



A MALE DOMAIN

Oxford Cut – The Man's Salon, New Delhi Words: Saroni Roy

The desire to look good and feel young is no longer a woman's prerogative. Today's men are conscious about their fitness quotient and want to flaunt that well-toned body. They don't hesitate to walk into a salon to get their hair streaked, get regular manicures, pedicures, facials, or even waxing. And one eminent salon in Delhi has offered them their own space for this pampering from the last 20 years!

Oxford Cut, an exclusive men's salon, in the posh area of Vasant Vihar in New Delhi has been catering to the discerning male client for the last twenty years. Established in 1989, this salon was conceptualized by industry veteran Naresh Kumar, who has over twenty years of experience in the hair and beauty industry. Oxford Cut is a part of the popular Bella Madonna chain of unisex salons also owned by Naresh and his wife Mini. It offers all the services that the urban man is looking for, with the benefit of a luxurious and private space created exclusively for them!

INTERIORS

Since the salon caters exclusively to men, the interiors are linear, contemporary and very edgy in styling. The materials and textures used in the salon are sourced from all over the world and the marble for the flooring is imported from Italy, as is most of the furniture and equipment. The lighting, though, elegant and subtle is what is ideally required in a salon. The Pedi-Spa stations, also imported from Italy, are spectacular to look at and provide the most popular service offered here.



By creating an exclusive male domain twenty years ago, Naresh Yadav ensured that his clients had access to the best hair and beauty services, in an ambience they were comfortable in.

PRODUCTS & SERVICES

The salon industry has grown and evolved and so has its clients! Exposure to international trends and the availability of international brands in the Indian market has opened up a new era for men's grooming services.

The services offered at the Oxford Cut are customized and specifically designed to cater to men's needs. "Preferences and lifestyle choices of clients do sometimes vary regionally. What may be popular in western India may not be so in the north. The people in the north are more flamboyant than their southern counterparts; hence a localization of services offered is necessary. The climate also influences skin care and hair care treatments which is why we customize a lot of our treatments." Says, Mini Yadav.

The basic services at Oxford Cut start from Rs. 150 onwards and the clients have an option to choose from the various specialized skin and hair treatments offered and spend around Rs. 1000 per visit on an average. The salon offers haircuts, color, styling,

pedicure, manicure, and specialized treatments like facials and face cleaning treatments ideal for rejuvenation and revitalizing the skin and also for treating skin related problems like pigmentation, de-tanning, acne, anti aging, uplifting and toning, etc.

Products used for the treatments offered are internationally trusted brands like L'Oréal Homme, INOA hair colour and Ilcsi (organic product range) and Casmara for skin treatments with the signature Chocolate and Fresh Fruit

FACT FILE

Name of the Salon: The Oxford Cut - The Man's Salon

Area: 1400 sq.ft.

Timings: Open seven days a week, 9am – 9pm

Number of staff: 20

Products used: L'Oréal Homme, INOA, Ilcsi and Casmara

Contact: Mini Yadav (Director)
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TREND ALERT!

What is the percentage of your male clients from the age group of?

15 – 25 yrs = 30%
25 -- 35 yrs = 40%
35 – 45 yrs = 30%

What are most popular treatments that men come for?

Hair Spa, cut, color, style and anti-dandruff, baldness, acne, anti aging, skin whitening treatments

Do you use women's products for men's treatments?

No. The Beauty industry for men has grown tremendously over the years and there are a wide range of skin care and hair care products created exclusively for men.

What is the frequency of their visits?

Fortnightly

What is their average spending on one visit?

Rs 850-1000 is the average spent per visit. We have services starting from Rs 150 going up to a few thousands for specialized treatments.

Facials. The hair care treatments offered include various hair spa rituals to treat the hair and scalp to leave you with healthy, glossy and attractive hair and also help to de-stress.

Aesthetically designed with a stylish ambience and state of the art equipment, and quality services, Oxford Cut has it all to make its male clientele comfortable, relaxed and loyal! **SS**

