



# StyleSpeak

The salon & spa journal

Special Supplement with February 2016 Issue

*SUPER SUCCESS @*

**NAILATHON 2016**



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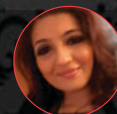
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# NAILATHON 2016 Supplement

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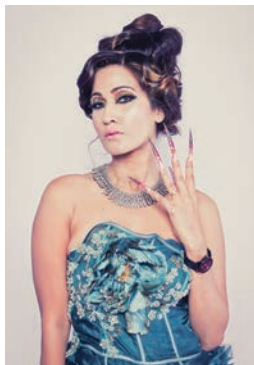
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Team **StyleSpeak** thanks you for making



**See you at**

# NAILATHON 2016 A SUPER SUCCESS!



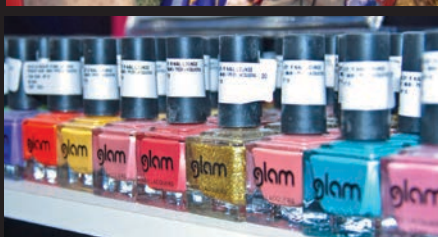
**6**  
Nail Shows



**150**  
Contestants



**2500**  
Visitors



**100's**  
of Products



**9**  
Jurors

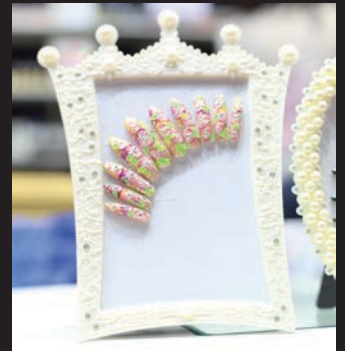
# NAILATHON 2017!

# NAILATHON SUPER SUCCESS

StyleSpeak **NAILATHON 2016** was the amalgamation of the best talent, best brands, and head-turning trends of the Indian nail industry!

The third edition of **NAILATHON** on January 11, 2016 undeniably established its credentials as one of the most sought after events in the Indian nail industry. The nail championship revealed a plethora of talent which made everybody swoon and broadened our horizon on latest nail trends, upping brand awareness and enthralling nearly 2,500 visitors from across India. The debut of Beauty Inspired by Nails stage was a cherry on the cake and saw unmitigated success.

We present the people, the brands and moments that contributed in making **NAILATHON 2016** a huge success!





# THE COMPETITION

The nail championship comprised of 9 competition categories for the coveted Golden Hand Trophy. They included French Jazz, Luxe Soak-Off, Salon Fast and Perfect, Bridal Chic, Fantasy En Vogue, Night-Out Shimmer, Salon Team Challenge and Classic Flat Art. Contestants displayed unfaltering determination and unmatched talent which left audiences and judges awe-struck.



# THE WINNERS



**1st- Salon Fast & Perfect**  
**1st- Classique Flat Art**  
**3rd- Night-Out Shimmer**  
 Ramkui Kasomvo—Dessange



**3rd- Bridal Chic**  
 Lata Golani—Freelancer

With cut-throat competition between some of the best nail technicians in India's first professional nail championship, the results were far beyond excellent. Read on to get a sneak peek of what the winners have to say...

"NAILATHON has motivated me and winning has been a great feeling."



**3rd- Luxe Soak Off**  
 Harjeet Kaur Kalra-Insane Tattoos & Nailspa Academy



**3rd- Salon Team Challenge**  
 Rajiv, Talu, Pradeep, Sarita- Lure Nails

"We as a team are so happy to win. NAILATHON has not just helped in that but also create a lot of brand awareness among us."

"A lot of preparations and perseverance has gone in winning and I am so happy to have achieved it."

"It is a great feeling to not just be a part of NAILATHON but also be win a prize"

"I am so happy to get a new platform to showcase my talent. Thanks to my whole team and NAILATHON"

"I'll take back a lot of knowledge and have learnt so much at NAILATHON 2016."



**2nd- Salon Fast & Perfect**  
**3rd- French Jazz**  
 Rajeev Das-Lure Nails

**2nd- Bridal Chic**  
 Priyanka Chandani-Freelancer

**2nd- Night-Out Shimmer**  
 Reshma Patel-  
 Reshma's Nail Studio

**1st- French Jazz**  
**2nd- Luxe Soak Off**  
 Talu Lohe- Lure Nails



**1st- Salon Team Challenge**  
 Ada-Dipak-Ramkui-Dessange





**1st- Fantasy En Vogue**  
**3rd- Classique Flat Art**  
 Komal Maru-Saks Salon & Spa



**2nd- Classique Flat Art**  
 Kajal Maru-Saks Salon & Spa

*"StyleSpeak NAILATHON has given me a grand recognition and success."*

*"NAILATHON has encouraged me and I am motivated to participate and do better next NAILATHON"*



**3rd- Fantasy En Vogue**  
 Kirti Joshi - Freelancer

*"I loved participating in NAILATHON and I am honoured to win"*



**3rd- Salon Fast & Perfect**  
 Sushma - Freelancer

*"Feels like my hard work has paid off. I want to thank Vaishali ma'am and NAILATHON for so much encouragement."*

*"I feel happy to be winning this prestigious competition and enjoyed competing and learning."*



**2nd- Fantasy En Vogue**  
 Tongmala Zimmik - Jean Claude Biguine

*"The entire competition was so exciting. It was amazing to be a part of NAILATHON."*



**1st- Night-Out Shimmer**  
**2nd- French Jazz**  
 Jayashree Waghela - Harishri Nail Art Creations



**1st- Bridal Chic**  
 Nilam Bhilare - LTA School of Beauty



**1st- Luxe Soak Off**  
 Yaيمي-Tip And Toe The Nail Club

**2nd- Salon Team Challenge**  
 Harshali-Yaيمي-Rose-Sorrer - Tip And Toe The Nail Club

One of the most integral aspects of **StyleSpeak NAILATHON 2016** success were the celebrated brands and academies that were a part of it. The booths set up by the brands furthered business opportunities and also raised brand awareness. They facilitated consumer interaction and brought about intriguing Demos. And of course, have put up a great show!



"NAILATHON is always good for us as it is all about nails. The people who come here are all connected to the nail industry. We meet old friends from the industry here and are always happy to make new ones. It is a one of a kind event where people who have a passion for nails get to network with each other. It is good for the people connected to this industry."

- **Dina Singh (Beso Enterprises, Bluesky India)**



"NAILATHON is the only platform where people from the nail industry can compete and display their skills. So, I believe NAILATHON should be supported because only when a concept like this gains attraction, will more people will get attracted to nails and that's how the nail industry will grow."

- **Biju Nair (LTA School of Beauty)**

"NAILATHON was a very nice show and it was more crowded than I expected. StyleSpeak has done a very good job and I think we should also extend it to another day because the people are so interested in everything to do with nails and the response we got was very good."

- **Cornelia Wolfrum (Nail Artists Gmbh)**



"I'm very thankful to StyleSpeak for giving its time and effort for organizing NAILATHON. In two years, the kind of improvement and awareness about nails, I have seen among people is praiseworthy. I think if it wasn't for StyleSpeak, the nail industry would've taken another 10 years to grow."

- **Payal Singh (Payal's Nail Planet)**



"I think NAILATHON this year is a huge success. We were part of it last year also, and it's grown a million times compared to last year. The nail industry as we know is growing year by year and NAILATHON has certainly helped with that. It is only going to get bigger and better."

- **Neetu Ahluwalia (Kryolan India)**



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# THE BRANDS



NAILATHON as usual brings entire nail community of India under one roof every year and this helps us to get better clients and maximize our reach to our masses. Looking forward to the next edition!

- Ubaid Dandekar  
(R Nail Lounge)



NAILATHON has shown us the potential in nails by having a focused platform for it. Being a niche category, this platform will really help generate awareness for nails. We are confident and will pump in more investments in the category, thanks to NAILATHON.

- Ankit Arora  
(Streamline Services India Pvt Ltd)

"People are talking about NAILATHON and the competition is getting people as well as the salon chains excited."

- Vaseem Kader  
(Nail Lounge, Nubar India)



We participated at Nailathon because it is the only event in India which concentrates only on Nails. It gave our technicians the chance to showcase their talent and to make a career for themselves and provided the opportunity to showcase our products and USPs.

- Shivani Sharma (Lure Nails)



"NAILATHON is a great starting platform for nail artists and we have a lot of expectations from the 3<sup>rd</sup> edition. We wanted to be here because the entire nail industry is at Nailathon."

- Sony Paul  
(Nails & Toes)



"NAILATHON is organizing a fair competition and bringing all the nail companies under one roof and I would say that Nailathon is may be the next Nailympia of India."

- Amit Gupta  
(Colorista USA)



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## NAILATHON 2016

The best Indian and International nail artists judged the championship on a spate of diverse criterias. Judging over 150 contestants and selecting the best would have been a task without the dedication of our esteemed judges. Take a sneak peek at the judges who were a big support system in unleashing the best. Read on to know what they have to tell us about their experiences.

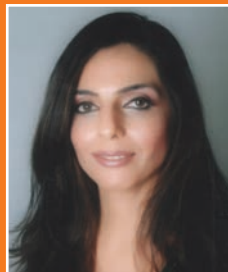


**Olena Paul**  
(Founder, Nail And Toes)

“There were more visitors and contestants this NAILATHON. There is also a lot of improvement in nail art. NAILATHON motivates people and is a level people want to achieve.”

**Kavita Bhatija**  
(Founder, Nail Lounge)

“Good education among the nail industry is needed. NAILATHON is implementing it and is a perfect platform for dreams to come true.”



**Shivani Sharma**  
(Founder, Lure Nails)

“It is a great effort by StyleSpeak and is a kickstart to this industry. The championship is giving nails a professional background by awarding people. It is my 3<sup>rd</sup> NAILATHON and I'm lucky to be here judging so many contestants.”

**Shon Shon Ragui**  
(Head Trainer, LYN)

“Having a LIVE trend show is an extraordinary idea. Complete looks inspired by nails is a very exciting concept. Because of NAILATHON I have seen growth in my professional life and it is surely a boost to the nail industry as a whole.”



**Vaishali K Shah**  
(Founder of LTA School Of Beauty)

“NAILATHON has seen a lot of quality talent come forth to be a part of it and I think StyleSpeak should take it to different parts of India.”



**Dr Kavita Sheth**  
(Founder, Kavi's Nail Care)

“After NAILATHON there are more technicians coming in. Till now nobody gave so much importance to nails and I have seen a 100% increase from last time and it is great to see this.”

**Savio John Pereira**  
(Hairdresser and Founder of Savio John Pereira Salon)

“It feels great being a part of NAILATHON. There is great energy all around. It has helped in merging nails and giving it a platform as equal as hair and make-up.”



**Disha Meher**  
(National Expert Skin And Nails, Lakme Salon)

“Platforms like NAILATHON inspire young talent to consider nail as a serious profession.”

**Meerra Mevawala**  
(Founder, Magicc Mirror Salons)

“NAILATHON is a competition which has brought a revolution in the nail industry by spreading awareness among artists and helped the nail industry to grow.”



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## NAILATHON 2016

StyleSpeak NAILATHON 2016's visitors included the who's who of the Indian salon industry. The nail event attracted upto 2500 visitors who came from all across the country from cities like Delhi, Pune, Chennai among others. The show grabbed many eyeballs and garnered applause, with visitors already waiting for the next edition! What more could we ask for?



"I'm totally impressed with the entries and the enthusiasm shown by a lot of people. This is my first visit to such a nail focused show and I'm really impressed with it."  
-Sumit Israni (Geetanjali Salons)

"This is the third time I'm visiting NAILATHON and there's a huge difference from the first year. That means it is picking up and getting bigger."

Dr. Vijayalakshmi  
(Mirrors Salon & Academy)



"NAILATHON is very different from a lot of other shows because they've been very particular about imparting skills, explaining details and proper professionals have actually come in."

-Divya Kohli (Salon & Spa Studio by Tangy Rose)



"The nail industry in India is 5-6 years behind or may be even more, compared to international markets but what NAILATHON has been doing has completely revolutionized the nail industry."

Manish Dialani (Lewanna)



"I have been looking at this industry for the last 5 years and people are really into nails now. I think StyleSpeak has done a commendable job with NAILATHON."

Naunihaal Singh (Strands Salon)



"I'm thoroughly amazed looking at this third edition of NAILATHON. I'm seeing there's a lot of interest and momentum that you've gained and it is a big success."

- Vikram Bhatt (Enrich Salons)



"This is the first time I'm coming for NAILATHON. Looking at the energy and the enthusiasm of the people here, I think StyleSpeak should do it twice a year."

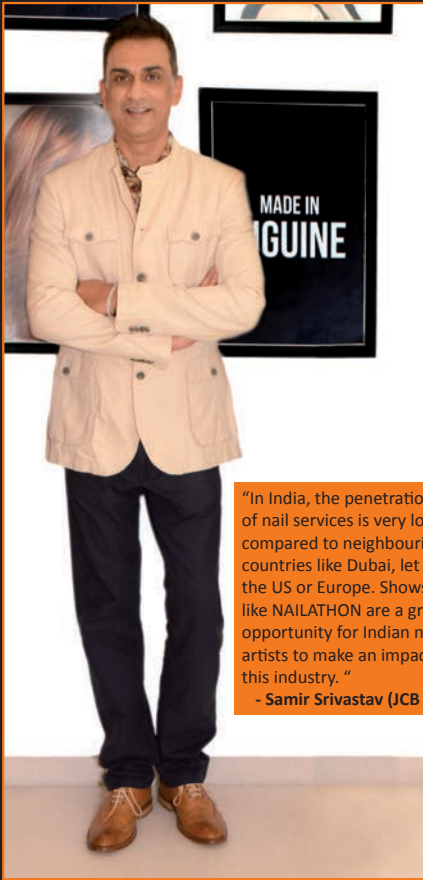
- Hariharan PK (Wella India)



"I find NAILATHON very impressive. It has grown bigger and better every year."

-JC Kapoor (JCKRC Spa Destination)





"In India, the penetration of nail services is very low compared to neighbouring countries like Dubai, let alone the US or Europe. Shows like NAILATHON are a great opportunity for Indian nail artists to make an impact in this industry."  
 - Samir Srivastav (JCB Salons)

"NAILATHON is a competition which has brought a revolution in the nail industry by spreading awareness among the artists and has thus helped the nail industry to grow rapidly. It is a super opportunity for young budding artists as well as the established ones to showcase their talent and also get popularity and is an experience worth experiencing atleast once. That is because of the efforts put by team StyleSpeak."  
 - Meerra Mevawala (Founder, Magic Mirror Salons)



"Earlier only nail bars would do nails but now you find almost every salon having a nail bar inside it. It's only going to get bigger and NAILATHON has had a big part to play in it."  
 - Renukant (Envi Salons)



"Creating an overall look on the basis of nails was what I admired the most about NAILATHON."  
 - Seema V Jerajani (Veteran hair-stylist and make-up artist)

"The nail industry in India was slow to pick up but it is growing every year now and with new brands entering and with shows like NAILATHON, it will take off."  
 - Veena (Naturals Salons)



Sangeeta: "Ever since StyleSpeak started NAILATHON, the nail industry has started growing. With people participating from all over India and the various nail brands you see in the market today, Sandhyaji has brought the competition up to a national level."

Ishita: "When there is a competition, you want to fight to win it. NAILATHON gives a big opportunity to people to up themselves and that can only be good for our nail industry."  
 - Sangeeta and Ishita Khanna (Celebrity make-up artist)



"I'm feeling like I'm at Cosmoprof today. I have seen competitions like these internationally and it's the same feeling I'm getting here."  
 - Rekha Chaudhary (JCKRC Spa Destination)

# VISITORS SPEAK



"NAILATHON was an amazing experience which created awareness of beauty in all spheres of a woman."  
- Cherag Bamboat (Celebrity make-up artist)

"At NAILATHON, there is only creativity happening. It is a platform set for people to come together and helps getting connected globally and know more people."  
- Renee Melèk (Hairstylist)



"Compared to last year, this year's edition of NAILATHON is bigger and better. I'm sure it will grow even bigger in the future."  
- Yashesh Bharwada(Dermalogica India)



"NAILATHON was a one-stop destination for nails, make-up and hair, all under one roof."  
- Ojas Rajani (Celebrity make-up artist)

"A lot of salons from across India were present at NAILATHON, which is very healthy for the nail industry and a great social gathering also for all of us to connect."  
- Rayed Merchant (Beauty Palace)



"NAILATHON has only grown from strength to strength and has now become the industry staple."  
- Asha Hariharan (Celebrity make-up artist)



Nailathon is a great platform to show creativity and encouraging aspiring technicians! This was my first experience in a Professional Nail Competition in India. I was really amazed at the overwhelming response. Nail industry will grow in India, especially with a great platform like NAILATHON.  
- Leyla Vezirova (Lure Nails, Cuccio India)

"NAILATHON gave a great exposure of creativity and very good opportunities for beginners to Learn and let learn"  
- Dolly Veera (From Apsara Salon)



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## NAILATHON 2016

For the first time ever, **NAILATHON 2016** showcased four complete fashion looks inspired by unique concept of creative nail art on the Beauty Inspired by Nail Stage.

### The Vintage Hollywood

Inspired by the 1950s fashion icon Marilyn Monroe



### The Evening Glamour

Inspired by jeweled nails and the shimmering hues of purple



**Hair:** Seema V Jerajani  
**Make-up:** Cherag Bamboat

## Feline Chic

Inspired by the  
wonder black beauty



## The Ethereal Beauty

Inspired by  
beautiful  
Porcelain  
nails



Hair: Renee Melek  
Make-up: Ojas Rajani

# NAILATHON NAIL TREND STAGE

NAILATHON 2016 had some unique on-trend techniques demonstrated for the visitors

The SS! Nail Trends Stage brought alive some gorgeous nail trends and added an extra star to the grand event. The who's who of nail industry showing demo of latest nail trends was as a treat to the visitors' eye. Demonstrating some marvellous trends were Leyla Vezirova from Cuccio, Kavita Bhatija from Nail Lounge, Marina Samohina from Nail Artists, Dolly Veera from Apsara Salon and Irina Krutik from Olena Paul's Nails & Toes Services. With 2500 visitors, 100s of products and renowned nail experts from the industry, NAILATHON Look, Learn, Shop motto was a success.





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