

Daniel Field to take Amara brand into salons

Celebrity hairdresser **Daniel Field** is aiming to turn his consumer brand **Amara** into a professional salon brand.

The **Daniel Field Purity Project** (DFPP) has revised its strategy and linked with Notting Hill, west London, salon **Hair Organics** to spearhead a major push into the salon market for the fledgling hairdressing brand.

Up to now Amara has primarily been viewed as a "high-performance" consumer brand, and was launched in October through shopping channel **QVC**.

Hair Organics' creative director **Terry Wilson**, who used to be a top stylist with Daniel's West End salon before it closed in 2002, was expected to be the face of Amara on QVC from the new year.

However, **Justin Holly**, who is handling the marketing and brand development, said Daniel was now looking to evolve the product, with a view to it also becoming a salon-performance product.

"When we launched in October with QVC we weren't proactively pushing to go into professional salons. Now QVC has settled in a bit more we can look outside to where we want to go," Justin said.

The brand's ethos is to be as pure or natural as possible without compromising performance, a stance that meshes with Hair Organics, which has set up an exclusive online store for the brand.

Now DFPP is looking to push to get Amara into small boutique-style salons that have "a good ethical base".



TERRY WILSON:
QVC LAUNCH



DANIEL FIELD:
SALON PUSH



HAIR ORGANICS: LINK WITH AMARA

Justin said: "If a salon is maybe a single owner and maybe two or three other stylists and their mission is to stock things that are natural, we will fit well. It would be good for us if we get to 30 salons by the end of 2012."

Justin said it would be "counterproductive" to target larger salons for them only to discount it. "We are about growing as gradually as we can with good growth to develop the brand."

The company is also talking about a spring launch on **QVC Italy**.

Katrina Smith, Hair Organics' marketing director, told *SalonFocus*: "We are very excited to be working with Amara. We like what Daniel stands for. Our ethos is the same. We want to use products that are least damaging to people's hair and health."

- "Budding Holly," *Backwash*, page 34

BEAUTY SPOTS

ONLINE BEAUTY

Shoppers are increasingly going online to buy beauty products, according to the latest "e-retail" sales index from **IMRG Cappgemini**. Online health and beauty sales had experienced a 53 per cent increase year-on-year between October 2010 and 2011, it said, the highest-ever growth recorded for this sector, as consumers shunned big-ticket items such as holidays or electricals in favour of "treats".

HEALTH AND SAFETY WINNERS

Businesses from Yorkshire dominated **Habia's National Health and Safety Awards** in October. The awards were announced at **Salon International** and the winners were **En Route Hair and Beauty** in Wakefield in the hairdressing category, **Toffs Barbers** from Goole, within the barbering category and **De Lacy Spa** in Beverley within the beauty therapy category. Salons are nominated by their local authority for demonstrating "exceptional commitment" to health and safety.

SPOILING CHOICE

The proliferation of choice when it comes to beauty products – and the fact money is tight – is making consumers more likely to stick with brands they already know and trust, market analyst **Datamonitor** has said. Around half of consumers fail to notice new facial skincare products, body skincare product innovations or new sun care products as a result.

EDINBURGH YU

"Green" spa brand **Yu Spa** has opened in the four-star **Apex Waterloo Place Hotel** in Edinburgh, joining its sister outlet in Dundee. The spa comprises two **Elemis** treatment rooms, ozone pool, sauna, steam room and gym.

WHO'S WHO

A natural beauty who's who "top 20" has been published by *The Natural Beauty Yearbook*, with **Simon Duffy** and **Rhodri Ferrier** from grooming brand **Bulldog** scooping the top spot for the second consecutive year.