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Godrej Professional Spotlight shines bright as it celebrates stylists

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It was an evening of celebrations and a few 'rsts' for Godrej Professional. The brand launched its rst-ever edition of the Godrej Professional Spotlight, announced the winners and presented actor Sharvari Wagh as its brand ambassador.

The passion and expertise of the Godrej Professional team ably supported the glamour and razzmatazz of the runway on the evening of 17th December as they brought creativity and extravaganza together with the launch of Godrej Professional Spotlight. In a grand reveal at the event, Godrej Professional named actor Sharvari Wagh as the rst-ever brand ambassador

Godrej Professional Spotlight, a thoughtfully curated platform, invited stylists to create inspired versions of the brand's Surreal Collection. Taking inspiration from the four colour trends portrayed in the Surreal Collection, more than 300 artists from across India submitted their entries to secure a place in the 'Spotlight.' The 30 shortlisted nalists were invited to showcase their creativity on the runway, where they were judged by an esteemed jury panel. The jury comprised Yianni Tsapatori, Technical Brand Ambassador, Godrej Professional; Monica Bahl, CEO, B&WSSC; Kanishka Ramchandani, Editor, Professional Beauty Hairdressers Journal; and Indian television actors Adaa Khan and Helly Shah. The event was hosted by actor Karanvir Bohra.

Aradhita Utterkar, Head of Marketing, Godrej Consumer Products, spoke about the brand, it's values and products, and the idea behind Godrej Professional Spotlight.

Finally, all the 30 nalists received gift hampers from Godrej Professional and certi cates for 'Recognition of Prior Learning' from the Beauty and Wellness Skills Sector Council (B&WSSC), led by its CEO Monica Bahl.

A Surreal Experience



The runway stint by the nalists as well as their models was followed by a hair show by the technical team of Godrej Professional. Tsapatori along with Najeeb-Ur-Rehman and Shailesh Moolya did a live styling session, which culminated in a dazzling hair show. Various editorial interpretations of the Surreal Collection were presented in an awe-inspiring fashion show. The newlyannounced brand ambassador, Sharvari Wagh, graced the evening as the showstopper.

The show also featured choreographed dance sets that complemented the di erent aspects of the Surreal Collection. Members of the audience were hairdressers, colourists, and salon owners. They were all enthralled by the looks presented as well as the dance sequences.

Finally, came the moment everyone was waiting for! The winners of the Godrej Professional Spotlight were announced. Each talented winner walked up on the stage with their model to be in the presence of the brand ambassadors. The two runners-up received a trophy each. Additionally, the winner took home a cash prize of Rs 5 lakh along with the trophy.



And the winners were:



Winner: Bhavin Bavalia, Bonanza Beauty Lounge 1st Runner up: Priyanka Sinha, Kaixo Academy 2nd Runner up: Laltlan Kimi, Luv Salon

The technical ambassadors also presented the colours in Dimension and Colour Play ranges at the event. They also showcased the Strait Smooth range and talked about its Fibre Rebonding Technology.

Godrej Professional Spotlight is a commendable initiative by the brand. It helps stylists access national platforms as well as advanced skill-building initiatives. Godrej Professional Spotlight was also supported by B&WSSC, with Professional Beauty Hairdressers Journal as the media partner.

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