



IN THE PINK



Great Lengths, in conjunction with the Cancer Association of South Africa (CANSAs), is donating the profit from the sales of their pink hair extensions for the months of September and October 2010. Salons, show your support by adding some pink. There are a multitude of choices, from a soft pastel pink to a bright and funky crazy pink.

Clients are being encouraged to visit one of the over-250 Great Lengths partner salons countrywide to have their pink extensions installed in less than 5 minutes, and to join brand ambassadors Cindy Nell Roberts and Elana Afrika who have shown their support for this worthwhile cause.



ARGENTINIAN STYLE

Paula from Style Cafe was requested to cut the hair of the management and players of the Argentinian team - including Diego Maradona himself. In fact, it was Maradona's translator who recommended her. "It was a very, very exciting time and we went to Pretoria most Friday nights," Paula says. "They were real gentlemen and it is a pleasure and a honour to have done this." Many thanks to Schwarzkopf who sponsored hair products for the team.

DOING IT IN STYLE

Salon owner Jeff Ntuli of Jeff's Salon in Piet Retief, Mpumalanga, has submitted these pictures of his beautiful work. Jeff (photo below right) is a huge fan of the salon-exclusive Ladine range, and explains that clients who try Ladine notice the change in their hair as well as the reduction in scalp irritation.



AFRICA FASHION WEEK

With L'Oréal Professionnel a proud sponsor of Africa Fashion Week, representatives from the professional Mizani range as well as Dark & Lovely were on hand to help create the gorgeous hairstyles sported by the many models. The star of the show was the gorgeous Oji Okpe, who is the face of Mizani and appears on their promotional material. Read our exclusive interview with Oji in the Passion for Fashion section of this issue.



QUALITY WEAVES

Entrepreneur Gavin Stollar from Diva Divine has taken the weaves and extensions market by storm.

Gavin Stollar used to be an IT consultant. It's a massive leap from computers to hairdressing, but he decided to leave the corporate world and grasp the opportunity after his research showed that the South African market had a huge gap in the availability of quality weaves, wigs and extensions. While there was an abundance of cheaper products on the market, the more expensive human hair products were virtually nonexistent.

Gavin's research led him to India, where the highest quality hair is supplied by women who shave their heads as part of religious ceremonies. The hair is gathered by priests, and auctioned off to wholesalers, with the proceeds going towards the temples. It was difficult for Gavin to break into this market as it is very tightly controlled, but he managed to find the perfect supplier in Krishan Jhalani, and so Diva Divine was born.

The Salon Market

Gavin soon found that while the hair from India was of the highest quality, the standard of the finished product's bonding and colouring was not always as impressive, so he set up a research and development workshop in this country to create suitable solutions. He also started a training academy, as he knew how important proper education is to the professional stylists who would be stocking his products.

The Mass Market

With his high-end Diva Divine salon ranges well established, Gavin decided to explore the possibilities of bringing in another, more affordable range that would still offer quality but would also be competitive in the mass market. After some investigation, he decided to source hair from Brazil, where he could obtain it at about half the price of the Diva Divine hair. He marketed this lower priced hair under the brand name Prima Donna.

Today, Gavin has 18 employees and Diva Divine and Prima Donna are heading for success in their respective markets. But Gavin is not resting on his laurels. He has ideas for a number of exciting new initiatives which he will be implementing in the coming months. The Diva Divine Academy is also proving to be a huge success and the number and type of courses available here has been expanded to meet market demand.

Training Academy

The Diva Divine training academy in Bramley, near Melrose Arch, offers a number of courses specially tailored for the salon professional. These include:

- Keratin Strand by Strand installation (Fusion & Micro Bonds)
- Clip & Go Installations & Colouring of Hair Extensions
- Lace Front Wig Installation
- Weaving (Various different Methods)
- Professional Make-up - ethnic and caucasian

The courses are run by master trainer Davina Lasarow, who is a leading stylist and hair extensionist in South Africa and has 15 years of hands-on experience in the hair and beauty industry working with premiere international hair salons.

Contact 011 786 5675 or training@divadivinehair.co.za