



## ***Mondo - Sasicha Bamrunakit and her idea of Beauty shine in Bangkok***

**Dal nostro corrispondente a Bangkok - 29 nov 2022 (Prima Pagina News) Sasicha Bamrunakit starts her new experiential luxury hairdressing salon and barber shop at the Four Seasons Hotel at Chao Praya River in Bangkok: a light of Beauty in the heart of Thai relaxation**

Sasicha Bamrunakit has a deep professional background in Beauty care and Beauty understood in its most general aspect. In presentation of her Salon & Barber located at LL Floor, she revealed to us some aspects of building her professionalism and persona and what led her to this new venture. The official opening of the Salon & Barber outlets inside the prestigious Four Seasons Hotel at Chao Praya in Bangkok was attended by the top of the Fashion and Beauty world not only from Bangkok and Thailand but also representing the international scene. Sasicha Bamrunakit is the soul of this establishment intended for the care of women's beauty and men's grooming and looks, striking for her obvious outward beauty but -as one gets to know her- also striking for her great professionalism and character, firm and resolute on the one hand but also sweet and feminine on the other. Her venue, divided into the two sections, male and female, employs highly specialized staff and the decor is marked by a classical spirit, very refined and cozy at the same time, where one can enjoy background music with ample jazz quotes. Everything is characterized by the intention to create a relaxing setting that values the maintenance of privacy. Can you describe your professional career in past times until the foundation of your current venture? I started my career in the luxury beauty industry with Guerlain. About 20 years ago I moved into the luxury spa business with Anne Semonin, a French spa operator and producer of spa products. I managed their first spa in Thailand and the company I worked for also imported other high end cosmetic brands into Thailand. What's your personal philosophy in managing your Salon & Barber location inside a so nice a famous location as Four Seasons Chao Praya Hotel? The Four Seasons is a stunning hotel on the riverside. Its clientele is mostly vacationers and high end business travelers and therefore our first task is to cater to the hotel guests and ensure they receive the personal treatment they expect. Longer term we expect also to build a base of Bangkok based clients who have the same high expectations. You are a clear and shining beauty but what you think about Beauty amongst human beings? Beauty is of course not purely physical. Equally, if not more important, is the beauty within. Our goal is to have our guests get the treatment they expect and deserve to help them feel their best. When we feel good we tend to act good in my view. We should always strive to look and feel our best and maintain a positive attitude to life. What you wanna suggest to girls and women who want follow your professional experience? Everyone should always follow their dreams and never just accept what life throws at them. It's funny I never expected to operate Gentlemen's Tonic barber shop in Bangkok or even have my own salon to help share my thoughts on looking good, but the

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opportunity came up and I jumped at it. I guess I would say find the right partners and enjoy what you do and never be afraid to take chances.

*di Francesco Tortora Martedì 29 Novembre 2022*

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