



ROD MARIÁ

# LA PERLE

RMB 5.00

Fashion Express  
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D. GERMAN

NITO DE CO

CHAMP

(fashion)

FASHION FILE by Sammi Zhou

# classy cuts

## Guangzhou beats big city rivals to land China's first Luis Kraemer hair salon



Salon, Guangzhou: "The classical hair salon" by Hong Kong's famous designer Luis Kraemer. Guangzhou citizens who visit this salon prefer natural beauty, more gentle services, rather than styling techniques, such as frequent wash and hair color.

After having been Shanghai, I still couldn't find one very high-end hair salon," says the founder of French LK Enterprise Mr. Yannick Kraemer, at the opening of So Ho Luis Kraemer's first branch in China in Guangzhou. It's a huge boost for the city's fashion status to beat both Shanghai and Beijing to become one of 10 LK branches worldwide, a brand that is aimed right at the so-called "Golden Collar" consumer market.

Sure, Shanghai will remain the vague capital of China, but LK CEO Fung Weng thinks that Guangzhou gets a new deal: "Compared with Shanghai and Beijing, Guangzhou seems to remain unassuming and spotlight-shunning in the business. However, I've been here for nine years and I find it a mature world for fashion and people's consumption ability is no worse than Shanghai and Beijing."

"And some points are even better," says Simon Lei, Executive Director of LK. "Guangzhou citizens are quicker to catch

the latest international fashion trends because of the unique geographic position next to fashion city Hong Kong, and they share the same Canton culture. But despite the good economic conditions and information, Guangzhou citizens seldom try to make good use of that on grounds of traditional conservative consumption concepts. They need someone to guide them to make changes and we are taking this mission to the hair business."

LK's enterprise covers all bases with its three brands: salon for the fashionable youth, SoHo for "white-collars," and now LK for the increasing number of "Gold-collars." "Although thousands of hair salons are running around Guangzhou, actually consumers needs have surpassed traditional hair cutting skills. What consumers need nowadays is transformation of personal quality and personal image." \*

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**Be a fashion designer**  
The title draws the fashion industry to new heights, adding mystery to new designs. A little elegant, a little graceful, a little trendy and a little sexy.  
**Hot item:** The Bob  
**The color:** Browns should use blue, purple and copper series as a whole and violet or other cold color series for details.  
**The shape:** Make long eyelashes and dark eyelids to add to a woman's mystery. Don't forget the one-piece dresses in "X" skirts and "balloon" blouses.  
**Hot style:** Merry Quasi mini skirt, irresistibly pretty using colorful geometry shapes to create six different skirt space feel.