



PRESS RELEASE

J-POP HAIR FASHIONS AT NEW SHUNJI MATSUO SALON

*I*CON Shunji Matsuo by Lily Xu*

Hairstyles inspired by J-pop stars such as Yamashita Tomohisa and trendy coiffures hot from the streets of Tokyo are now available at Far East Plaza with the opening of Shunji Matsuo's latest J-pop concept salon, ***I*CON by Shunji Matsuo***.

Co-owned and managed by Lily Xu and a team of Japanese-trained stylists, ***I*CON Shunji Matsuo by Lily Xu*** incorporates the latest Japanese cutting, perming, colour and styling techniques to re-create the latest looks of Japanese hairstyles currently sported by Japanese celebrities, the undisputable trendsetters of popular fashion in Asia. The salon also offers a range of special hairstyling products and hair treatments from Arimino Japan that contains a unique formulation specially developed for Asian hair.

Commenting on her joint ownership of ***I*CON***, Lily said, "My passion for hair has been inspired by my mentor Shunji Matsuo, and having attained the skills from my experience at Shunji Matsuo Hair Studio, I'm glad to be given the opportunity to fulfill my aspirations of working with him in building a known name for myself."

Bringing inspiration from the high street fashion and culture on the streets of Harajuku and Shibuya in Tokyo – Asia's fashion capital – ***I*CON Shunji Matsuo by Lily Xu*** features a style menu where customers can choose hairstyles from a variety of looks straight out of the pages of Japanese high fashion magazines such as *Vivi* and *S Cawaii*.

Decked in timber and bamboo with bright lighting accompanied by a modern, minimalist and relaxed setting, the Japanesque salon is nestled among beauty boutiques within the first level of Far East Plaza, conveniently located for young fashionistas who head there to seek out the latest Japanese fashion styles and trends.

Services offered at the salon include shampoo, cut, colour, highlight and perms. Haircuts start from S\$32.00 and other hair services range from S\$22.00 to S\$330.00. A selection of Japanese hair products is also available for purchase.

I*CON Shunji Matsuo by Lily Xu is located at 14 Scotts Road, #01-35 Far East Plaza, Singapore 228213. The salon is open from 10.30am to 9.30pm daily. Free consultations are provided, and appointments can be made by calling 6737 5311.

Notes To Editor:

Celebrity hair stylist Shunji Matsuo brings to Singapore over 40 years of international hairstyling experience gained from working in the major fashion capitals of Japan, Europe and the United States. Shunji's expertise and reputation as a celebrity stylist has been built on the international fashion circuit, where his creative hairstyles have been featured on the top fashion runways of leading fashion designers Jean Paul Gaultier, Oscar de la Renta, Comme des Garcons, Yohji Yamamoto, Donna Karan and Calvin Klein.

Shunji's hair creations have also graced the covers and fashion spreads of top US fashion magazines like American Vogue, Harper's Bazaar, New York Magazine and The New York Times.

In Singapore, Shunji Matsuo has made his mark on the hairstyling scene with the opening of hair salons under the brands of *Shunji Matsuo Hair Studio* and *I*CON by Shunji Matsuo*, and has expanded the chain to 10 salons around the region in Malaysia, Vietnam, Philippines and Indonesia.

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