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How *fhair* Is Redefining Luxury Haircare with Clean, High-Performance Formulas

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fhair, the luxury haircare brand born in India and created for global audiences, is quickly becoming one of the most talked-about names in premium beauty. Founded by **Florian Hurel**, the renowned celebrity hairstylist and creative visionary behind **Florian Hurel Hair Couture & Spa**, the brand brings *salon-level expertise* into high-performance haircare products designed for every hair type.

From Celebrity Stylist to Beauty Entrepreneur

Florian Hurel's journey began at just 16 when he pursued hair styling and makeup artistry with relentless passion. Over more than two decades, he has become a **go-to stylist for Bollywood stars** such as Deepika Padukone, Priyanka Chopra Jonas and others, with work featured in top fashion magazines and on prestigious platforms like the Cannes Film Festival.

Building on his global experience and deep understanding of hair science and aesthetics, Florian expanded his impact beyond bespoke salon services to entrepreneurship. He founded **Florian Hurel Hair Couture & Spa**, a luxury salon in Mumbai that has since grown into an international network with locations in cities like **Pune, Ahmedabad and Dubai**. These salons blend artistry with advanced beauty technology, including AI-powered scalp and skin consultations and state-of-the-art treatments.

Introducing *fhair*: India's Luxury Haircare Brand

The launch of *fhair* marks a significant milestone in Florian's vision — bringing **salon-quality haircare into everyday routines** with products that are meticulously crafted and free of harsh chemicals. The range features multiple variants such as:

- **Day-To-Day Care Shampoo & Conditioner** – for everyday nourishment and balance.
- **Volume Up Shampoo & Conditioner** – for bouncy, fuller hair texture.
- **Colour Longevity Shampoo & Conditioner** – to protect and preserve hair colour.
- **Sensitively Scalp Shampoo & Conditioner** – for irritated or delicate scalps.

Designed using **high-quality, clean ingredients** — such as plant extracts, keratin, vitamins and natural oils — *fhair* is sulfate-, phosphate-, paraben-free, vegan and cruelty-free. These formulations aim to deliver *luxury performance without compromise*, echoing the precision and care of salon treatments at home.

Beauty with Purpose: Crafted in India, for the World

What sets *fhair* apart is its **Indian origin with global ambitions**. The brand celebrates *India's rich natural heritage and formulations*, while presenting a modern, sophisticated identity that appeals to international consumers. Through *fhair*, Florian Hurel is positioning India as a **leader in luxury beauty innovation**, not just a consumer market.

Industry watchers say this move reflects a broader trend in beauty: premium brands rooted in local expertise who are simultaneously shaping global standards. *fhair* is positioned as more than just products — it is a *movement that elevates haircare from routine to ritual*.

Continuing the Success Story

With salons that combine luxury, personalized artistry and advanced technology, plus a haircare brand built from deep professional experience, Florian Hurel continues to push boundaries in the hair and beauty industry. Whether through innovative salon experiences or *fhair's* salon-level formulas, his work is setting new benchmarks for what modern luxury haircare can be — **crafted with purpose, rooted in India, and embraced worldwide**.

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