

BEAUTY **LAUNCHPAD**

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**HIT LIST**

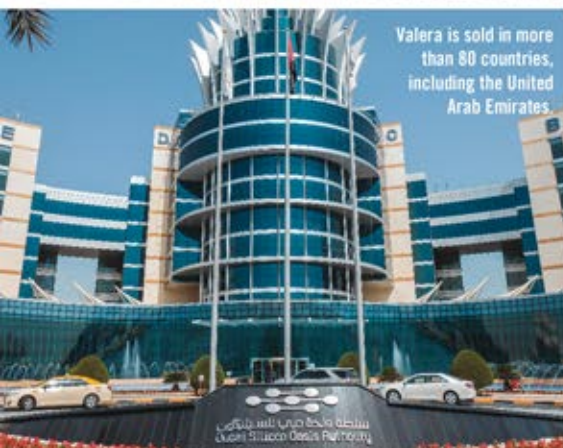
Your guide to the season's  
best beauty looks

**MALIBU C**  
is in the pink





Ligo Electric headquarters in Switzerland



Valera is sold in more than 80 countries, including the United Arab Emirates

# All in the Family

Since 1955, Ligo Electric, parent company of Valera, evolved from Milan basement start-up to international styling-tool empire—yet remains a true family affair. —TRACY MORIN

Thirty-year-old Gustavo Soresina risked everything when he started producing hairdryers and other small electrical household appliances in his townhouse basement in Milan. But with administrative support from his wife, Helga, the company soon collaborated with famous brands, and in 1978 Ligo Electric was founded, moving company headquarters to Switzerland. The couple's two sons joined the business, with Claudio handling production, R&D and IT, and Flavio overseeing marketing and business development (remarkably, Gustavo, now in his 90s, still pitches in). "Facing increasing competition in the '80s, we decided to focus on just one field: haircare appliances," recounts Flavio Soresina, Commercial Director. "In 1990, the brand Valera was built on a reputation of quality, reliability and exclusivity."

The numbers since have been staggering: Today, Valera (valera.com) is sold in 80-plus countries worldwide; in 2015, an international branch debuted in Dubai. With roughly 120 models of hairdryers and other styling appliances, the company encompasses professional products (Valera Professional), personal care (Valera Swiss Hair Specialists) and hospitality (Valera Hospitality); as the No. 1 hotel supplier, its dryers enter more than 150,000 rooms each year. "Healthy, shiny, beautiful hair, plus user safety, are Valera's core values," Flavio notes. "We believed from the beginning in the potential of Swiss-made products, so our own manufacturing has always been key, with in-house R&D and in-house design."

And Valera continues to expand; in 2010, the brand introduced hair straighteners, with more product categories in the pipeline. (Psst! Look for its newest launch, the Professional Hair Clipper.) The Valera Salon Exclusive line, unveiled in 2015 to rave reviews from salon pros, promises more dryer models and styling tools on the horizon. In fact, the Soresinas stress that strong stylist alliances have been essential to their decades-long success story. "To develop haircare appliances that meet the highest demands of stylists, we give great importance to cooperation with the industry and having top professionals give testimonials worldwide," Flavio enthuses. "They not only help to strengthen our brand's reputation; they contribute, through their feedback, to perfecting Valera products."

## LATEST INNOVATIONS

2009

**Rotocord**, integrated in dryer power cords, combats tangles and facilitates 360-degree rotation



2010

**Swiss'X Brush & Shine** intros its first combined hair straightening and brushing system



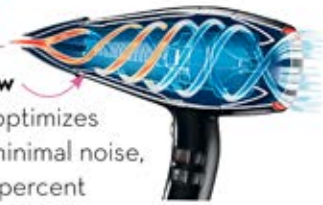
2013

**Touch Me** stay-cool styling nozzle prevents overheating



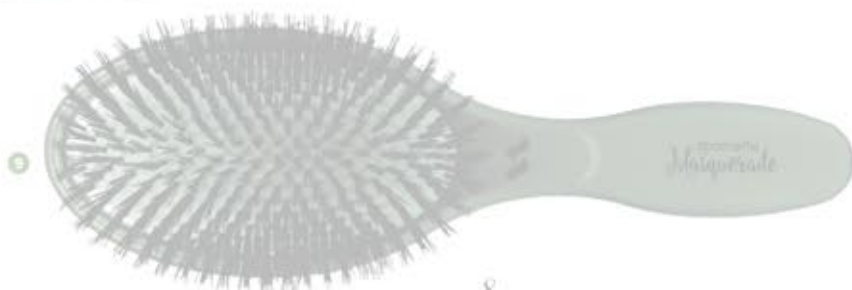
2015

**Smart Airflow Technology** optimizes airflow with minimal noise, while the 30-percent lighter **ENDURO Brushless Motor** boasts superstrong power





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#### DOUBLE BILL

Natural bristles and nylon quills on the cushioned **Denman Grooming Brush** combine for a "porcupine effect," ideal for distributing natural oils while styling. [denmanpro.com](http://denmanpro.com)

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#### TRESSING IN DISGUISE

The **Spornette Masquerade** paddle brush is a vegan alternative to traditional boar-bristle stylers—crimped nylon bristles help prevent breakage and frizz while smoothing and conditioning manes. [spornette.com](http://spornette.com)

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#### SWISS BREEZE

Ultra-durable **Valera Professional Swiss Power4Ever** dryer boasts an ENDURO brushless motor, an ion generator, six speed and temp settings—plus the Rotocord swivel to prevent tangling. [valera.com](http://valera.com)

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#### BRUSH FORTH

Two types of styling spokes take the place of bristles on the **Theorie Saga Thermal Styling Brush** to stimulate the scalp, as the inner spokes and titanium core heat via TitanSculpt Technology to straighten and polish. [yourtheorie.com](http://yourtheorie.com)

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#### SPLIT TICKET

Innovative **Split-Ender Pro** trims the end of each strand (you choose 1/8-inch or 1/4-inch), removing damage and preserving length without changing the shape. [splitenderpro.com](http://splitenderpro.com)

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#### NEAR MYTH

Crafted from durable, high-quality Japanese 440C steel, **Washi Apollo 5.75-inch Shear** taps a delicate scroll dial with a low profile to prevent hair from catching. [washiscissor.com](http://washiscissor.com)



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NOSTALGIC  
LOOK  
HONORS  
BARBERING  
HISTORY.

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#### PERFECT PAIR

The combo of **Wahl Professional Vintage Edition 5-Star Senior and Hero** covers your barbering needs: a clipper with a powerful v9000 motor for heavy-duty cutting, tapering, fades and blends, and a trimmer for clean, crisp lines and detail work. [wahlpro.com](http://wahlpro.com)