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Company information:

ALASKA by Montage!

Profits: Boosted

Clients: Blown away

ALASKA, THE FIRST EVER BLOW-DRY-BAR STATION, IS A STYLISH, COMPACT AND INTUITIVE NEW WAY TO BOOST SALON PROFITS.

The Blow-Dry-Bar philosophy

As professionals of the hair industry, we were ecstatic to see the arrival of New York City's "BLOW" the first ever Blow Dry Bar concept, in 2007. Manhattan trend-savvy fashionistas were literally "blown away" by the possibility of getting catwalk-looking hair in under 20 minutes for less than 30 dollars. While the trend is all-the-rage in North America, Europe is lazily sitting by and the overworked, fashion-conscious urbanites of London and Paris are still missing out on this sweet little "fast-hair" indulgence. We have, therefore, created an innovative new way of fitting this "catwalk express" service in UK salons. And yes, we do know that "the UK is different". Space is tight and time is scarce. This is why Alaska, the first ever blow-dry bar unit, is compact as well as stylish. It's an intuitive and cost-effective new way to boost your salon profits. Simple, design-conscious and completely functional, it allows your team to efficiently and effectively sell products and style hair all within 1sqm.

Sell products? Of course not. We are also well aware that "hairdressers do not sell". That's why the Alaska philosophy is: Don't push the sale, inspire the purchase. Alaska unit details. UK made, hairdresser approved. Having spent years designing some of the UK's top salons, we are confident that nothing has been overlooked in developing this unit. In fact, we are pretty sure we have created the most functional hairdressing unit you will ever use.

Features include:

BUILT IN LED LIGHTING

TOWEL STORAGE

TOWEL BIN □

PRODUCT STORAGE □

PRODUCT PROMO DISPLAYS

RETAIL SHELVES □

PRINTABLE SHELF-TALKERS

HAIRDRYER

FLAT-IRON HOLDER WITH HEAT EXTRACTOR □ FOLD-UP WORK SURFACE □

CONCEALED HOOK FOR COAT AND BAG

FOOTREST □ □ □

WE THOUGHT OF EVERYTHING, SO YOU DON'T HAVE TO. □ □

To join the trend, find out how to make Alaska happen in your salon. □ □ □

Alaska In Salons □ □

It's pretty clear by now that replacing your current retail units with Alaska is an easy way to add a new service and boost your retail sales. □ The unit will be a blow dry bar, a retail unit, a dynamic waiting area, a tester bar, a "style-yourself" station for clients, and anything else you can imagine. □ It's adaptable and versatile and can fit almost anywhere. □ □ So what makes us think we have what it takes to create the best hairdressing unit on the market? □ Our soho-based design studio, Montage, is a team specialising in interior design, industrial design, business strategy, project management and conceptual thinking. □ For years, we have been the official designers of the world famous Kerastase and Shu Uemura Institutes globally. □ Today, our client list also includes Toni and Guy, Tigi, Daniel hersheson, Paul Edmonds, and many more. □ □ Every new project is an opportunity to push the boundaries of design and think "outside the salon". □ Our inspiration often comes from abstract places like nature, art, fashion, and by observing specific sensorial triggers. □

Admittedly, our clients sometimes find it hard to really understand where our ideas come from. Regardless, we are just happy to know that they love what we do. □ Why? □ Because we do. □ Alaska, The bigger picture. □ Beyond the Alaska unit is the Alaska collection, a complete furniture range and the first architectural, semi-bespoke, salon furniture collection ever created. □ □ The design concept is inspired by natural icy landscapes (hence the name, Alaska). □ A frozen theatre of angles, reflective surfaces and asymmetrical slopes is at the core of our seamless, clean and pure design philosophy. □ Black and white, matt and gloss, angular and geometric, the collection is an innovative way to achieve a unique and fashion-forward look for your salon. □ □ How does an architectural furniture collection work? □ □ Today, Uk salons have two options. □ They can either build their salon from scratch, completely bespoke, which can be costly and time consuming. □ Or they can order furniture pieces (mainly from Italy or china) to

drop into their space, which can make the space, feel bland and a bit under-designed. □□Our Architectural furniture collection is a design driven and cost-effective way to bridge the gap between these two current ways of working. □□Made of standard furniture elements, it also includes fitted wall panels, and a professionally tailored design. □See images below as a reference to how the Alaska range can look in a salon. □□□

How does it work? □□

To get the Alaska look in our salon today, contact our design studio and someone will meet you at your salon to discuss the next steps. □We will survey your salon, draw up the plans, and layout the space including the furniture and bespoke surrounding elements. □We will then project manage the salon fit-out and follow-up with snagging. □□Optionally, you can save money by ordering the furniture elements without requiring our design service. □For more info, contact one of our designers on 02077345594. Or visit [www.alaska.uk.com](http://www.alaska.uk.com)