH BUDHELIYA, TOPPERS NAILS ACADEMY



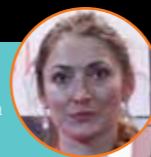
“NAILATHON 2nd edition rocks again. It gave us a great opportunity to meet the entire nail industry under one roof and thanks to NAILATHON for providing us with this great platform. It's a kind of a festival as we celebrate Holi, Diwali, and Eid and to add to the list of festival NAILATHON is the latest. Sadly it happens only once a year. Waiting for the next edition desperately.”

- UBAID DANDEKAR, R NAIL LOUNGE



“NAILATHON was an excellent event for all nail professionals as a platform to learn, grow, get inspired, exchange experience and meet interesting people in the nail industry! Thanks to StyleSpeak magazine!”

- DINA SINGH, BLUESKY



“It was a pleasure to be here. The organisation and the event were fantastic. There was so much happening in the premises. We had a great time.”

- LIVING COLOURS - DAMITA



Sweet taste of SUCCESS

It was one Friday evening of February 2015 when Ms. Madhushri Damani and Ms. Bhumika Apraj, two senior members with over a decade of association with LTA School of Beauty visited Ms. Sapna Chedda & Dr. Neha Mahajan.



Dr. Neha Mahajan

What was special about this visit was the fact that Ms. Sapna has created ripples in her locality by opening a decent salon recently "Sapna's Beauty Clinic and Salon" in Andheri East a fast developing Mumbai suburb within just 2 months of her completion of Salon Graduate Program- Industry's most comprehensive professional diploma from LTA. "I am extremely happy that I am able to create a business of my own in ALL Services that I have learnt from LTA-Skin, Hair, Nail, SPA & Makeup. Today it's been five months of starting my salon and my clients are swearing by my services that I offer and are happy by the professionalism they find in my set up" says a visibly happy Sapna.

Dr. Neha Mahajan, realized the growing demand of clients for advance aesthetic treatments at her neighbourhood and after successfully completing her CIDESCO Diploma from LTA she too started her clinic and going by the rush seen at her clinic Ms. Madhushri and Ms. Bhumika both complemented her for the quality service provided and business skills acquired by Dr. Neha during her study days at LTA. "I will ever be thankful to LTA for enhancing my capabilities and making me even more successful in life. Today I feel more contended as a professional than ever before" says Dr. Neha proud owner of Homeodent Clinic in Borivali, a suburb in western Mumbai.

Like Sapna and Neha LTA has played pivotal role in transforming lives of over 200 students within a short span of time. "When the purpose is deeper then there is far greater motivation and enthusiasm in doing what you are doing." says Ms. Vaishali K Shah - Director, LTA School of Beauty. "Enhancing capabilities and Enriching lives have always been our mission and with more and more beauty enthusiasts both fresher and professional going for internationally recognized qualification such as CIDESCO / CIBTAC / CITY & GUILD service standard of beauty industry is bound to rise. May we see many more Sapna's and Neha's serving this industry" adds Ms. Vaishali.

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THE SS LIVE! TRENDS STAGE

The Trend Stage brought forth the most recognised nail experts to showcase the trendiest and newest nail techniques emerging in the industry and the fashion world!

Of course, we did it again... and found more nail techs and artists eagerly waiting for various sessions! The audience was left spellbound with Olena Paul of Nails & Toes' 'Liquid Stone' art. The technique allows replicating the convex shape of the precious stones. Nail artists were also amazed by Nubar Nail Lounge's trainer Kavita Bathija's 'Leopard print' nail art which was created using florescent soak-off gel nail polishes.

Next up was Wonluishon Ragui, Head Educator of LYN, who demonstrated a simple yet in-trend nailart. While, Dr. Kavita Sheth of Kavi's Nail Care and Institute of Nail Technology also displayed a common yet still famous form of nail extensions using acrylics in pink and whites with the help of forms where no tips were required.

Following the experts, Ramkui, winner of NAILATHON's Classic Nail Art, took center stage and presented a rendition of his winning act. He sketched and brought a cartoon figure alive on a false nail tip; visitors were in awe of his skills!

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COLOUR RIOT



TANGY TALES



VISITOR SPEAK

StyleSpeak

NAILATHON 2015

StyleSpeak NAILATHON was abuzz with the crème de la crème of the Indian nail and salon industry. The event saw professional visitors who turned out in large numbers from all over the country including cities like Delhi, Pune, Goa, Chennai, Surat to as far as Tumkur. Here is what they had to say...

"After having our product introduced in countries like France, Dubai, Oman and the Middle East countries, we launched our brand at NAILATHON. I am impressed by the show and happy to be part of it."
- Nitin Kalwani, LYN



"We must say that after walking through the event area we realised that NAILATHON has raised a bar for the nail industry after all. A game changer. We are so excited to be here."
- Sylvia Chen and Afung Lin, Hair & Make-up Artist



"It was my second time at the NAILATHON and I felt that the standard of the event, as also the quality of nail art has improved by leaps and bounds! This will contribute to the nail industry boom in India."
- Ashok Paliwal, General Secretary, AIHBA

"NAILATHON 2015 was a wonderful experience. Great platform for artists to showcase their talent and brands to support them. Amazing show by StyleSpeak!"
- Ashok Chauhan, Managing Director, Inocorp Mktg. Pvt. Ltd



"The event was a big hit! The products and nail artists were exceptional. The atmosphere and feel was awesome! The exposure that the participants and salons got was unmatched."
- Richa Aggarwal, Cleopatra



"The event had more participants than the last time and the rules at NAILATHON were clearer which as a judge was easier to assess. The event is only getting better."
- Olena Paul, Nails & Toes



"It was a great platform for all the nail brands to come together. It has given tremendous exposure to nail artists across the country to showcase their talent."
- Amita, Brand Manager, Sally Hansen



"This is a great platform to see how the nail business is growing and Sandhya is doing a great job encouraging it. I learnt about the new trends and new techniques in nail art which is an important part of grooming."
- Dorris Godambe, Make-up Artist, Owner of B&D Cosmetics



"I was surprised to see so many nail artists at the event! The nail industry in India is surely booming. StyleSpeak must also emphasise the importance of professional nail training which is the need of the hour."
- Dr. Kavita Sheth, Kavi's Nailcare



"Nails are a subject that is growing and we need a platform to celebrate those who are doing well. NAILATHON provides this opportunity to showcase people's work and promote the industry. Great work StyleSpeak!"
- Asha Hariharan, Beyond the Fringe

"Today every lady wants her nails done before any function, so this industry is booming! I'd like to congratulate Sandhya for giving us a platform to meet the experts, vendors and nail artists."
- Kiran Bawa, Founder of IOSIS Spa



My first NAILATHON confirms my belief that the Indian professional nail industry is finally taking off and nail business is currently the fastest growing segment in the Beauty & Grooming Industry. I was overwhelmed at the enthusiasm of all participants. My heartfelt congratulations to Sandhya & her team on creating NAILATHON- a platform which should not be missed by anyone who is associated with nail segment in any manner.
- Kapil Kumar, COO, Headstart International

"NAILATHON was a great platform for the nail industry. Happy to be here. Chak De NAILATHON!"
- Vidya Malvade, Actor

"It is a wonderful experience to see so many people participating in the competition. It is a brilliant idea to bring this concept to India. Excellent work StyleSpeak!"
- Seema V Jerajani, Make-up artist



"It was a beautiful learning experience. It was a pleasure meeting new people seeing how the nail industry has grown. From bridal nail art to everyday nail art, nails are an important aspect of beauty. We love NAILATHON."
- Ishita and Sangeeta Khanna, Hair and Make-up artists

"Nails are reflective of a woman's personality and this is a great attempt to tap the potential in the otherwise unexplored nail industry, which has a huge profit margin. StyleSpeak must also promote professional training for all nail artists, as then they'll be nothing to stop this flourishing industry!"
- Latha Mohan, Owner, Kanya Salon



"From the salon perspective, it was a one stop solution to understanding about nails and how we can grow the nails business/services. As a distributor, it gave me good exposure on how the others are marketing the same. It was a great experience overall."
- Ankit Arora, MD, Streamline Services India Pvt. Ltd.



"NAILATHON is the ideal platform for aspiring nail followers. I am delighted to see contestants creating unique designs. I think we've reached the next level of nail creativity in India."
- Dinesh Bathija, Nail Lounge/Nubar India

"I was pretty impressed with the creativity and techniques, especially in the Fantasy en Vogue and Classic Flat Art categories. Kudos to StyleSpeak for all this exposure given to nail technicians across the country!"
- Wonluishon Ragui, Head Educator, LYN



StyleSpeak Nail Trend Report

Spring-Summer 2015

Hot in summer 2015?! StyleSpeak predicts the season's most craved for nail fads.

So, like every year StyleSpeak brings to you the most sought after trends in nails in a visual compilation. These trends are culminated after being spotted on models wearing bright, poppy colours and/or celebrities at red carpets flaunting new nail art designs. This trend report ensures to aid nail technicians and salons stock up their vanity kits with the trendiest nail colours, textures and accessories in order to service their clients better.

Hence you ought to take a quick glance at this report in order to stay ahead of the game!



UNIQUE MANIS



Negative Space

Something new that hit ramps this fashion season is a graphic polish designs that lets a little naked nail show through, this type of nail manicures or design is called negative spaces. One of the new plays that's easy to copy at salons or home: the metallic silver side swipes or the double French tipped or bright coloured half-moons.

Sponged Ombres

Gradient nails are back in force, fashion designers are insisting nail artists do a couple of different numbers on models' nails. Light to dark or vice versa colours are sponged in successions to create an inclining effect.



NAIL ACCESSORIES



Over the Top Bridal Nails

When it comes to bridal a little bling does no harm. Nude shades with stones and Swarovski's crystals make those groomed nails gleam. This season you will find Indian brides picking wines to Marsala shades as the base in lieu of nude ones that most western brides choose.

Heavy on Bling: Gangstar Girl

Taking cues from last year's chains and spiked nail embellishments comes to being this new fetish among nail fanatics of hoarding anyone nail with bling, metal and crystals. The nail design is made to look like a bunch of mismatched pieces sitting together to form a rash, rude and street-wear look.



VOGUISH SHADES



Matte Metallic

So metallic shades are here in matte! The illuminating colours are also used as an accent paired with nude hues, reverse French manicures or intricate patterns.

Marsala, Marsala, more Marsala

This hue has surely taken the fashion world by storm, ever since Pantone pulled this one out in the open, designers, models and celebrities are its ardent fans. Nail technicians all over the world have been chasing after Marsala and its concurrent palette. The colour is surely a lively one; no wonder everyone is hooked on to it!



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