

# LA PRESSE EN PARLE

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## Rendezvous en France

### Elite Hair International, Paris

**O**n a gorgeous sunny day, May 4th, 2009, The Journal met in Paris with Isabelle Anglade, owner of Elite Hair International, to discuss

ions can be a real booster for our industry.

**NHJ:** You attend hair shows on both sides of the Atlantic. What are the main differences you have

our Elite Wig collection is so light in density and so natural in appearance that you'd never know a lady was wearing a wig. The design details, comfort and security are all essential, but in France, the appear-

sales stemmed from the "need" market. But the demand for hair additions and ladies' wigs has opened up the market to new customers which insists on the most natural appearance

**NHJ:** What can American hair-stylists learn from their French counterparts?

**IA:** I would not talk about 'learning', but rather 'sharing' and 'exchanging' ideas on technological evolutions, fashion trends and customer's needs...



her work, business, and the latest hair replacement fashions in the City of Lights. Isabelle, one of the important forces in the French hair replacement biz, has influenced trends over the years with new modern styles and innovative creations.

Elite Hair International was created by Isabelle in 1991 and has a reputation for providing high quality custom hair loss solutions while skillfully balancing aesthetics, price and quality. Elite Hair International is also constantly involved in R&D and their research findings and new technologies benefit both their established and future clientele.

We spoke over espresso at her elegant 5th floor Paris office situated on the quiet rue Bessières in the 17th district. Flooded with natural light and surrounded by modern decor, her distinctive salon exudes a discreet bohemianism. Affable and direct, passionate and not afraid to speak her mind, Isabelle Anglade is refreshingly forthright and insightful.

**NHJ:** Paris is the capital of fashion and sophistication. How does this influence the hair replacement market?

**IA:** Fashion is part of every French woman's life. She expresses her preferences in many ways... fashion accessories, clothes and of course hairstyles. The latest hair fash-

noticed between hair loss solutions in North America and France?



**IA:** Of course differences do exist, but we share many more points in common points. Fifteen years ago, the men's hair replacement market was based on synthetic fiber hairpieces, but, step by step, human hair became the most popular style, especially in the US. Custom orders are still important for French hairdressers since hair fashion is so important. They need to control every detail of their customer's order - color per section; density, highlights etc. On the other hand, the ladies' market is ruled by the need for the highest natural appearance. Most of the women's wigs sold here are synthetic and made from the finest quality of synthetic fibers. For instance,

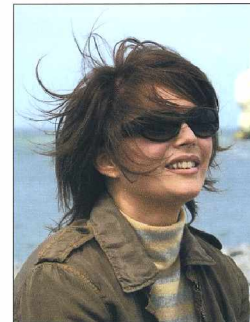
ance must be really fashionable and trendy, otherwise the product will not sell.

**NHJ:** For many years, the hair loss market in America was dominated by men. Only recently have women moved to the forefront. Was this the same in France?

**IA:** We see the same evolution in France, with a few cultural differences: the men's market has never been that important here due to certain attitudes and societal stigmas. Other than hair extensions, which are a specialist topic, the women's hair industry developed mainly in response to medical needs. In fact, about 90% of

**NHJ:** How important is hair to the average French man/woman?

**IA:** It's absolutely essential. No woman will accept a lack of hair. It is different for a man. While he



will do whatever he can not to lose his hair, he is likely to respond differently if he loses it. He may accept that his father and grandfather were bald so it's logical that he is now bald also. Then there are cultural factors that influence older



Photographed by Avi Roth

men. Many old-style French film actors, and sport players like Zidane chose to stay bald. This image is still alive among our older generation. Fortunately, the younger generation is more open to the new hair replacement technologies.

**NHJ:** In your opinion, is thinning hair more or less important than it was five years ago?

**IA:** Definitely more. This is a high potential opportunity. But traditional hair reconstruction specialists will have to keep up with the latest hair fashion trends in order to satisfy their customers.

**NHJ:** Does the Hair Journal bring you information that is helpful to you and your business?

**IA:** This is the only Journal of our industry and it brings us important market news. However, it could be more international and focus on different countries and opportunities.

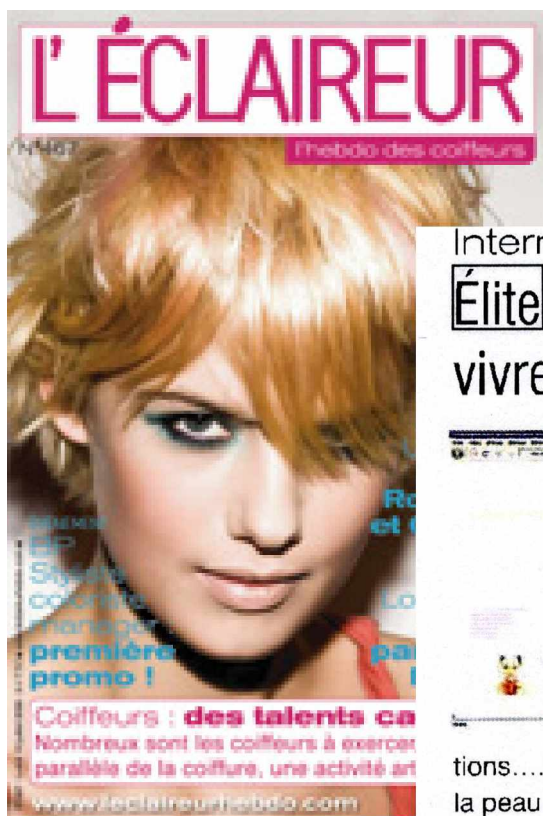
NHJ



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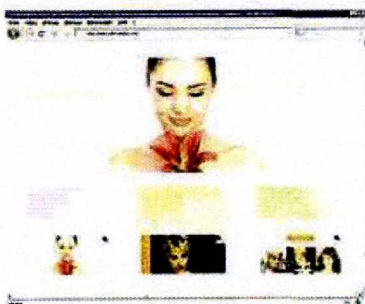
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## Élite Santé : un site pour mieux vivre la maladie



Élite Santé, spécialisée dans la reconstruction capillaire, est à l'initiative du lancement du site Carrefour de l'Information Serena, qui vise à aider les femmes à mieux vivre leur maladie et à préserver leur image corporelle et leur féminité durant cette période. Le site regorge d'adresses (instituts, associa-

tions....) et de conseils d'experts concernant la nutrition, le soin de la peau et des cheveux, pour faire face aux effets secondaires de la chimiothérapie. Il contient également des fiches sur différentes disciplines de médecine complémentaire : thérapies manuelles, homéopathie, sophrologie... Plus d'infos : [www.elite-serena.com](http://www.elite-serena.com).

**ouest  
france** 

Cancer et bien-être compatibles **Élite** Santé, spécialiste de la reconstruction capillaire, est à l'origine d'un site qui regroupe toutes les informations pour prendre soin de soi et de son bien-être pendant un traitement anti-cancéreux : nutrition, homéopathie, médecine énergétique, bonnes adresses, etc. Carrefour de l'information Serena, [www.elite-serena.com](http://www.elite-serena.com) Un carnet de santé