

**Wella Professionals  
Launches their first ever International Studio in India  
in association with Sassoon Academy from London**

Wella Professionals has once again created a revolutionary breakthrough in the world of Hair Dressing Industry by joining hands together with The Sassoon Academy, London to the launch the Wella International Studio here in the heart of Delhi.

The Sassoon Academy is most prestigious academy which all hairdressers around the world look upto and by joining hands with them Wella has put together the single most prestigious Wella Academy to get Indian Hair Stylists at par with international hair Professionals.

Every Indian Hairdresser was waiting for this leap as this can actually elevate the standards of Hair Education & Training in India not only in terms of International exposure but also give hairdressers the edge and place them at par with international stylists.

**Wella International Studio** aims to nurture the next generation of Hairdressers, Salons and Style through strong visions, product innovation, comprehensive training and industry-acclaimed creative platforms.

Along with the Studio & Sassoon Academy tie-up, Wella Professionals also announced their biggest launches planned for this year.

**System Professionals hair Boutique**

Wella unveiled its world class design of Alchemy Hair boutique- International Design, India the launch market for this design . Hair Boutique will now provide a very personalized experience; the ultimate destination for prestige hair treatment. SP alchemy is all about infusing perfection in hair via more than 130+ treatment combinations. The service is a combination of perfect diagnosis, an expert SP trained professional alchemist, products, delivering dual benefits in one breakthrough service.

**Sebastian Professional Shine Range**

Celebrity hair stylist and Sebastian Design Artist Rachel launched the Sebastian Professional's Shine collection comprising of new products and services through an amazing hair show.

The launch event also included a spectacular hair trend show put together by **Bruce Masefield - UK Creative Director, Sassoon with Models from Sassoon Academy.**

The gala launch event was attended by key Hair stylists from all over India including Jawed Habib, Natasha Naegamvala, Sylvia Chen, Nikhil Sharma & Placid Braganza.

Rob Samet, Country Manager-P&G Salon Professional says," Wella Professional have enjoyed a close relationship in education with Vidal Sassoon and the Sassoon Academies, which has been ongoing on for over 30 years and will continue as part of his legacy. We look forward to get every Indian Hair Stylist at par with International Hair Stylists through innovative training measures"

He continues saying, "We see the need for more great hairdressers to keep the engine of rapid growth growing in this emerging market. Bringing in the expertise of such a seasoned International name such as ours will ensure we help our customers take the level of professionalism and customer service to even higher levels. With increased exposure to international trends and brands, Indian consumers are becoming more and more beauty conscious and are willing to experiment"

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