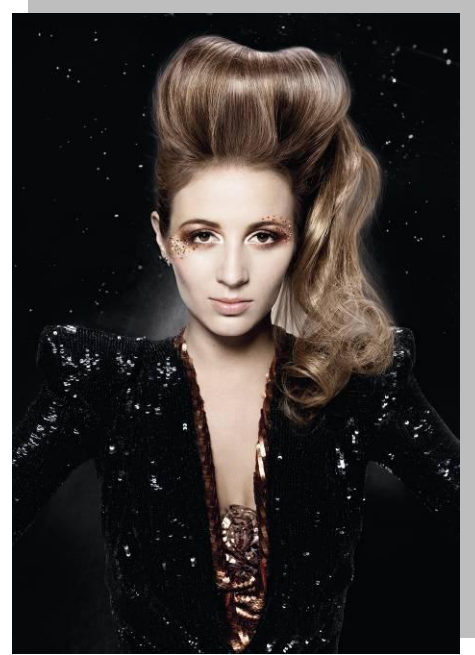


## **Affinity Salon launches their first Sebastian Flagship Salon in Chandigarh**

### **Bringing cutting edge hair styling to your doorstep**

**Chandigarh 25th August 2012:** Affinity Salon Chain is a living example that has created its own place in the fashion industry by redefining past patterns and amalgamating them with new trends. It's a style destination for chic clients, looking for International Hair Care & Styling standards.

Affinity Salons in association with Sebastian Professionals - the premier name in Professional Hair Cosmetics; they bring together Chandigarh on the styling destination map. The Salon is located in the heart of Chandigarh itself, Sector 26. The Salon stretches upto an area of 5400 sq ft, including special Spa services; providing a complete premium experience under the same roof. The salon will offer the latest international trendy hair styles showcasing winter collection, coloring, perming & straightening services using Sebastian products which are preferred by the world's most renowned hairdressers



**Vishal Sharma, Director Affinity Salon** explains the reason behind expanding Affinity Salon chain to Chandigarh, "I feel Chandigarh as a city has a lot of stylish people who are open to international culture of Hair Care & Styling and therefore has great potential. Women have gorgeous hair in Punjab; Sebastian Professionals and Affinity Salon together hope to bridge the styling needs of people"



Chandigarh has always been the city of glamour, trends and Fashionistas. Customizing something on similar lines, the Affinity Salon launch evening is going to take off with a spellbinding Fashion show for the guests where models are going to walk the ramp sporting funky hairstyles created by *Sebastian Design Artist Nikhil Sharma.*

In order to personalize the show even more for Chandigarh, we have invited **Chandigarh's very own, M TV's VJ & Sebastian Influencer - Bani J ; who's going to stop every move with her steps, as the most incredible "Showstopper" for the evening,**

The Guest of honors for the event are going to be **Mr Rob Samet, P&G Salon Professional's Country Manager & Mr. John Guest, Creative Director at P&G Salon Professionals**, 30-year veteran of Sassoon Salon and Academy organization.

**Nikhil Sharma, the celebrity hair stylist & Sebastian Design Artist comments**

“I'm very excited about Affinity's launch in Chandigarh, looking forward to work on Bani's hair, she has beautiful long hair, giving me a great opportunity to showcase Sebastian Professional's brilliant styling range & explain how Affinity has brought creative hairdressing back into the spotlight. I love to create textures on my clients with these products and they just love it”.

**About Sebastian Professional:**

Sebastian Professional is one of the true innovators of haircare. Geri Cusenza and her husband John founder the brand in 1973. From the early days of Sebastian the brand made a name for itself as the professional haircare brand that offered styling inspiration to the creative. Sebastian has its roots back in the 70s, when America was awash with music and experimentation. SEBASTIAN is an international range of Hair Care and Styling Products in the product portfolio of P&G salon international. Sebastian has the following range grouped into FLOW, FLAUNT, FORM, FOUNDATION AND HYDRE. known to have blown the lid off creativity for three plus decades the product provides a fearless styling It creates wonder waves to spin hair Curved polished Versatile and glistening with volume and the style uniquely, fiercely, feverishly, true to be called as fearless fashion.