

Cosmic Splendour

Lakmé, India's favourite beauty and salon brand woos the contemporary Indian woman with its premium and luxurious offering – the Lakme Studio

Words: Saroni Roy



One of the oldest and most popular beauty brands in India - Lakmé has always offered its clients quality services at reasonable prices. And now it has come up with a premium and luxurious offering – the Lakmé Studio for the modern Indian woman, keeping up with the promise of understanding her in the best way!

Chief Marketing Officer, Lakmé Lever, **Shilpa Sinha**, shares with **StyleSpeak** how the vision and philosophy of the most coveted beauty brand in India - Lakmé, is translated into the creation of its new premium offering, a ‘destination salon’ - the **Lakmé Studio**.

The Studio Concept

The idea was to offer a destination salon for the city, a place where you would aspire to go and where fine art of beauty is practiced. The Lakmé Studio brings together the finest experts- hair designers, skin consultants and makeup artists, offer advanced ‘exclusive’ services in hair and beauty and provide a delightful experience to the customers.

The key principles of the brand will be replicated into this premium format with luxurious services exclusive to the Lakmé Studio. Lakmé being a highly desired brand, and with 136 Lakmé Salons across India, several of these will be upgraded to the new look and feel of the Lakmé Studio.

The Signature Lakmé way

The target clientele for Lakmé still remains the contemporary Indian woman who is beauty conscious follows trends in a way that is relevant to her instead of blindly following western trends. She takes great care of her skin, hair, nails and wants head-to-toe grooming. “We want to provide the best modern way to pamper her and provide holistic beauty services because we believe that beauty is greater than the sum of its parts” says Shilpa Sinha.

The Signature Design Concept

The moment you walk into a Lakmé



From the Design Desk

Architect/Design Firm: Incubis Consultants

Colour Palette: Fresh Pink, Purple and Gold – inspired by the master brand logo

Standard Furniture in a Lakmé Studio: Custom designed Welcome Desk, Hair Styling Station fabricated on site and Pedi Spas.

Standard Equipment in a Lakmé Studio: 10 in one Beauty Studio, Misty Hair Steamer, Hair and Scalp analyzer, Corioliss brushes.

Studio, the clutter-free, pure white space and the exotic colour scheme of floral pink, purple and gold, at once caress and calm your senses – a sheer contrast to the guests’ expectation of a busy regular Lakmé Salon.

Lakmé spent more than a year to refine an exclusive design concept, elements of which run throughout the premises.

“Lakmé Studio is an invitation to experience the finest art of holistic beauty”

-Shilpa Sinha, Chief Marketing Officer, Lakmé Lever.



Exclusive Services at Lakmé Studio

- **Hair Cresse** - A range of indulgent hair treatments combining exotic natural extracts and active agents to transform hair into luscious locks. Treatments available for dry, coloured, damaged, frizzy and delicate and mature hair.
- **TIGI Catwalk** - Colouring services with TIGI Colour and Styling with TIGI Catwalk products. TIGI Catwalk is exclusive to Lakmé Salons and Studios.
- **Signature Facials** - Nirvana Glow, Pure Defense, Freespirit Floral Bliss, Vitamin C Detox.
- **Expert Nail services** - Gel Extensions, Nail Art.

The design concept was inspired by the 'Mandala', a Buddhist concept used in the traditional art forms, which represents wholeness, self expression and opens the door to the unlimited potential that exists inside and outside each individual. This blends with the brand's philosophy - unique self expression of the Indian woman.

The key graphic element is the Lakmé lotus icon- the lotus has been long held as a symbol of creation and represents the continuous discovery and exploration of new expressions of beauty symbolized by its myriad petals. The Lotus symbolizes cosmic renewal and creation,

therefore its graphic infusion as a motif makes the Studio a desired place where a woman would want to come and is inspired to explore another facet of her beauty because beauty is dynamic journey. The ambience is classy, elegant and calm.

The studio has a signature Mandala wall which showcases diverse expressions of an Indian woman's beauty. The front window visual displays and the hairstyling stations are inspired by the Mandala design.

The signature palette of colours stems from the master brand logo, with fresh pink, purple and rich gold - warm colours which inspire transformation - and is seamlessly blended in all aspects of the Studio from walls, hair stations, reception desk and even the uniforms of the staff and soft furnishing.

How is Lakmé Studio different from the Lakmé Salon?

Lakmé Studio, in addition to offering all the services available at a salon will also offer exclusive premium services in hair and beauty. It is more spacious than a salon and has dedicated sections for

bridal, hair spa, nail services as well as furniture like pedi-spas etc.

The Lakmé Studio Hallmarks:

- Experts – the best of the staff is employed for the finest of work to be done, where trends will begin.
- Exclusive Services - high-end beauty services where nail art, premium hair spas, advanced facials and all the premium services can be performed in the right kind of ambience and space.
- The Experience – it's a salon but the experience is what matters so the client is pampered luxuriously with the signature Lakmé way. **SS**

Fact File

No. of Lakmé Studios at present: 8

Average No. of Staff per Studio: 11

Min. Size of a Lakmé Studio: 1400 sq. ft.

Min. No. of Hair Stations: 6

No. of Treatment Rooms: 4

No. of Manicure/ Pedicure Stations: 2

Timings: 10am to 8pm.

Open 7 days in a week