

# BALMAIN

## PARIS

TREND

CUSTOMER JOURNEY

SOCIAL MEDIA

EDUCATION

TREND FORECAST COLLECTION  
WORKBOOK - VOLUME 1 2021







## EXCLUSIVE

The experience of Balmain Hair Couture is a luxury experience in all its aspects. All products are created in a way that even the smallest things will give a luxury feeling and will contribute to the complete experience. The signature fragrance, the texture and the result of a product will create a moment of personal luxury.

## INCLUSIVE

Balmain Hair Couture celebrates diversity in every aspect of their company. When it comes to the selection of models or new stylist, product development and product choice, diversity plays an important role. Each hair type needs its own unique treatments. Products can be layered or mixed to boost condition, reconstruction or intensity levels. This diversity is boosting the creativity.

## CRAFTMANSHIP

All products are created based on the experience of professionals in the industry. Balmain Hair Couture pays meticulous attention to detail and perfection and is always researching and creating new techniques to guarantee the best quality products. With over 45 years of experience in working with hair, Balmain Hair Couture has an enormous knowledge of hair and hair care.





## COLOUR PSYCHOLOGY

BALMAIN RESORT 2021 – Olivier Rousteing created a new world with the launch of the new Spring Summer Collection 2021. A world where strength and passion are the fundamentals of the new world we are living in. The vibrant and colourful collection translates hope and joy for the future.

The history of colourblocking dates back to the 1940s. Designer Yves Saint Laurent created a dress inspired by the work of the famous Dutch painter Piet Mondriaan showcasing blue, red and yellow squares. Colourblocking became extremely popular in the 60s and 70s. Due to the post-war mentality of consumers, bright colours were used to express happiness and peace.

Colour is a very powerful communication tool and can influence someone's mood. The colour red strengthens the feeling of warmth and comfort. Blue colours are beneficial to relaxation and calmness. Yellow is considered a cheerful colour that stimulates happiness.

# BALMAIN

## PARIS



**THE SPRING SUMMER 21 SEASON IS INSPIRED BY THE BALMAIN RESORT COLLECTION 2021.**



**STEEPED IN NINETIES REFERENCES SUCH AS "THE FRESH PRINCE OF BEL-AIR".**





# ARISTO-MEETS-REBEL REBEL CHIC

This seasons looks are inspired by the styles of the aristo-meets-rebel collection of Balmain. The aristocrat has style and manners, ranging from elegant to chic . Inspired by the spirit and the style of icons of the Nineties. The unique energy of the Nineties is visible through the big bold looks, the pastel and deep tones combined with strong shapes. A vibrant, inclusive and diverse collection that represents the power of Balmain men and women of today. Get inspired by the blend of different cut-, and colour techniques, styling products and tool use. A phenomenal collection that is desirable for salon stylist and consumer.

*Photographer: @isaacmorell*

*Hair Stylist: @Ginomateus*

*Hair Colour & Hair Extensions: @kasperbeemskerkeeducation*

*Hair assistance: @omar\_el\_gharbawy*

*Film Maker: @xabigoitisolo*

*Fashion Stylist: @alejandromunoz\_\_*

*Make-up Artist: @Pablorabledo\_co*

*Models: @vikafalileeva | @iamtargilbattsetseg | @karinabudekk | @paulaalfaraz*

*Production: @gsgproducciones*



## 45 YEAR HERITAGE

*The story behind the brand*



## TECHNICAL STORY

*The foundation of the collection*

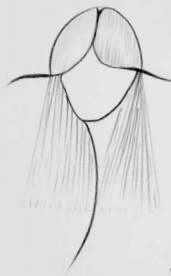


Balmain  
Paris  
Hair Couture  
Spring Summer Collection  
2021



by  
Turo J.

Balmain  
Paris  
Hair Couture  
Spring Summer Collection  
2021



by  
Turo J.

Balmain  
Paris  
Hair Couture  
Spring Summer Collection  
2021



by  
Turo J.



## BEHIND THE SCENES

“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

*Maya Angelou*

As a company with a great history, Balmain gets its inspiration from many era's and works with teams that are passionate and see the history of fashion.

The Trend Forecast Collection platform aims to know hair and hair colour from the inside out, no matter the challenge it might bring. Each style can be adapted to hair type, face shape and lifestyle of its wearer.

Let this Trend Forecast collection be a guide to get inspired by and as a tool to step outside a comfort zone.

“Take time, To lose time, To win time.”

*Kasper Heemskerk*

*International Education Manager*



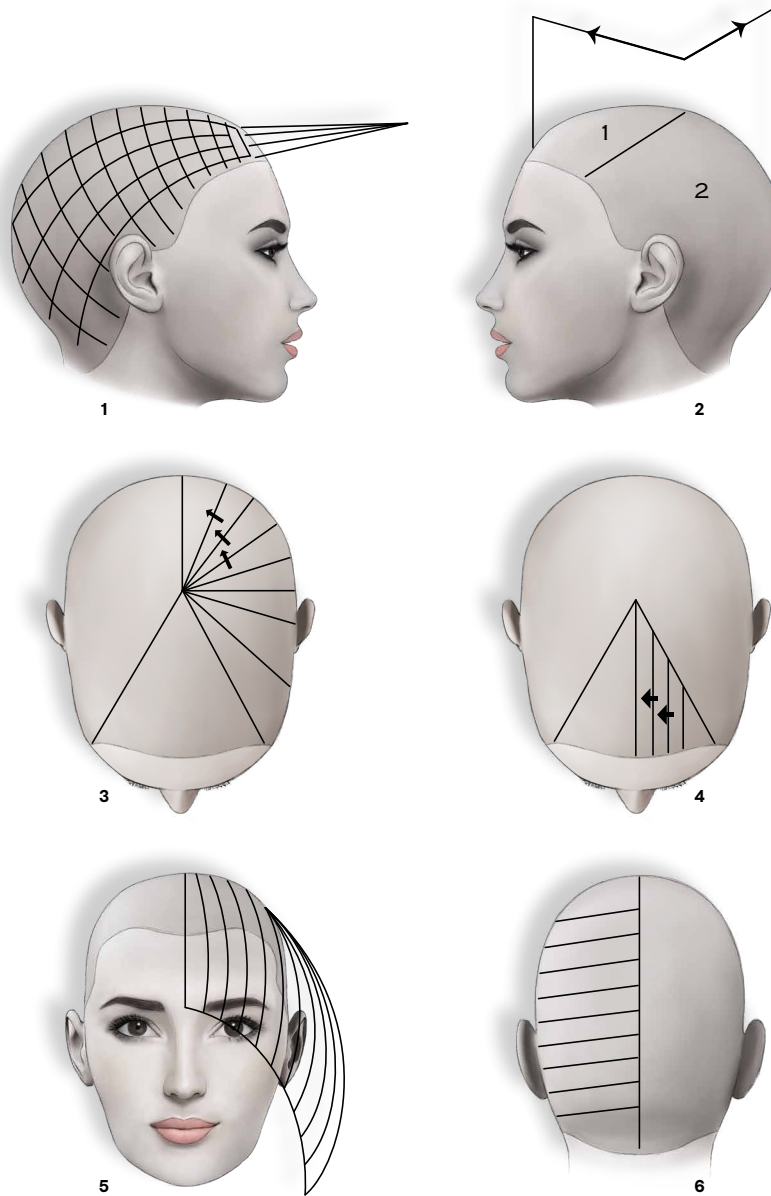








# CUTTING



**STEP 1** Start the haircut by combing the hair towards the front and create a tight ponytail in the centre of the face. Remove the hair by using deep and shallow point-cutting techniques. This technique creates soft progressive layers.

**STEP 2** Section the hair into two clear areas as shown.

**STEP 3** Start working in area 2 by taking vertical sections and pivot around the crown area. Over-direct each section to the previous. Lift the hair approximately 90° from the head and use a slice cutting technique working from short to long. Note: Over-direct each section to the previous using a travelling guideline.

**STEP 4** Release area 1 and create a centre guideline, lift the hair approximately 90° and cut into progressive layers working from short to long. Over-direct each section to the first guideline and build up length.

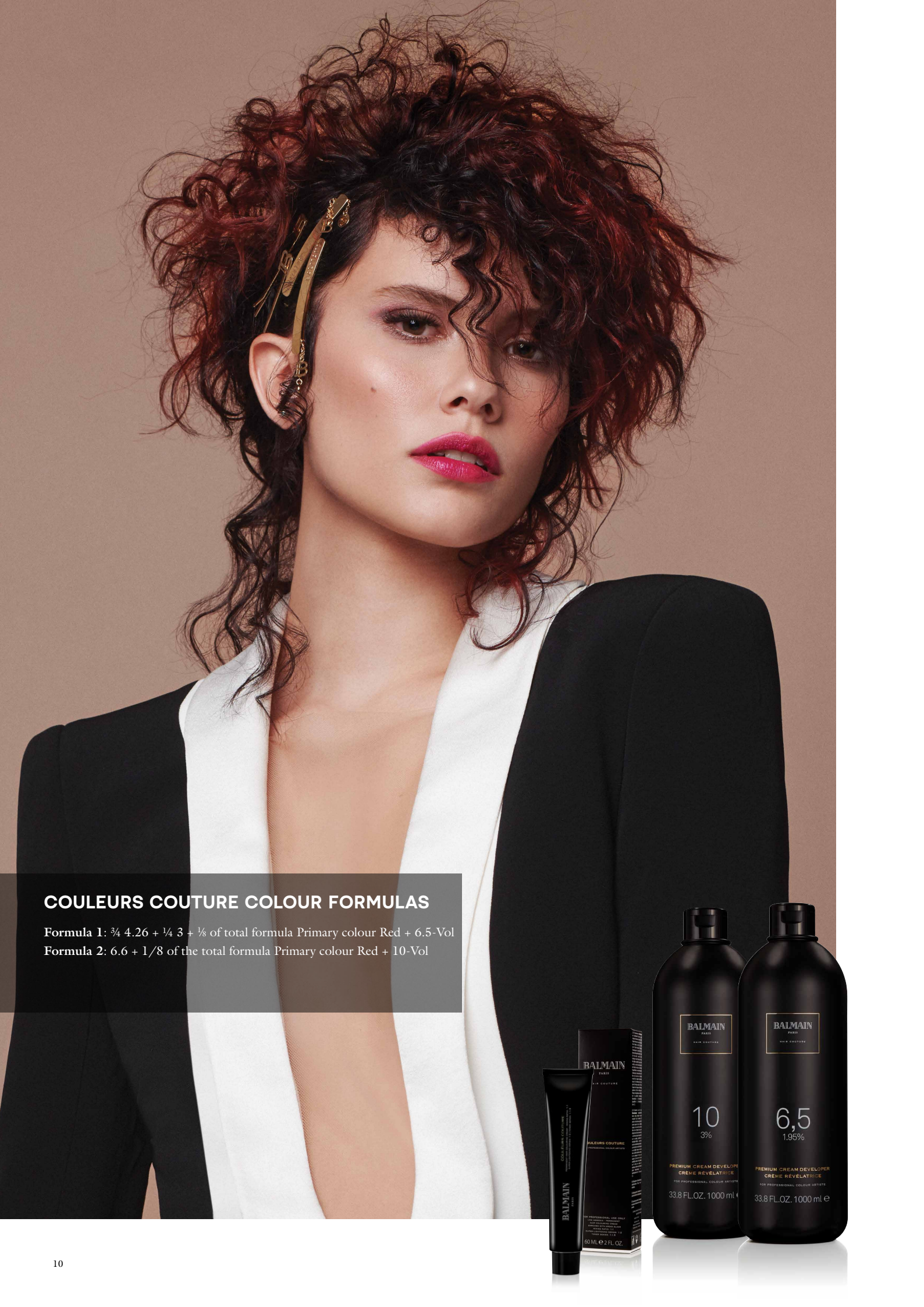
**STEP 5** Refine the haircut by creating round face framing layers using deep and shallow point-cutting techniques. Finalize the haircut with a slice cutting technique to remove any excess weight, this gives the haircut extra dimension.

**NOTES:** \_\_\_\_\_

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## COULEURS COUTURE COLOUR FORMULAS

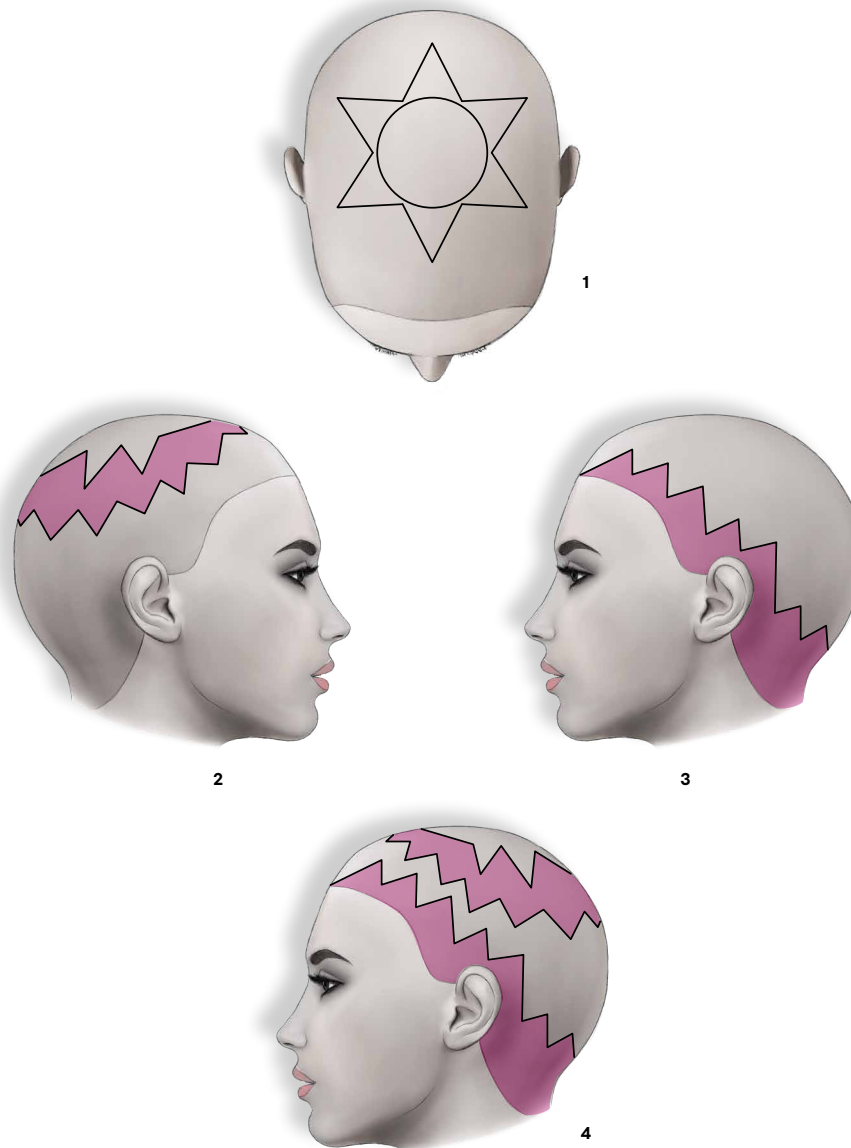
Formula 1:  $\frac{3}{4}$  4.26 +  $\frac{1}{4}$  3 +  $\frac{1}{8}$  of total formula Primary colour Red + 6.5-Vol

Formula 2: 6.6 +  $\frac{1}{8}$  of the total formula Primary colour Red + 10-Vol





# COLOUR PLACEMENT



**STEP 1** Start the colour process by sectioning a star shaped pattern on the crown area and secure with a clip, away from the face.

**STEP 2** Section a zigzag pattern of hair from approx. 2cm | 0.8” right under the star shape of the crown area and secure with a clip.

**STEP 3** Follow the same zigzag pattern directly at the hairline and clip away. These two zigzag patterns sections will be coloured with formula F1 to create shadows and depth.

**STEP 4** To create shadow roots and to blend the colour formula’s together, apply colour formula F1 at the roots.

**STEP 5** Apply colour formula F2 at the lengths and ends directly after the shadow roots application and marry to two colours together.

**STEP 6** Release the two zigzag patterns sections and apply colour formula F1 from roots, lengths and ends in one go.

**NOTES:** \_\_\_\_\_

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**B**  
**BALMAIN**  
PARIS

COULEURS COUTURE SHAMPOO  
FOR COLOUR-TREATED HAIR

**B**  
**BALMAIN**  
PARIS

COULEURS COUTURE CONDITIONER  
FOR COLOUR-TREATED HAIR



## STYLING & FINISHING



*Signature Foundation*



*Pre Styling Cream*

*Curl Cream*

*Session Spray Medium*

*Silk Perfume*



*Professional Blowdryer*

*Ceramic Conical Curling Wand 25 - 13 mm*

*Thermal Protection Spray*

**STEP 1** Always apply the *Signature Foundation*, mix *Argan Moisturizing Elixir* and *Leave-in Conditioning Spray*.

**STEP 2** Apply a mixture of *Pre Styling Cream* and *Curl Cream* for hold and definition. Dry the hair by using the *Professional Blowdryer* with a diffuser.

**STEP 3** Spray *Thermal Protection Spray* on mid-lengths and ends to protect the hair. Use the *Ceramic Conical Curling Wand 25-13mm* and randomly start curling the hair with the thinnest end of the curling wand to strengthen the curls.

**STEP 4** Loosen the curls and fixate the hair by using *Session Spray Medium*.

**STEP 5** For extra shine, finish the look with *Silk Perfume*.

## SPECIAL HOME CARE

**ADVISE** *Couleurs Couture Shampoo & Conditioner* together with the *Overnight Repair Serum* for maximum colour longevity.



*Couleurs Couture Shampoo*

*Couleurs Couture Conditioner*

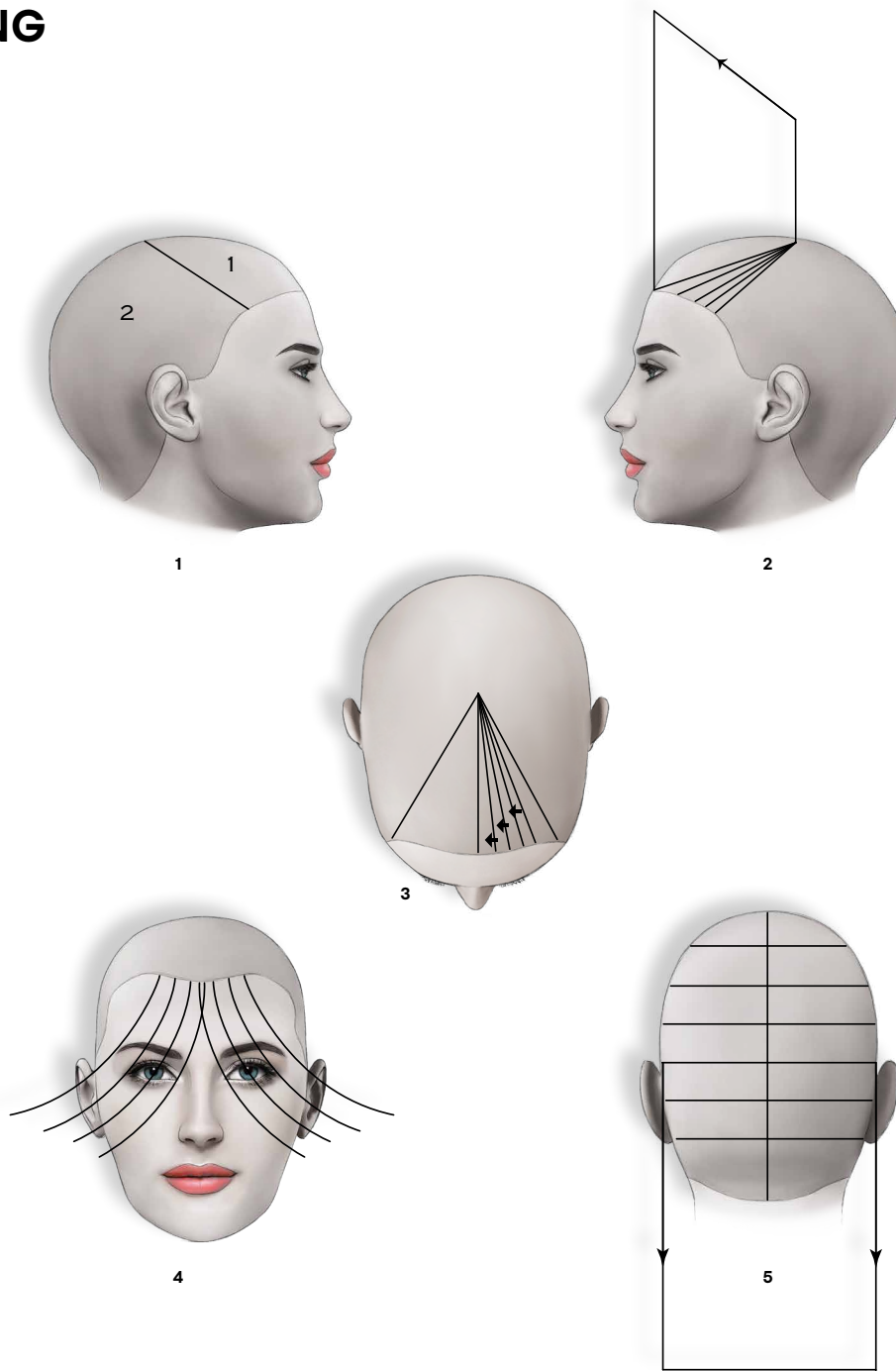
*Overnight Repair Serum*







# CUTTING



**STEP 1** Section the hair into two clear areas as shown.

**STEP 2** Start working in area 1 by creating a centre guideline, lift the hair approximately 90° and cut into progressive layers working from short to long. Over-direct each section to the first guideline and build up length. Note: leave the hair extra long to create the XXL fringe.

**STEP 3** Continue the haircut in area 2 by taking horizontal sections as shown and comb the hair down. Cut the hair into a straight slightly square shape. Tilting the head forward to build up length.

**STEP 4** Work towards the side area's by taking horizontal sections, following the line from the back and connect the baseline. Repeat on the opposite side. Note: tilt the head to build up length.

**STEP 5** Refining option. Go through each section of the haircut using deep and shallow point-cutting techniques. This removes any excess weight and gives extra dimension to the haircut.

**NOTES:** \_\_\_\_\_

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## COULEURS COUTURE COLOUR FORMULAS

**Formula 1:** Couleurs Couture Moisturizing Cream Lightener + 20-Vol

**Formula 2:** Couleurs Couture Moisturizing Cream Lightener + 10-Vol

**Formula 3:**  $\frac{1}{8}$  0.0  $\frac{1}{8}$  10.12  $\frac{1}{8}$  0.21 +  $\frac{1}{8}$  of total formula Blue + 6.5-Vol

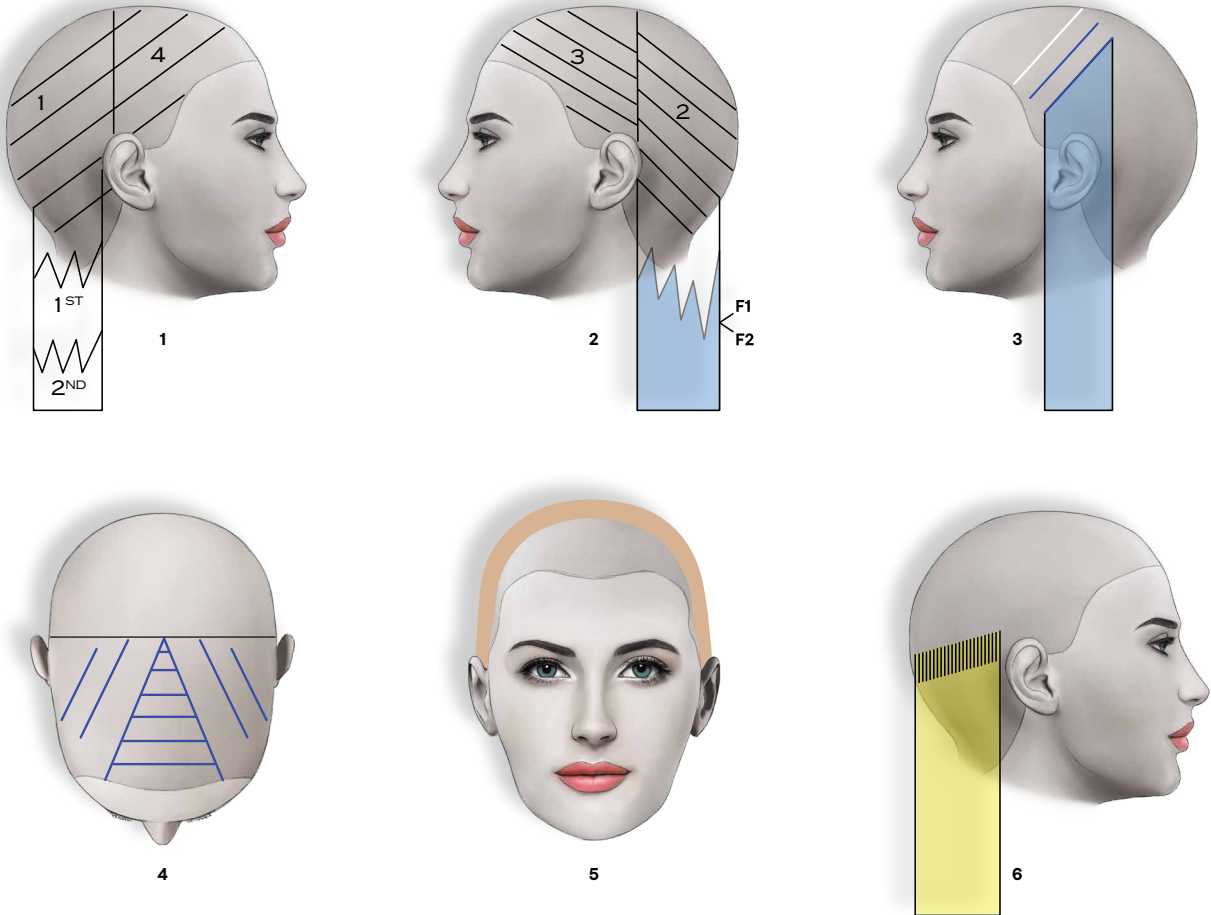
**Formula 4:**  $\frac{1}{8}$  8.02  $\frac{1}{8}$  10.31  $\frac{1}{8}$  0.0 + 6.5-Vol

**Formula 5:**  $\frac{1}{8}$  10.31  $\frac{1}{8}$  0.0  $\frac{1}{8}$  0.21 + 6.5-Vol





# COLOUR PLACEMENT



**STEP 1** Divide the hair in to four quadrants and start the colour process in the nape area. Apply colour formula F1 onto mid-lengths with a painting technique. Lift the hair level approximately two levels before applying colour formula F2 onto the remaining ends. Saturate the ends completely with colour formula F2 to achieve maximum lift.

**STEP 2** Rinse colour formula F1 & F2 when the desired lift is achieved. Wash the hair with the Illuminating Shampoo Silver Pearl and use the 5 Week Enriching Hair Treatment to give back strength.

**STEP 3** Dry the hair completely by using a wrap dry technique before continuing the colour process.

**STEP 4** Section the fringe area and clip away. Apply two slightly diagonal foils with colour formula F3 on either side of the fringe area. Make sure that the colour runs all the way to the ends.

**STEP 5** Continue with colour formula F3 in the fringe area, by colouring six full slice foils of hair and alternating with a full slice without colour until you reach the front hairline. It is important to stop foiling until approx. 1.5 cm |  $\frac{3}{4}$  inch from the hairline.

**STEP 6** Create a shadow root by using colour formula F4 all over the re-growth area and in-between the foils.

**STEP 7** Apply colour formula F5 on the remaining lengths and ends and marry colour formula F4 and F5 together to create a seamless transition of the two different colours

## NOTES:

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# EXTENSION COLOUR AND APPLICATION

The extensions are coloured with colour formula F5.

Use DoubleHair for instant volume, length & thickness with minimum number of applications. Perfect to create reusable length.

For a smooth blend, use Tape Extensions on top.

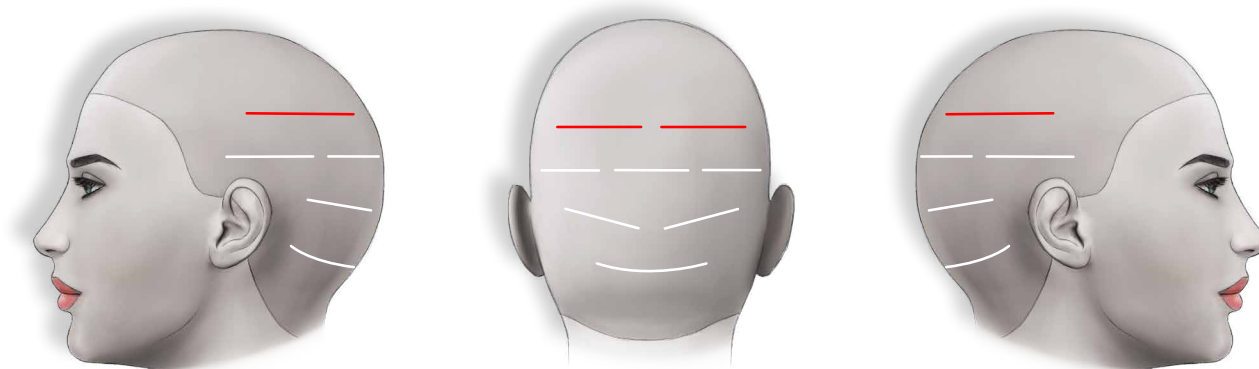
**STEP 1** Wash the extensions with the Deep Cleansing Shampoo or Volume Shampoo to prepare the extensions for the colour service and ensure an even colour result.

**STEP 2** Apply colour formula F5 from base, lengths and ends in one go.

**STEP 3** To prevent an uneven colour result, massage the colours into the extension to ensure a full coverage of the colour.

## BACKSTAGE SECRET!

Colour level 10 extensions with colour formula F3. Follow steps 4 & 5 of the colour process for the application guidelines.



**STEP 1** Pre visualise where extra volume and length is needed.

**STEP 2** Section the hair into clean sections as shown and work in a brick lay pattern for maximum result.

**STEP 3** Alternate with the two different colours. Start with a row from the darkest colour and work up until you end with the lightest colour.

**STEP 4** Bottom section can be placed in a half-moon pattern. This opens the extension and helps with blending.

**STEP 5** Option: use *Tape Extensions* on top and on the sides for more blending and control.

**STEP 6** The top extensions (*shown in red*) are optional depending on thickness of hair.

## NOTES:

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## STYLING & FINISHING



*Thermal Protection Spray*



*Volume Mousse Strong*



*Signature Foundation*



*Silk Perfume*



*Professional Blowdryer*



*Ceramic Curling Wand 25mm*



*Ceramic Round Brush 53mm*



*Ceramic Round Brush 43mm*

**STEP 1** Always apply the *Signature Foundation*, mix *Argan Moisturizing Elixir* and *Leave-in Conditioning Spray*.

**STEP 2** Blow-dry the hair with *Volume Mousse Strong* to create extra volume and ensure a soft hold by using a *Ceramic Round Brush 53mm*, use horizontal parting.

**STEP 3** Use the smaller *Ceramic Round Brush 43mm* on the fringe and top area.

**STEP 4** Spray *Thermal Protection Spray* to protect the hair prior to straightening the hair with the *Professional Titanium Straightener*.

**STEP 5** For extra definition and separation use the *Argan Moisturizing Elixir* on the ends.

**STEP 6** For extra shine, finish the look with *Silk Perfume*.

## SPECIAL HOME CARE

**ADVISE** Advise *Couleurs Couture Shampoo & Conditioner* together with the *Overnight Repair Serum* and the *5 Week Enriching Hair Treatment* for maximum colour longevity.



*Couleurs Couture Shampoo*



*Couleurs Couture Conditioner*



*Overnight Repair Serum*



*5 Week Enriching Hair Treatment*





# WHAT IS THE BEST WAY TO COLOUR EXTENSIONS?

The extensions of the Hair Couture Extensions collection are available in 18 different shades. To ensure a perfect colour match these extensions are easy to colour with the colours of the Couleurs Couture collection. The extensions are made of 100% Remy human hair and are easy to colour in a darker shade or easy to tone in any desired blonde shade.

To ensure the quality of the extensions is preserved, it is essential to carefully colour the extensions as instructed. Naturally, colouring or toning hair (extensions) could alter the quality slightly; however, there are some do's and don't(s) that should be followed to ensure the best results.

## DO'S

- Always test a small strand before colouring a full set of extensions!
- Mix the desired colours and apply to a small section of hair. This will ensure the result matches the objective colour before moving on to colour the full set. Adjust the formulation if the result does not match the objective colour and proceed with another test strand.
- Wash the extensions with a deep cleansing shampoo before the colour service. The Balmain Hair Couture Volume Shampoo is ideal because of its higher PH. The pre-wash will prepare the extensions for the colour service and ensure an even colour result.
- Balmain Hair Couture recommends to use lighter extensions to be coloured darker. The natural levels are ideal to obtain the best results. Never colour an extension 2 levels darker than the chosen level. Example: use a level 10 to tone or darken to a level 9 or 8. When a level 7 is desired, it is recommended to use an extension on a level 8.
- Only use a semi-permanent or tone-on-tone colour mixed with a low volume developer.
- It is recommended to use a 6.5 volume or 10 volume developer as it will only deposit colour and not lift the hair level, which can change its integrity.
- Apply the colour on both sides of the extension and in every direction without tangling the hair. This ensures thorough saturation without an uneven or patchy end result. For the best results it is better to use more colour than average. Gently massage the colour into the extension. By using the hands, their warmth will help the colour process.
- The Couleurs Couture Colour Care range will be the products of choice for aftercare. These products are specially designed to restore the integrity of over-processed hair by restoring its inner structure. Couleurs Couture Colour Care is enriched with a unique blend of Argan Elixir, Silk-, Cashmere protein, and Quinoa oil. These ingredients help to deeply nourish and strengthen the hair. In addition, the care range is enriched with protective UV-shields which will enhance colour longevity.

## DON'TS

- It is not recommended to lighten or highlight hair extensions. Balmain Hair Couture Extensions have already been coloured during its manufacturing process. Lightening is a damaging process that will alter the quality and integrity.









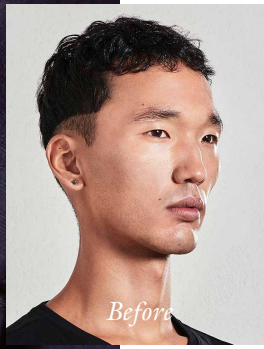
**BALMAIN HOMME**



Palomares  
Hair Institute  
Spring Summer 2021

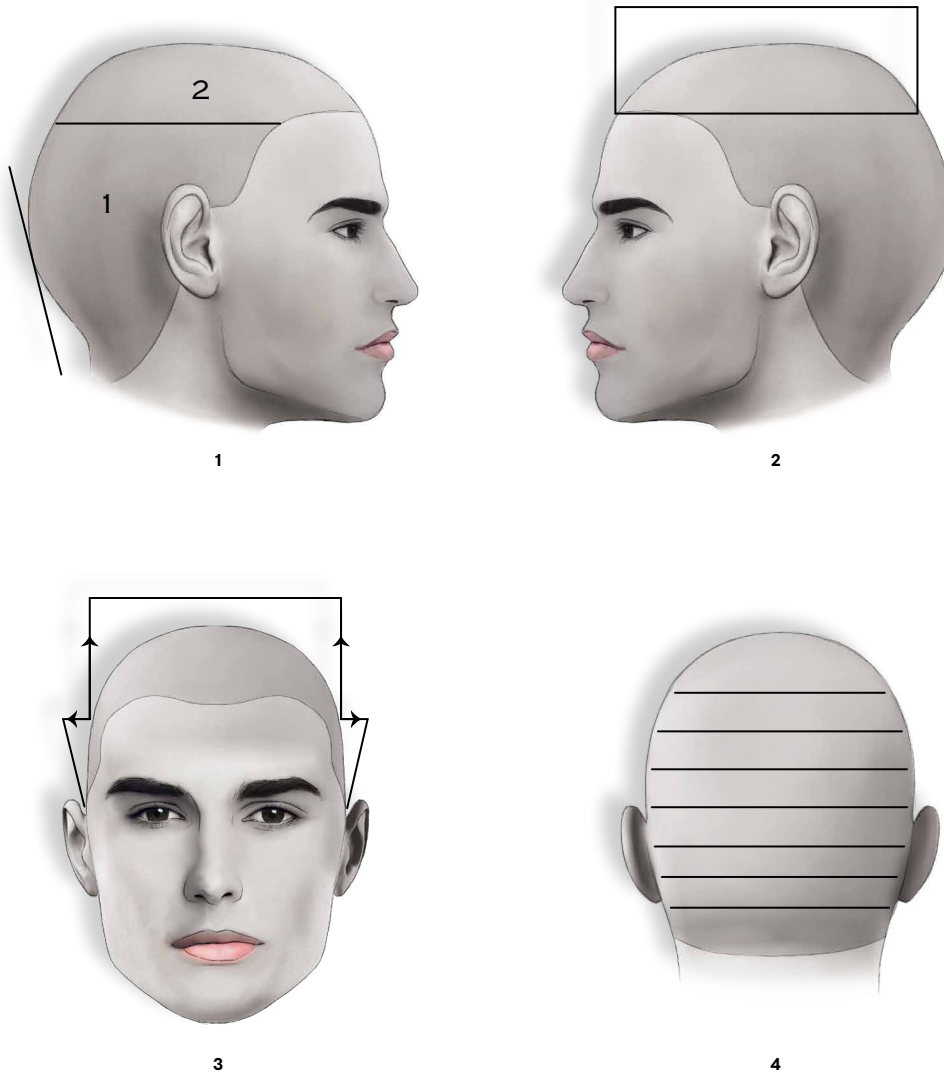


Palomares





# CUTTING



**STEP 1** Section the hair into two clear area's as shown.

**STEP 2** Start the haircut in area 1 by using the flat-topper and clippers to remove weight and build towards a square shape.

**STEP 3** Release area 2 and continue working with the flat-topper and clippers to create a square shape flat shape.

**STEP 4** Remove weight and length working from the nape area upwards by creating a fade.

**STEP 5** Refining option: Go through each section by using deep and shallow point-cutting techniques. This will remove any excess weight and will give extra dimension to the haircut.

**STEP 6** Clean the contours of the haircut by creating clean sharp lines.

**NOTES:** \_\_\_\_\_

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## COULEURS COUTURE COLOUR FORMULAS

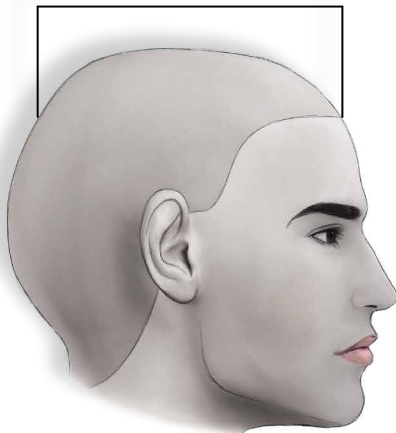
Formula 1: Couleurs Couture Premium Powder Lightener + 20-Vol

Formula 2:  $\frac{1}{2}$  0.0  $\frac{1}{2}$  0.21 +  $\frac{1}{8}$  of total formula 5.1 + 6.5-Vol

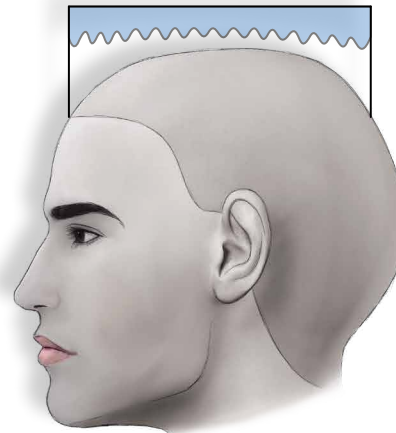




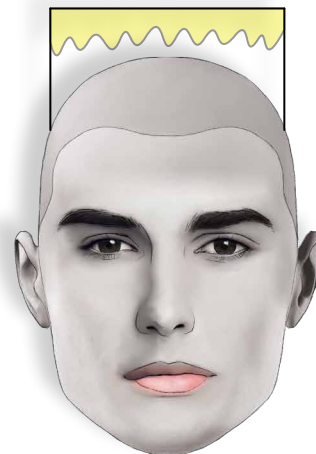
# COLOUR PLACEMENT



1



2



3

**STEP 1** Blow dry the hair into the cut hairstyle.

**STEP 2** Apply colour formula F1 onto the ends of the hair only to create frosted ends. Lift the hair until a RCP of a level 9/10 Yellow/Pale Yellow is achieved.

**STEP 3** Rinse the colour when the desired lift is achieved. Wash the hair by using Illuminating Shampoo White Pearl and use the 5 Week Enriching Hair Treatment to give back strength.

**STEP 4** Apply the toner colour formula F2 on damp hair and tone the hair until the desired tone is achieved. The processing time can range from 3 to 15 minutes.

**NOTES:** \_\_\_\_\_

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**BALMAIN**  
PARIS

HAIR & BODY WASH  
GEL MOUSSANT POUR LE CORPS  
ET LES CHEVEUX

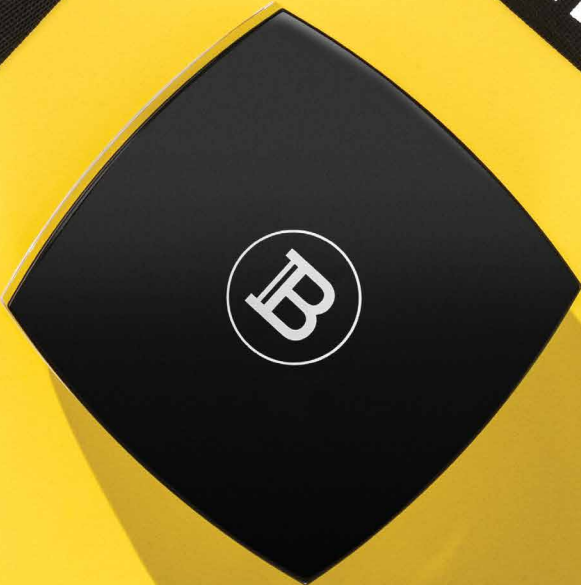
200 ml e  
6.76 FL.OZ

**BALMAIN**  
PARIS

BEARD OIL  
HUILE DE SOIN  
POUR LA BARBE

30 ml e  
1 FL.OZ

**BALMAIN**





## STYLING & FINISHING



*Professional  
Blowdryer*



*Ceramic Round  
Brush 25 mm*



*Signature Foundation*



*Shine Wax*

**STEP 1** Always apply the *Signature Foundation*, mix *Argan Moisturizing Elixir* and *Leave-in Conditioning Spray*.

**STEP 2** Blow-dry the hair with *Volume Mousse Strong* to create extra volume and root lift using the *Professional Blowdryer* and the *Ceramic Round Brush 25mm*.

**STEP 3** Finish the hairstyle using *Shine Wax* to create extra shine and definition.

## SPECIAL HOME CARE

**ADVICE** *Balmain Homme Hair & Body Wash and Scalp Scrub*.



*Hair & Body  
Wash*



*Scalp Scrub*





# BALMAIN PARIS BALMAIN PARIS BALMAIN PARIS



CUSTOMER JOURNEY

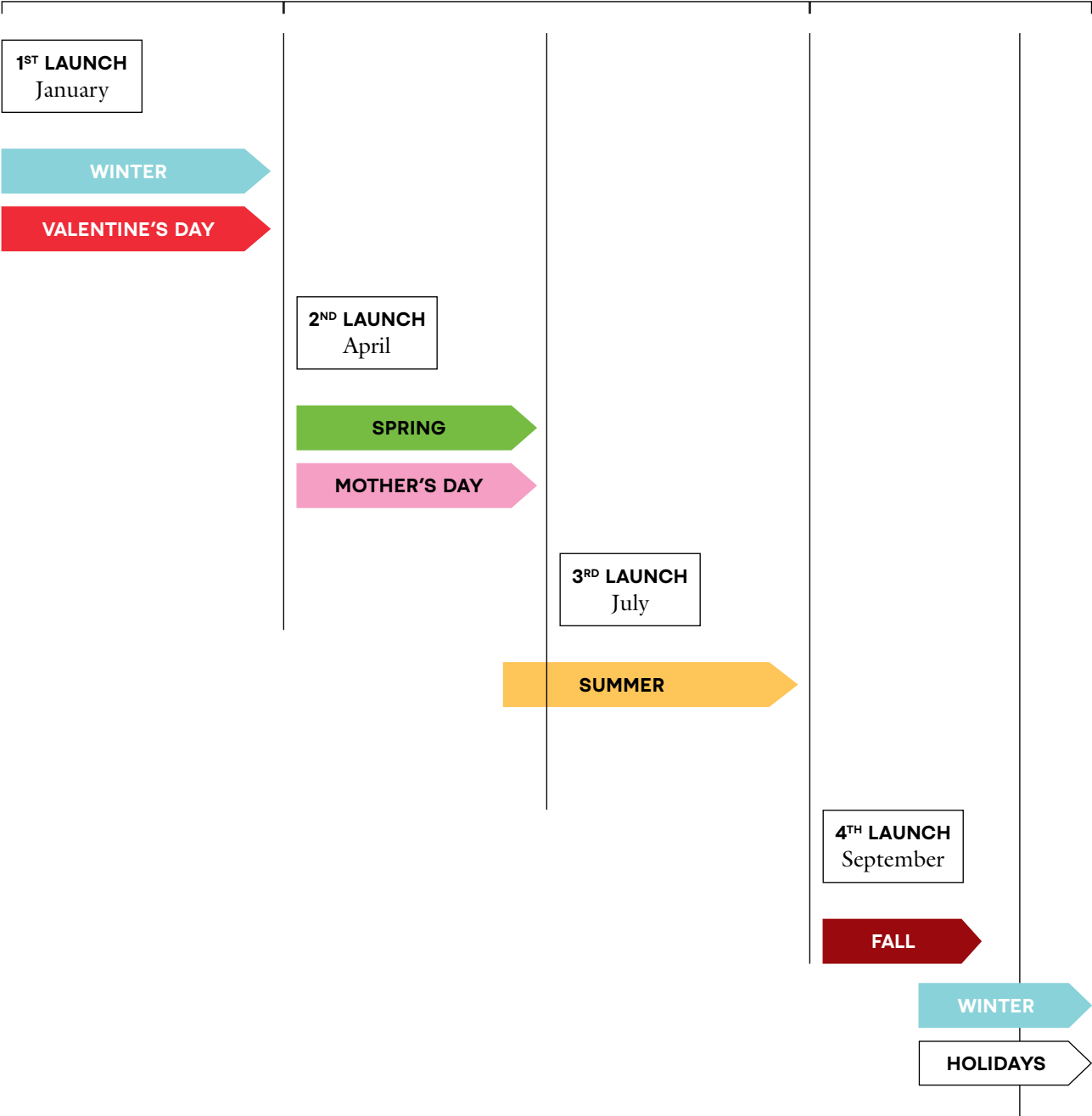
Limited Edition Backstage Session Case

# PRODUCT LAUNCH PLAN 2021

FALL / WINTER

SPRING / SUMMER

FALL / WINTER





# GLOBAL CONSUMER MOMENTS

Explore the global priorities, special consumer moments on a global and regional level and the special Gift-with-purchase (GWP) promotions for this period of time.

## GLOBAL CONSUMER CALENDAR 2021

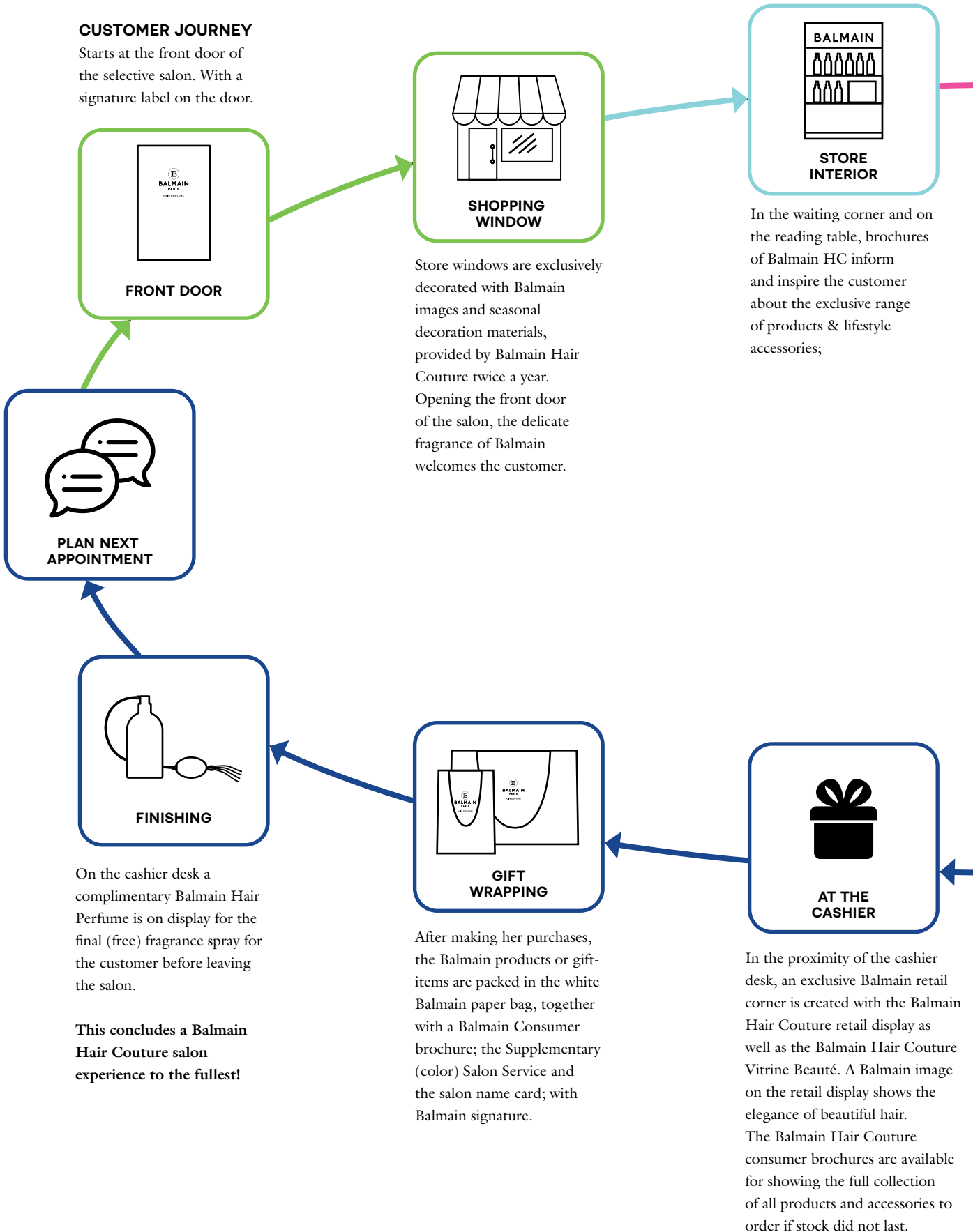
	April					May					June			
<b>WEEK</b>	14	15	16	17	18	19	20	21	22	23	24	25	26	27
	MOTHER'S DAY					SPRING					SUMMER			
<b>REGION SPECIFIC</b>	RAMADAN													
<b>PROMOTIONS</b>	HAIR SLIDE WITH 2 CARE & STYLING PRODUCTS													
	HAIR SLIDE WITH A SILK OR SYSTEME VOLUME TREATMENT													
	SESSION SPRAY STRONG TRAVEL SIZE WITH A CATWALK PONYTAIL													
	POUCH WITH 2 BALMAIN HOMME PRODUCTS OR A BALMAIN HOMME GIFTSET													
<b>FOCUS</b>	MOTHER'S DAY					HIGH SUMMER								

CUSTOMER JOURNEY

# THE BALMAIN HAIR COUTURE EXPERIENCE

## CUSTOMER JOURNEY

Starts at the front door of the selective salon. With a signature label on the door.







During waiting time, tea or coffee is being served in Balmain signature cups and biscuits wrapped in Balmain signature sleeves. The customer feels surrounded by the elegance and luxury of Balmain in all details.



The services in the chair start with the presentation of the Balmain cutting/coloring cape; at the wash-basin a special Balmain back-bar treatment is being discussed and offered with scalp massage etc. The hair is being towel-dried with a Balmain signature towel, being delicately fragranced with the Balmain Hairperfume.



The desired haircolor is being personalised with the assistance of the Balmain Consultation Boutique and the detailed colorbook. The color service is executed with all Balmain signature materials and finished with the presentation of the Supplementary salon service for home use.



At the chair, the stylist – during cutting & styling services – is doing techniques with the help of Balmain styling materials & tools, like straightener, blower and the elegant Balmain brushes and combs. The professional Balmain HC hair cosmetics are being prepared for a perfect hairstyle. A touch of Silk Perfume or Hair Perfume finishes the salon services.



During the cutting or styling services at the chair, the stylist talks about the qualities of Balmain Hair Couture products; the fine fragrance, the perfect hold, as well as the range of products to be used at home in between the salon visits, in order to keep the hair in a perfect condition.



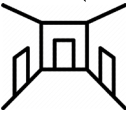
The stylist also refers to the exclusive range of lifestyle accessories and gift-items, only for sale at this selective salon address and provides the customer with a copy of a Balmain consumer brochure to read during the cutting or styling services. The Balmain Retail Corner Experience is a relaxed shopping experience...

## SHOPPING WINDOW

### BEST PRACTICES



- **KEEP IT SIMPLE**  
*Highlight only a few items, instead of the complete collection.*



- **KEEP IT OPEN**  
*Use displays wisely to create a spacious feeling.*



- **KEEP IT ABOUT THE MERCHANDISE**  
*Use discrete price tags and small signs.*



- **KEEP IT LIT**  
*Use enough light to highlight special features or items.*



- **PYRAMID PRINCIPLE**  
*Place one product at the highest and let all others step down from that point.*



- **USE ODD VS. EVEN**  
*An odd number is more attractive to the eye than an even number of products*



- **REPETITION**  
*Using identical products in different colors, all positioned in the same way.*



- **CONTRAST**  
*Choose contrasting backgrounds. Metal items work well on textured surfaces like suede or velvet.*

### SHOPPING WINDOW MATERIALS SS21



*Image Card*



*Window Decoration Paper Fans*



**SPRING/SUMMER 2021 SHOPPING WINDOW INSPIRATION**



**ADD A WINDOWSTICKER**

CUSTOMER JOURNEY

## NEW CONSUMER BROCHURE

Consumer magazines increase brand awareness and purchase intentions. Make sure to have consumer magazines available in the lounge (waiting) area for clients to read while waiting.



The inspirational Spring Summer 2021 consumer brochure contains:

- All Spring Summer 2021 limited editions
- Get the Look of the Spring/Summer 2021 campaign
- Colour Psychology
- All consumer promotions of Spring/Summer 2021
- How to take care of colour treated hair
- Sustainability
- The history of hair accessories
- Curly hair needs
- New seasonal hair colours
- All you need to know about hair extensions

*5 Consumer brochures are available in the Spring/Summer 2021 Education & Merchandising kit.*



## RETAIL = DETAIL

Delivering brilliant basics across the salon or retail environment



### CLEAN IT

Always provide your customers with a clean store.



### LIGHT IT

Ensure your spotlights are on and aimed properly. Make sure important areas and offers are well-lit for customers to see and shop from.



### KNOW IT

Know WHAT sells, When & What to order. Plan and order accordingly so you have sufficient stock for impact display, sell-through and sell-out situations.



### HAVE IT

Know your bestselling items and always have them in stock and on display. You can't sell what you don't have, don't miss the chance to drive additional sales.



### SEE IT

Recognize and spot the opportunity area's in store. Where and how can my store appearance be improved.

## SPRING/SUMMER 2021 COLLECTION

### CARE & STYLING

**Cosmetic Bag SS21:**  
- Eye Mask  
- Pocket Comb  
- Leave-in Conditioning Spray

**Limited Edition Signature Foundation Set:**  
- Leave-in Conditioning Spray  
- Argan Moisturizing Elixir

**Summer Breeze Set**

**Backstage Session Case SS21:**  
- Texturizing Salt Spray  
- Sun Protection Spray  
- Pocket Comb

**Backbar Display 5 Week Enriching Hair Treatment**

### HAIR ACCESSORIES

**Jewellery Hair Slide**

**Barrette Pour Cheveux M with B logo**

**Jewellery Hair Barrette**

**Hair Slide with B logo**

**Pince a cheveux XS**

**Pince a cheveux M**

**Hair Accessory Display**

### TOOLS

**Cordless Straightener**

### HOMME

**Homme Pouch**

## BASIC PRINCIPLES SHELF DESIGN

### STRETCH LEVEL (> 180 cm)

Signature lines and bestsellers with high margin (not heavy or breakable).

### EYE LEVEL (122 cm - 152 cm)

New products, bestsellers and promotions

### TOUCH LEVEL (90 cm - 120 cm)

New products, bestsellers and promotions

### STOOP LEVEL (< 90 cm)

Stock and storage



**TIP** Eye level is the perfect spot for items that are not meant to be touched due to their price or for hygienic reasons.

**TIP** Touch level is the perfect for product testers as it welcomes clients to touch and try.



SHELVE PLAN SPRING SUMMER 2021



Use the box to display the hair accessories in an easy yet elegant way. Use product packaging of for example the SS21 Limited Edition Backstage Case to add a logo element to the presentation.



Present at least one product per colour out of the product packaging to welcome people to touch and try.



Play with product packaging. Use the front and back of the product packaging to create a playfull design.



**TIP** Use the paper fans behind the Retail Display to give extra dimension to the display.



**TIP** Use the A4 Glorifier to communicate the Hair Slide promotion. Open one box and place in the cover of the box to welcome people to touch and try the product.

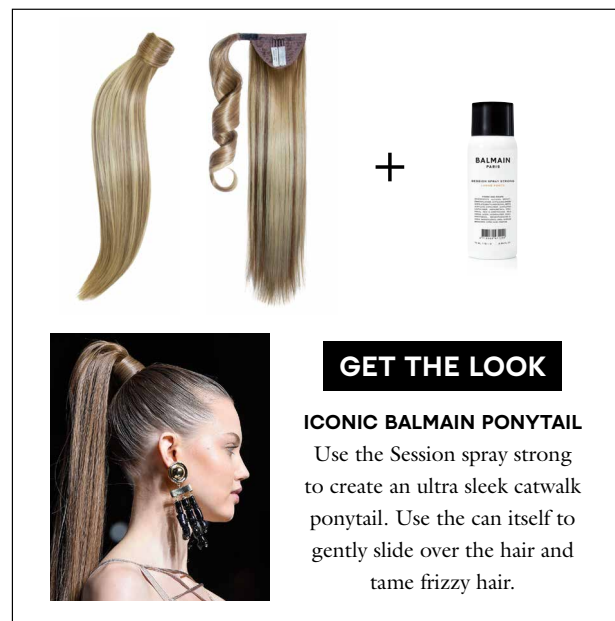
CUSTOMER JOURNEY

## COMMUNICATION OF GIFT-WITH-PURCHASE (GWP)

Make sure to communicate the consumer incentives at the mirror area. People will spend on average +/- 1,5 to 2 hours in the salon (when applying hair extension even longer) so this is the perfect moment to subtly communicate the gift with purchase.

- **Hair Slide** with the purchase of two Care & Styling products or a Silk of Systeme Volume Treatment.
- **Travel size Session spray strong** with the purchase of Catwalk Ponytail.
- **Homme Pouch** with the purchase of 2 Balmain Homme products or one Balmain Homme Giftset.

**TIP** Determine the need for the more specific items first and use the Hair & Body Wash as an easy add on sale (as it suits all type of men) to receive the Homme Pouch.



### FOR MEN WITH A BEARD



### FOR MEN WITH DANDRUFF



### FOR MEN/WOMEN LOOKING FOR A GIFT

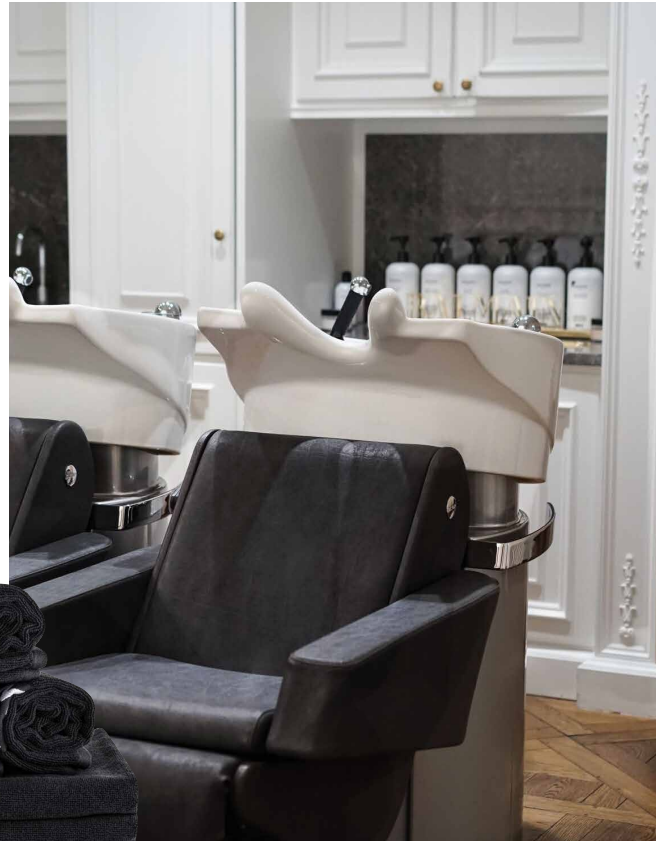




## AN UNFORGETTABLE EXPERIENCE

The backbar area is a very important area of the salon that could make a huge impact on sales. Creating a memorable experience is one of the key ingredients for a successful backbar.

- Create a memorable experience: Create a visually pleasing space, Play soothing, relaxing music, use mood lightening, offer a signature scalp massage to enhance the customer's mood and relief stress.
- Provide complementary services. The scalp massages can lead to treatment upgrades like mask treatments, gloss treatments or complementary spa services like a hand massage or paraffin wax treatment.
- Make sure retail products are used at the backbar. Clients are more likely to purchase products when they had a pleasant experience with them.



## SPRING SUMMER '21 IN SALON BACKBAR SERVICE

### HAIR NEEDS DURING WARM SUMMER DAYS

*Regeneration and revitalization within 5 weeks*

Chlorine, salt and sun exposure damages and changes the hair structure permanently. It's essential to lock in moisture and protect the hair against these environmental extremes, especially during warm summer days.

The 5 Week Enriching Hair Treatment is the perfect professional partner to turn back time and prevent damages. A soft, lightweight and versatile lotion helps to revitalize and restore the hair to its most youthful, radiant appearance. The unique combination of rich ingredients together with the Succinic Acid strengthens the hair deeply from within. The formula seals hair cuticles, gives body and elasticity while reconstructing the hair fiber.

Use the 5 Week Enriching Hair Treatment together with deep moisturizing products and UV protectors. The combination of products ensures strong, healthy and luminous looking hair.

- STEP 1** Wash the hair with Moisturizing Shampoo to deeply clean and moisturize the hair.
- STEP 2** Apply a mixture of the Moisturizing Repair Mask and a few drops of the Overnight Repair Serum to nourish the hair.
- STEP 3** Use a 5 Week Enriching Hair Treatment application to lock-in all ingredients and strengthen the hair.
- STEP 4** For the final step, apply a small amount of the Moisturizing Conditioner to close the cuticles and create soft, shiny and healthy looking hair.



## IMPULSE BUYING

Having travel sizes displayed near the checkout can add the last “impulse” sale.

Travel sizes are perfect for customers that may have an interest in the products, but had not considered purchasing due to price and other considerations. At a price point within their reach, trying something new becomes possible

- Display plays an important role in impulse buying as customers shop with their eyes.
- Make sure **price per item is clear and visible**.
- Always make sure you have enough travel sizes in stock to refill the display.
- Do not over merchandise the desk itself.



**TIP** Use Sun Protection Spray as a finishing product on every client to nourish sun, sea or chlorine exposed hair and prevents it from color fading and keratin damage. Explain why the product is important to use, to increase impulse buying.

## MAKE EVERY PURCHASE MEMORABLE

- Provide samples based on the order value to stimulate new product trial.
- Give a Consumer booklet with every purchase.
- Use **branded giftbags** to Balmain experience and simultaneously optimize brand awareness.
- **Wrap it like a gift** (even if it is not a gift)



*available in S and M*

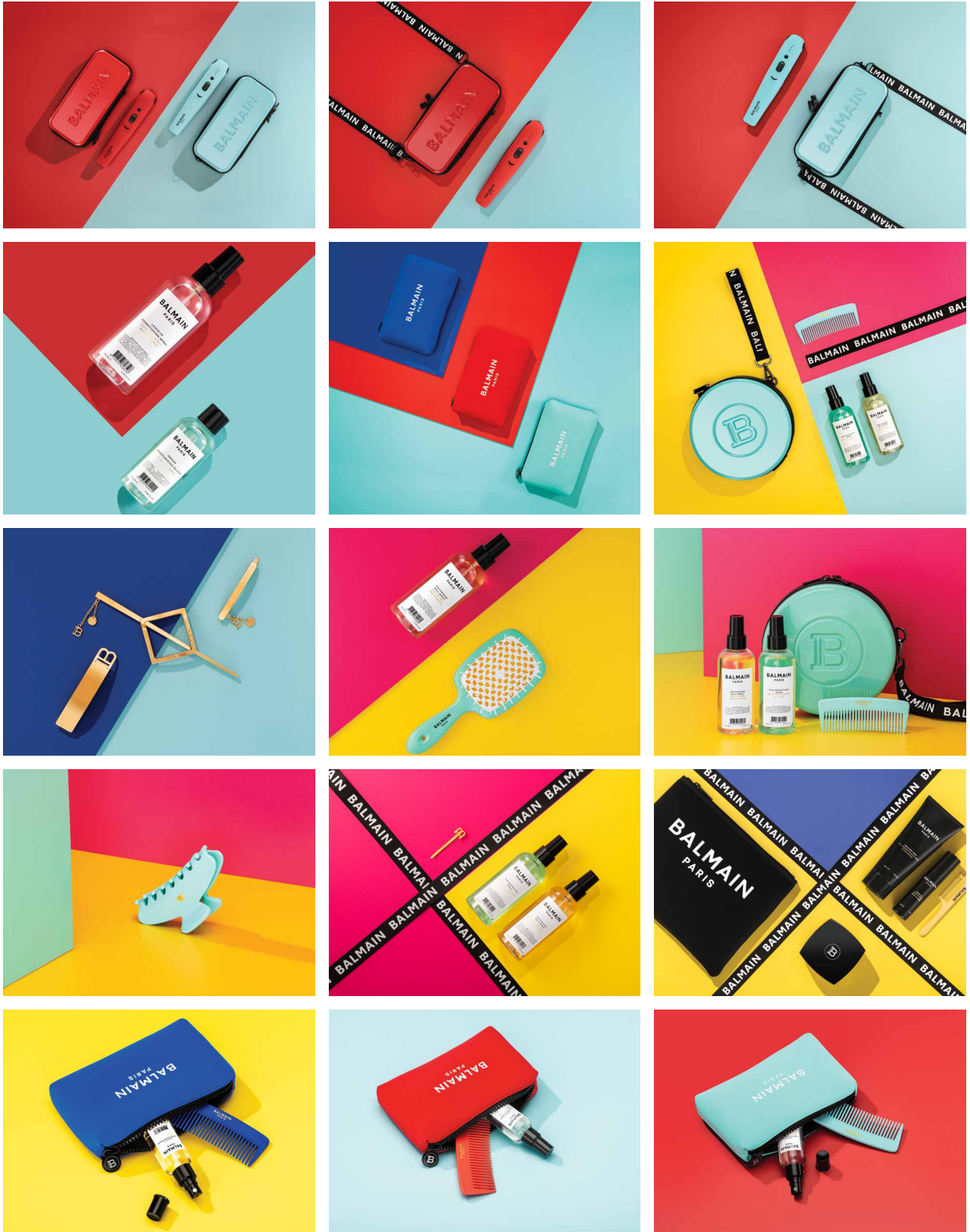
**TIP** Add a spray of Hair Perfume to each bag or to the blotting paper used in the bag to complete the experience, when opening the gift at home.





# DIGITAL ASSETS – SPRING / SUMMER 2021

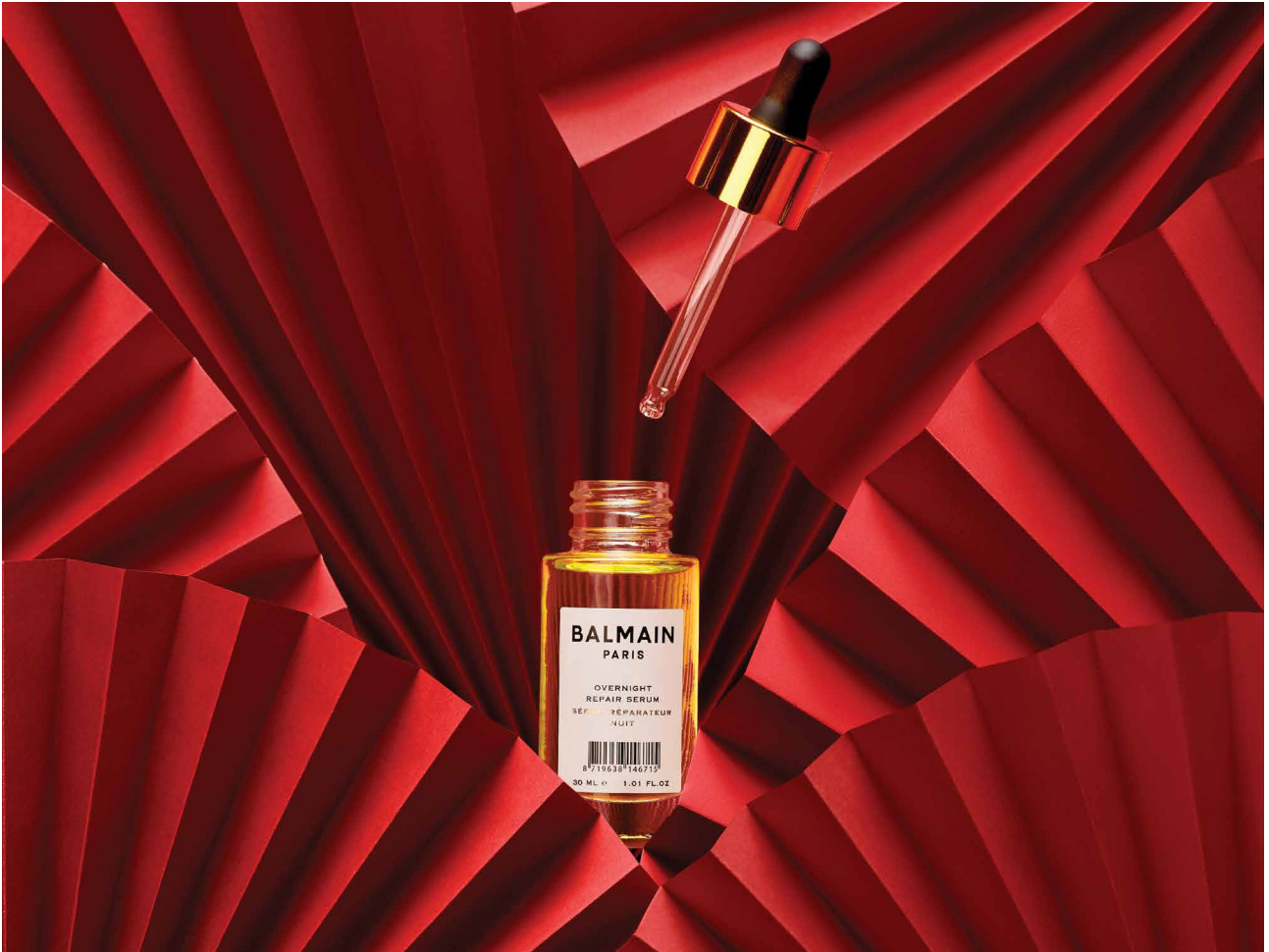
Digital assets available for online activities and social media. Images can be requested through the account manager.



CUSTOMER JOURNEY

# MOTHER'S DAY

Focus on traditional gift-giving concept of Mother's Day.



## PRODUCT SELECTION

Place gift items such as giftsets, cosmetic bags and hair perfume in a prominent spot in the store.

## SHOPPING WINDOW

Use giftboxes, giftbags and the red Window decoration to decorate the salon window for Mother's day.

## BACKBAR

Offer a complementary Mask treatment for free with a drop of Overnight Repair Serum.

## STYLING STATION

Finish each hairstyle with a drop of Overnight Repair Serum and a spray of Hair Perfume.



# PRODUCT SELECTION MOTHERSDAY

## LUXURY GIFT ASSORTMENT



*Volume Care Set:*  
 - Volume Shampoo  
 - Volume Conditioner  
 - Leave-in Conditioning Spray



*Revitalizing Care Set:*  
 - Revitalizing Shampoo  
 - Revitalizing Conditioner  
 - Revitalizing Mask  
 - Pocket Comb



*Moisturizing Care Set :*  
 - Moisturizing Shampoo  
 - Moisturizing Conditioner  
 - Repair Mask



*Hair Perfume*



*Overnight Repair Serum*



*Cosmetic Care Bag:*  
 - Argan Moisturizing Elixir  
 - Silk Perfume  
 - Texturizing Salt Spray



*Cosmetic Styling Bag;*  
 - Leave-in Conditioning Spray  
 - Moisturizing Shampoo  
 - Moisturizing Conditioner



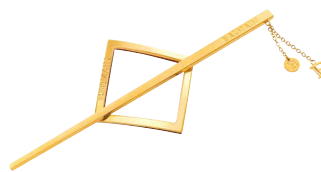
*Signature Foundation Set:*  
 - Leave-in Conditioning Spray  
 - Argan Moisturizing Elixir

CUSTOMER JOURNEY

## LIMITED EDITION GIFT ASSORTMENT



*Cosmetic Bag SS21:*  
 - Leave-in Conditioning Spray  
 - Face Mask  
 - Pocket Comb



*Jewellery Hair Barrette*



*Cordless Straightener*



*Barrette Pour Cheveux M with B logo*



*Jewellery Hair Slide*

# DIGITAL ASSETS - MOTHERSDAY

Digital assets available for online activities and social media. Images can be requested through the account manager.



**BALMAIN**  
PARIS

OVERNIGHT  
REPAIR SERUM  
SÉRUM RÉPARATEUR  
NUIT



8 719638 146715  
30 ML e 1.01 FL.OZ



# HIGH SUMMER

Focus on traveling and products that are perfect to keep the hair in perfect condition during summer time.

## **PRODUCT SELECTION**

Place travel items and products that protect the hair from sun, sea, chlorine and prevent the hair from colour fading and loss of moisture in a prominent spot in the store.

Place the travel sizes near the cashier to stimulate impulse buying. Make sure the pricing is clear and visible.

## **SHOPPING WINDOW**

Place the product selection in a prominent spot in the window.

## **BACKBAR**

Use the Illuminating Line for cool blondes or the Moisturizing or Revitalizing Line at the backbar.

## **STYLING STATION**

Finish each hairstyle with a spray of Sun Protection Spray to prevent the hair from damage due sun exposure and colour fading.

# PRODUCT SELECTION HIGH SUMMER

## STANDARD GIFT ASSORTMENT



*Illuminating Line & Ash Toner*



*Sun Protection Spray*



*Cosmetic Care Bag;*  
- Leave-in Conditioning Spray  
- Moisturizing Shampoo  
- Moisturizing Conditioner



*5 Week Enriching Hair Treatment*



*Cosmetic Styling Bag:*  
- Argan Moisturizing Elixir  
- Silk Perfume  
- Texturizing Salt Spray



*Detangling brush*



*Travel size collection (Argan Moisturizing Elixir, Leave-in Conditioning Spray, Silk Perfume, Texturizing Salt Spray, Moisturizing Shampoo, Moisturizing Conditioner, Dry Shampoo, Texturizing Volume Spray, Session Spray Strong)*

## LIMITED EDITION GIFT ASSORTMENT



*Cosmetic Bag SS21: - Leave-in Conditioning Spray - Eye Mask - Pocket Comb*



*Summer Breeze Set*



*Pince a Cheveux M*



*Pince a Cheveux XS*



*Hair Slide with B logo*



*Barrette Pour Cheveux M with B logo*



*Jewellery Hair Slide*



*Jewellery Hair Barrette*



*Backstage Session Case SS21:*  
- Texturizing Salt Spray  
- Sun Protection Spray  
- Pocket Comb



*Limited Edition Signature Foundation Set:*  
- Leave-in Conditioning Spray  
- Argan Moisturizing Elixir



*Cordless Straightener*



# DIGITAL ASSETS – HIGH SUMMER

Digital assets available for online activities and social media. Images can be requested through the account manager.



CUSTOMER JOURNEY



**balmainhaircouture** • Follow



**balmainhaircouture** "ACCESSORIES ARE LIKE VITAMINS TO FASHION" - ANNA DELLO RUSSO  
Featuring the SS20 limited edition Hair Slide B, Hair Slide Logo, Fourche, Leather Hair Clip and Pastel Pink Hair Barrette with golden logo.

Look by @theklementine  
Product image by @farrahmousha  
Take care of your hair and your salon  
#SUPPORTYOURSALON  
#BALMAINHAIR  
#SPRINGSUMMER2020  
#BALMAINHAIRCOUTURE  
#BALMAINPARISHAIRCOUTURE

30w



3,282 likes

MAY 17

Log in to like or comment.

## SOCIAL MEDIA

Social media, and especially Instagram, has become a fundamental marketing tool for creative and professional stylists to connect and build brand loyalty with their audience, from customers to co-workers to people in the hair industry. The platform gives stylists and salons the opportunity to present their professional creativity and reveal their unique personality.

Although there are many tips on the web, Balmain Hair Couture shares its top 5 to be more successful and reach a larger and stronger audience on Instagram:

### 1. CONVERT TO AN INSTAGRAM BUSINESS ACCOUNT

With this tool, a personal Instagram account can be converted to a business account that allows getting insights in stories, posts and followers. Additionally, there is the possibility to promote posts and to add shopping tags.

### 2. BE YOUR UNIQUE SELF

On Instagram, it is of crucial importance to stand out and to be different from other stylists or salons. Followers are attracted to special, creative and unique accounts that give them inspiration and new insights.

### 3. RESEARCH HASHTAGS

First of all, it is recommended to create a unique hashtags that the audience will remember the stylist or salon by. Secondly, try to identify hashtags that are commonly used in the hair and cosmetic industry to popularize Instagram content. And thirdly, follow the latest trends and use the hottest hashtags at any given moment.





**balmainhairecouteure** • Follow ...

**balmainhairecouteure** • SUMMER ESSENTIALS

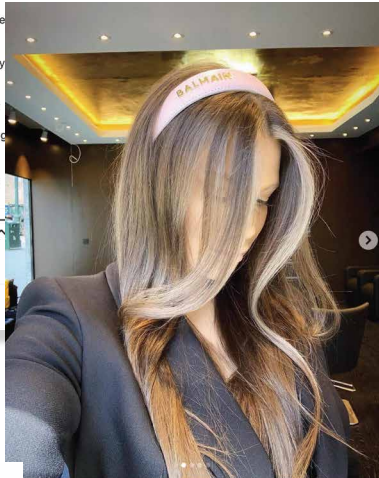
Featuring this season's Limited Edition Cordless Straightener in pastel pink. The straightener comes with a matching case for the ultimate cordfree styling experience.

Given the current challenge that every salon is facing, Balmain Paris Hair Couture has taken the initiative to distribute the salon margin of all their online orders through [BALMAINHAIR.COM](http://BALMAINHAIR.COM) to all participating salons to financially support them in these critical times. As token of gratitude for the customers' support, they will receive the Spring-Summer 2020 collection.

2,505 likes

APRIL 17

Log in to like or comment.



**balmainhairecouteure** • Follow ...

**balmainhairecouteure** • THE SS20 LEATHER HEADBAND

Top off your look with the Balmain Paris Hair Couture headband. The Limited Edition Genuine Leather Headband SS20 is made of genuine Napa leather and designed with the brand's signature golden details. The luxurious high-end hair accessory adds a touch of elegance to any hairstyle.

Image by @aurafrisor, @veronika.vagnerova, @deepseteyes21 and @farrahmousha

Take care of your hair and your salon #SUPPORTYOURSALON #BALMAINHAIR #SPRINGSUMMER2020

2,205 likes

JUNE 19

Log in to like or comment.



**balmainhairecouteure** • Follow ...

**balmainhairecouteure** • FASHION FUTURE

Even though the SS20 collection is inspired by the 80's and 90's, @jesusmeaux has showed how the Limited Edition SS20 Leather Headband can be worn in a unique and editorial way.

Take care of your hair and your salon #SUPPORTYOURSALON #BALMAINHAIR #SPRINGSUMMER2020 #BALMAINHAIRCOUTURE #BALMAINPARISHAIRCOUTURE

2,139 likes

MAY 22

Log in to like or comment.



**balmainhairecouteure** • Follow ...

**balmainhairecouteure** • THROWBACK THURSDAY

A moment of appreciation for the Fall-Winter 2018 Hair Barrette and the Hair Perfume. Both items can immediately elevate a look and add a touch of elegance.

Image by @mary\_\_ostrovskya

Take care of your hair and your salon #SUPPORTYOURSALON #BALMAINHAIR #BALMAINHAIRCOUTURE #BALMAINPARISHAIRCOUTURE

2,014 likes

JUNE 18

Log in to like or comment.

#### 4. COLLABORATE WITH LOCAL INFLUENCERS

Although local or micro influencers have a much smaller following than celebrities and mega-influencers, they have more engaged followers in a specific niche. They are also perceived to be more authentic, have a higher engagement rate and a more targeted audience.

#### 5. ENGAGE AND INTERACT

Although the main goal is to showcase a design portfolio of a stylist or salon, bear in mind that Instagram is primarily a social communication platform. This means, keep and stay in touch with the audience and engage and interact with followers on a regular basis.

#### 6. CONSISTENCY IS KEY

Schedule posts well in advance, so there is enough material to work with long-term. In this way, attention can be paid to the visual consistency of the feed that makes the stylist or salon recognizable among Instagram followers.

“Learning how to be successful on Instagram isn’t just about follower count. Instead, success comes from engaged audiences and great content.”

Share your Balmain Hair Couture moments for the chance to have your photo featured on our International page.









SPECIAL GIFT  
WITH THE PURCHASE OF 2 CARE & STYLING PRODUCTS.



# EDUCATION

Balmain Hair Couture is your partner in professional hair products, and knows the importance of expert-led education, and hands-on training. From product knowledge to cutting, colouring and hair additions, our training programs will give you, everything needed for your daily work.

By following our education program, you're doing more than just attending an implanting education – you're investing in the future, and your business.

With the specialist knowledge and exclusive information, you will learn on one of our courses.



## COULEURS COUTURE THE NEW BUSINESS OF COLOUR

Learn the utmost Couleurs Couture knowledge and terminology. Become confident in the Couleurs Couture most important USP's. The Business of colour is our most iconic colour program and offers three different formats that are adapted to everyone's learning curve.

The Business Of Colour:

- Fundamental Couleurs Couture knowledge
- Common technology
- Haircolour know-how
- Application tips and tricks.

## STAGING EXPERTISE

Always dreamed of becoming a master in presentation skills? Make your training more fun, easy, and interactive is what this training is all about. You'll learn how to order new ideas, implant icebreakers, energizers and recap methods. How do you deal with questions, and difficult situations.

**What to expect:**

- The importance of preparation
- What's your goal?
- Mind-mapping
- The KITE model
- Communication guidelines
- Sticky messages
- How to handle questions?
- Tricky situations
- Visual aids

## LES ARTISANS DE COULEURS COUTURE

**What to expect:** Become an Artisans in Corrective Colour. Corrective colouring can be fun and a tremendous source of income if client trusts you and your ability to handle the situation!

The training is built out of

4 different chapters that consist:

- Corrective Colour Consultant
- Learn how to isolate the Problem(s)
- Learn all you need to know how to go from dark to blonde or blonde to dark
- Master grey coverage





## TREND FORECAST

The annual Trend Forecast collection is a Masterpiece in education and a huge success within our education collection. The Trend Forecast collection includes cutting and colour techniques that are yet creative and salon friendly.

### What to expect:

- Look & Learn Trend Collection (with cutting-, colour- and styling-techniques, by using the different product and tools
- New products and accessory information

## THE NEW BUSINESS OF HAIR ADDITIONS

During the Hair Addition training you'll have a good and thorough understanding of all Balmain's master piece collection of our different hair additions systems. The Balmain International educator(s) will share all the backstage secrets and preferred tools.

### What to expect:

- Hair addition systems knowledge, theory
- Ready-to-Wear, DoubleHair, Silk Tape Extensions, Fill-In Extensions, Système Volume
- Application tips and tricks.
- Application demos on mannequin heads

## CARE & STYLING

During the Care styling training you'll have a good and thorough understanding of all Balmain's master piece collection products. The Balmain International educator(s) will share all the backstage secrets and preferred tool.

### What to expect:

- Care and styling product knowledge theory
- Styling tools, products and (blow-dry) techniques.
- Styling techniques demonstration on mannequin heads
- Styling techniques Look & Learn on mannequin heads

## CUSTOMER JOURNEY: EXPERIENCING THE WORLD OF HAIR COUTURE.

During this training you will be educated on the Customer Journey and the importance of Visual Merchandising to create a seamless Balmain Hair Couture Experience. Creating a seamless experience is many times the deciding factor in which brand and product to purchase.

### What to expect:

- Basic knowledge on Visual Merchandising/ Customer Journey
- Detailed information on how to create the Balmain Hair Couture experience
- Basic knowledge on product placement, shelve and display design
- Visual Merchandising tips & tricks





*Limited Edition Barrette Pour Cheveux B logo SS21*



## EDUCATION CALENDAR SPRING SUMMER 2021

WHAT	WHO	WHEN
TREND FORECAST COLLECTION	<i>Salons, educators</i>	· April 12th · June 14th
LES ARTISANS DE COULEURS COUTURE	<i>Educators or experienced hairdressers</i>	· April 26th · June 7th
THE NEW BUSINESS OF COLOUR	<i>Salons, educators, sales</i>	· May 31s
THE NEW BUSINESS OF HAIR ADDITIONS	<i>Salons, educators, sales</i>	· May 9th & 10th · July 5th
THE NEW BUSINESS OF CARE & STYLING	<i>Salons, educators, sales</i>	· May 17th · June 28th
CUSTOMER JOURNEY	<i>Salons, educators, sales</i>	On request

*International Educators: Simon Tuckwell | Elisha Smith | Maggie Semaan | James Taylor | Nicole higgins | Dianne Adams*





BALMAIN

PARIS

HAIR COUTURE

[WWW.BALMAINHAIR.COM](http://WWW.BALMAINHAIR.COM)

P EN TREND T\_C2 21  
TECHNIQUE BOOK  
CYCLE 2 2021

