

# JOURNAL

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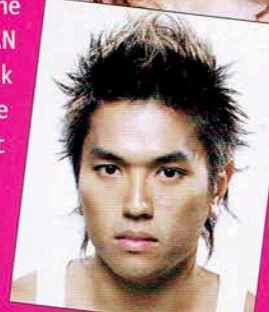
## J-POP Hair Styles @ I\*CON, the newest SHUNJI MATSUO Salon

**I\*CON**  
by Shunji Matsuo

Price List  
Haircut by Hairstylist

Men	\$31.00
Ladies	\$36.00
Color - Whole Head	\$62.00
Creative Highlights	\$89.25
Partial Highlights	\$62.25
Japanese Perm (30-45 K)	\$156.00
Japanese Perm (45-60 K)	\$192.75
Special Cut	\$142.25
Special Treatment	\$88.25 up

For GST + products pre



Shop for the newest, funkiest Japanese hair trends inspired by J-pop stars Ayumi Hamasaki and Domoto Koichi. Up to 20 of these 'in' trend cuts are available at celebrity hairstylist Shunji Matsuo's I\*CON

it is the celebrities who are setting the trends for new looks and styles. In fact where Jennifer Aniston popularised the shaggy look, and Meg Ryan the bangs, here in Asia, it's J-Pop stars such as Ayumi Hamasaki with her flowing, loose corkscrew curly locks and Domoto Koichi with his heavily layered dishevelled look that are currently setting the fashion pace both on and off the catwalks."

salon, reflecting the growing Japanese influence on lifestyle trends in Singapore. Owner Shunji's decision to introduce this new-concept salon modelled after popular Japanese pop-icons was very much driven by a growing customer demand for the latest Japanese looks. "There is no question that there is a very big market out there of young trendy consumers whose personal styles are very much in synch with the latest trends from Japan, particularly so for those in the more creative industries such as fashion, design, media and advertising, as they have a natural flair in their personal fashion sense and style."

Dazzling all-white walls balanced with striking neon colours of hair products and accessories creatively displayed, the open concept 700 sq ft I\*CON with 10 cutting stations and 5 colouring stations is the newest addition jazzing up the newly-renovated trendy basement level of ISETAN at Wisma Atria. Customers can drop in and ask for one of 20 J-Pop hairstyles from its signature I\*CON menu, while they shop for the latest fashion accessories and beauty products.

"And as far as hair fashion goes, there is no doubt that

h4ufme journal congratulates Shunji Matsuo on the opening of I\*CON salon!

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 509A, Geylang Road, Singapore 389465  
 email: beautynhair@coloursymphony.com.sg  
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 Fax: 6741 1907

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## Hairdresser's Say

*We turn the spotlight on Singapore's very own hair professionals, those talented individuals who have the ability to make us look and feel really good about ourselves.*



**CASEY CHUA**  
 CASEY INC.

### THE PEOPLE'S HAIRDRESSER Casey Chua, Casey Inc.

There are few areas of the hairdressing industry that have not benefited from the influence, creativity and expertise of Casey Chua. He is one of the most highly respected figures in the hairdressing business today, well positioned to improve standards and raise the profile of Singapore hairdressing. Casey is a working hairdresser at the cutting edge of his industry, continuously innovating and shaping future trends.

Casey trained and worked in London with Vidal Sassoon, Robert Fielding and Alan International, spending many years mastering techniques, mentored by some of the world's top masters in the hairdressing industry. He mastered the art of chemistry of colour with world experts in Germany and France. As a young and upcoming hairdresser, he had the opportunity to participate in several Haute Courtier and Prêt A Porter shows alongside some of the world's top hairdressers. Casey was one of the earliest to introduce and specialize in not only precision cutting, but helped pioneer the correct approach to hair colouring when he opened the doors to his very own salon in 1982.

Casey is enjoying one of his busiest, most challenging times of his 28 years in the business. As a style pioneer, he has worked with the best photographers to create stunning images that elevate hairdressing to an art form. Constantly at the cutting edge, he mounts spellbinding shows where his natural charm, humour, eloquence and showmanship shine through.

And yet there is another side to Casey. He is disarmingly honest, straightforward and "unshowy" when you meet him in person. Although he is always driven by his creative energy to break down barriers and leave his mark, he talks about his work with great humility. His Philosophy - he greatly values his clientele and his artistic work is his abiding passion - His Mission - to create wonderfully wearable

styles for ordinary women and men. He calls it "real hair for real people". He has earned a reputation as a master of makeovers in the market.

At the Casey Inc. salon, there is a tremendously talented team working alongside Casey who shares his philosophy and approach to the art of hairdressing. Casey is passionate about maintaining standards of excellent training procedures not only for himself but also for the industry. "There is a great bond of trust that comes with helping others to bring out the best in themselves. What could be better than playing a part in something like that?"

#### About Casey:

Casey's commitment to training and education benefits professionals, trainers and aspiring students alike. He has represented Redken in many workshops and training programmes and over the last 5 years has been appointed Redken's Performing Artist and Ambassador for the brand.

In recent years, Casey has enjoyed a busy international agenda; trail blazing from Paris to Las Vegas, from Korea to Australia. His work has been showcased at Australia's Hair Expo, the Mercedes Benz week in Singapore, Donna Karan's Trunk Show, including several runway shows in Singapore, working with Max Mara, Calvin Klein and DKNY.

Throughout his career Casey has been able to identify with the needs of his clients, women who often prize style over fashion. It is this ability to bring out women's personal styles and his relaxed approach to hairdressing which translates to him being much in demand.

"With my knowledge I like to help everyone look their best. Hair should not be something to hide behind, but something that defines your personality. No day is ever the same," says Casey, "there is always the opportunity to be creative and to meet lots of different people. I thoroughly enjoy my work and am blessed for the amazing opportunities that have come my way."

Apart from hairdressing, his next best love is travel, which he indulges in as it rejuvenates and inspires him, feeding him with new ideas. He also practices yoga, which he finds is a great stress reliever as well as an effective form of physical exercise.