



Sisters...
Beauty Lounge



Sisters...
Beauty Lounge



Utterly feminine...boldly efficient

FRANCHISING OPPORTUNITY



About Sisters Beauty Lounge

"From the beginning we set out to be different."

When Sisters Beauty Lounge entered the market in 2003 our vision was clear. To create a revolutionary beauty concept that would appeal to any woman.

From our first Lounge at The Village Mall in 2004 and in every Sisters Beauty Lounge that we have opened since, our commitment to innovation, personal development of women and social causes remains resolute.

Sisters is as unique as the clientele we serve. In fact, no one has a greater understanding of what a woman wants.

How do we know them so well? We know them because we are them.

Our story is one of success and we continue to spread the Sisters word in prestigious locations throughout the UAE.

Sisters...

Beauty Lounge

2004 — The Village Mall

The Dubai Mall — 2008

2008 — Midriff City Centre

Al Bateen Villa — 2010

2011 — Mall of the Emirates

AHLAN! Winner for Best SPA 2012
by Ahlan! magazine

2012

2014 — St. Regis

Winner of MEIDA 2016 for
Best Brand Creative — 2016

2017 — Jumeirah Beach Residence

VOGUE Araba Voted No.1 for Eyelashes in
Middle East by Vogue Arabia

2017

2017 — Voted top 3 Salons for Waxing
by Ahlan! magazine

AHLAN!

PROFESSIONAL beauty
For your beauty, hair and spa business GCC
Finalist for best facial treatment
in Middle East by Professional
Beauty GCC

2018

2018 — Award for Excellence & Service 2018 for
Dubai by The Travel & Hospitality Awards



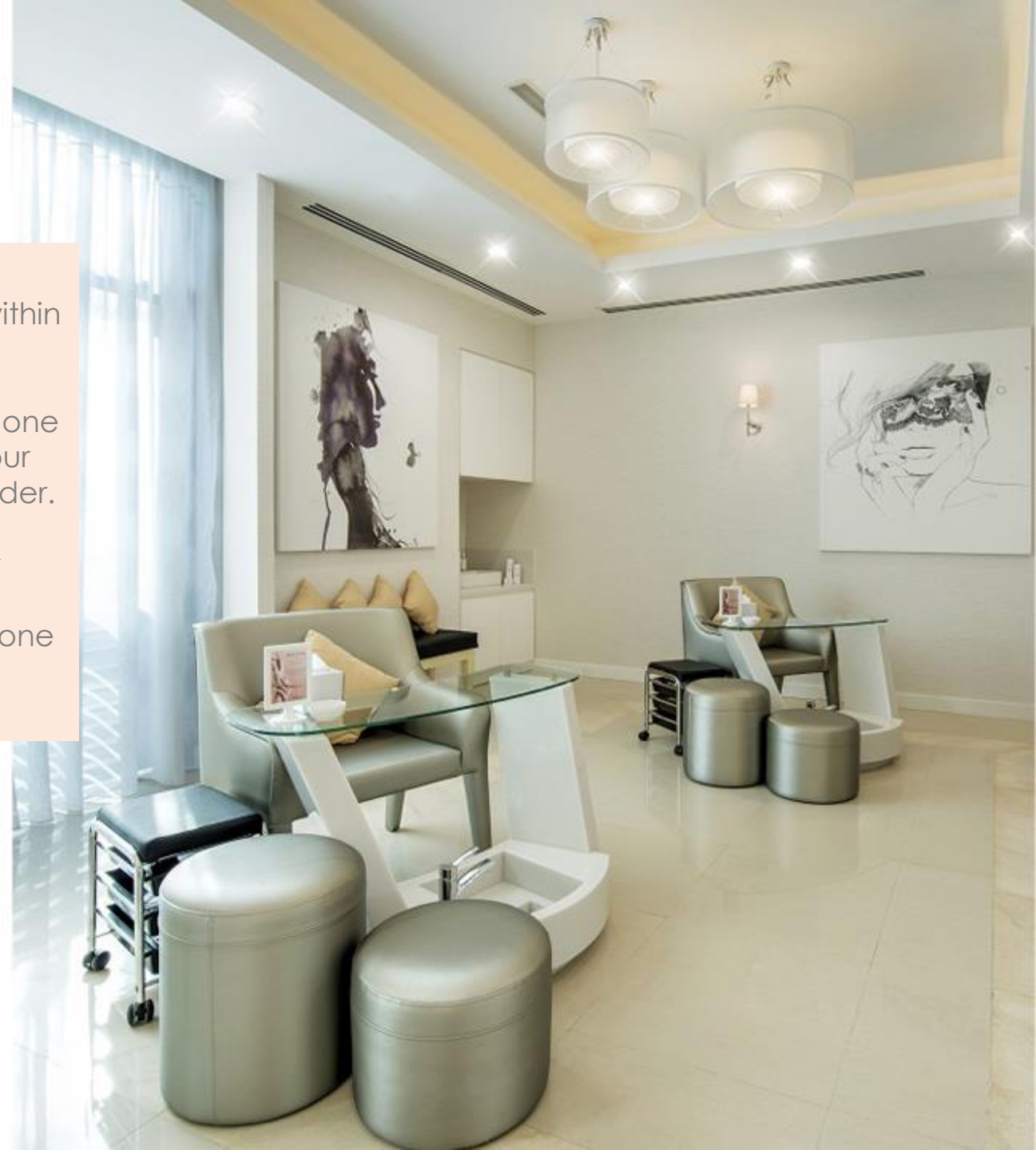
Nakheel Mall, The Palm Jumeirah — 2018

2018 — Nad Al Sheba

Executive Summary

Sisters Beauty Lounge is growing rapidly with 7 key branches within the UAE and 2 more opening within the year. Sisters has pioneered the way in Beauty Lounges with over 13 years of service. Sisters sits among many competitors, however we are one of the few brands providing a 360 degree service offering to our clients; this is our unique selling point making us an industry leader.

We offer a full head to toe experience for our clients. Whether they are pressed for time and need to have multiple services carried out all at once, or have the time to relax and enjoy in one of our beautiful locations, we offer it all.



The Sisters Brand Narrative

They say beauty is in the eye of the beholder. We disagree.

To us, beauty is about more than what a person looks like. It's about how they feel about themselves and projecting the true personification of their inner glamour.

Sisters is as unique as the clientele we serve. In fact, no one has a greater understanding of what a woman wants.

How do we know them so well?

We know them because we are them.

Innovative treatments. On trend techniques. Exceptional products.

Our experts are true artists in residence.

Masters of complete glamour, completely designed around the needs of the time-poor, style-conscious modern woman.

Our heritage: a rich pedigree and passion to create.

This is your brush with creative beauty. This is the art of Sisters. This is the art of glamour.



Branches

Sisters Beauty Lounge's can be found in seven desirable locations in Dubai & Abu Dhabi.

The Village Mall



Sisters at the Village Mall was the first lounge opened in 2004 and is located on the very popular Jumeirah Road surrounded by cafes, patisseries and boutiques. Our Founding Branch offers a wonderful atmosphere in The Village Mall.

The Dubai Mall



The new Sisters Beauty Lounge at Dubai Mall is certainly worthy of its lofty flagship status. It has the most enviable location on the Lower Ground Level by Mall Management/Grand Parking in the Beauty & Spa Services Area of the mall.

Mall of the Emirates



More boutique in its look and feel, MOE branch has made clever use of its space to deliver the same menu of treatments that can be enjoyed in other Sisters Beauty Lounges

Branches

Mirdif City Centre



Located on Level 1 at City Centre Mirdif, Sisters Beauty Lounge is perfectly geared for the residential clientele of Northern Dubai and shoppers seeking a fuss-free, high end service.

Al Bateen Villa



Perfectly situated to cater to the residents of the highly popular Al Bateen area and enjoying a clique of loyal customers devoted to the no gimmicks, no frills ethos of Sisters Beauty Lounge.

St Regis



A sanctuary for Abu Dhabi residents and guests of the St Regis Hotel where Sisters Beauty Lounge boast a 3rd floor location with modernity, serenity and sophisticated space in equal measures

Branches

Jumeirah Beach Residence



The 7th Sisters Beauty Lounge is NOW OPEN Jumeirah Beach Residences. A sensational space in the buzzing neighborhood of JBR. Conveniently located on King Salman Bin Abdulaziz Al Saud St., Amwaj 4 with valet parking available at Amwaj Rotana

Nakheel Mall, The Palm



New locations will soon be added to a portfolio of seven branches in the UAE to further strengthen our position with additional projects in the pipeline.

Our 8th branch will be located at the brand new Nakheel Mall, The Palm Jumeirah

Nad Al Sheba



Recently developed, Nad Al Sheba Mall is situated in the heart of Dubai, catering to the local residence.

Our 9th branch will soon be open and continued to be a trend setter at the four front of salon technology

The Experience

Subtle, feminine, set in a relaxing oasis of calm

Dare to imagine a boldly efficient head to toe experience in an utterly feminine inspired space. Visionary service and cutting edge treatments that set us apart and continue to deliberately challenge the tradition.





Nails

Indulge in a range of relaxing treatments designed to promote the well-being of the nails while transforming neglected hands and feet into conditioned and pampered fingers and toes. Whether you are seeking an indulgent manicure, an express application of color or a prescriptive health focused therapy we have the perfect treatment for you.

Treatment Lists :

- Manicure / Pedicure
- Margaret Dabbs Treatments
- Sisters Spa For Hands & Feet
- Chip Free For Hands & Nails
- Add Ons
- Nail Enhancements



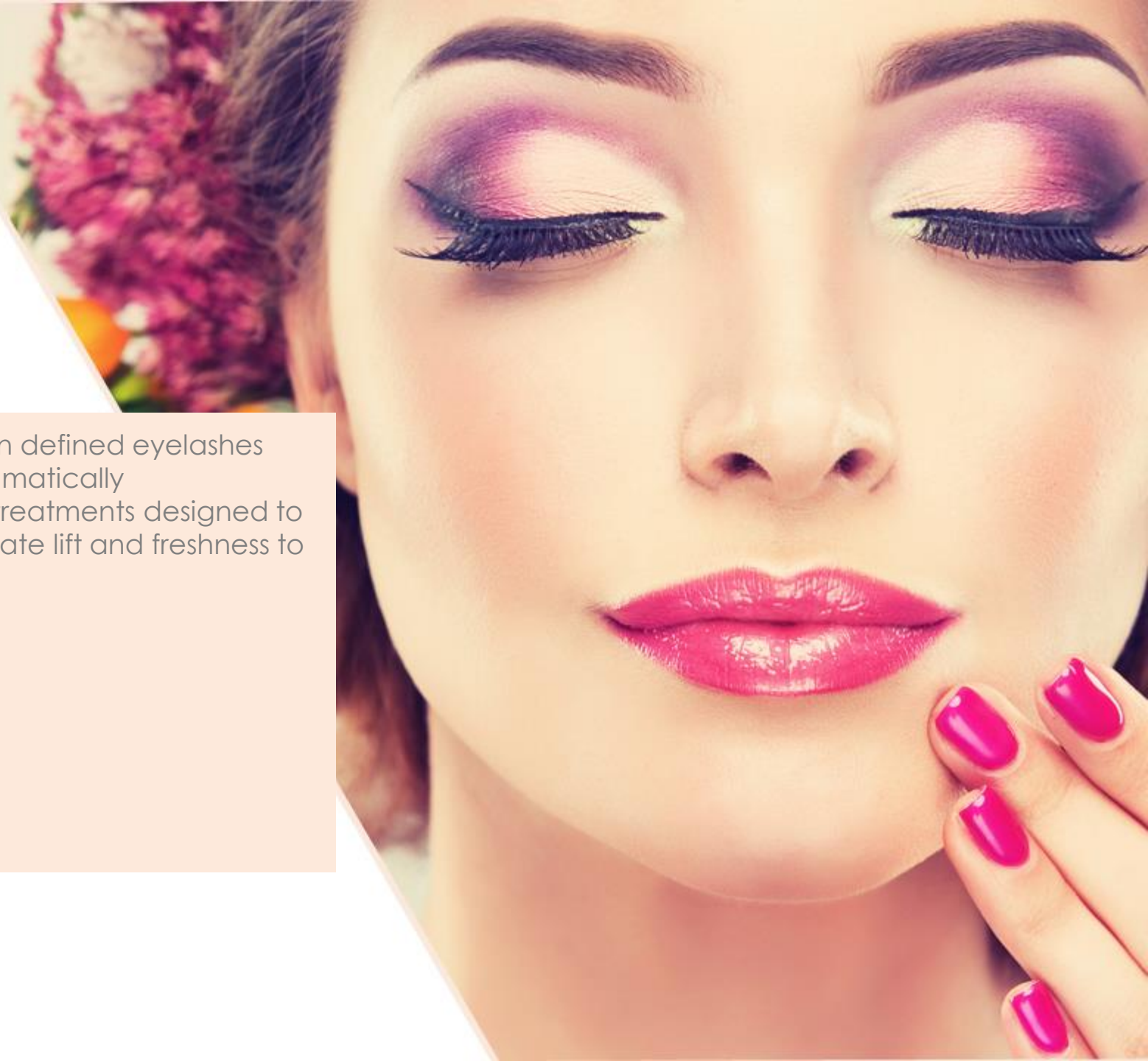
Hair

Whether you want to turn heads with a hair make-over, seek inspiration for a refreshing hair color, create hair extensions or simply want to maintain your own inimitable style, our International stylists and hair colorists know what's bang on trend and our technologically advanced haircare products protect and revitalise hair creating texture, radiance and shine.

Treatment Lists :

- Cut & Style
- Coloring
- Kerastase Rituals
- Redken Chemistry Treatments*
- Hair Treatment
- Hair Perming & Relaxing
- Hair Extensions

Eyelashes & Eyebrows



Nothing can brighten and lift your face more than defined eyelashes and eyebrows. Achieve gloriously naturally or dramatically transformative lashes and brows with a range of treatments designed to add length, volume and colour to lashes and create lift and freshness to brows.

Treatment List :

- Coloring
- Eyelash Extensions
- Russian Layering Lashes
- Eyebrow Treatments
- Eyebrow Extensions



Face

Whether you are seeking a relaxing facial or want to enhance your features with semi-permanent make up, our expert therapists are able to customise exactly the right treatment for you. Our products deliver relaxing and illuminating facials which can become part of your daily skin care routine while revolutionary semi permanent make up offers subtle or dramatic enhancements for customers.

Treatment Lists :

- Margy's Monte Carlo
- Hydropeptide
- Dermalogica
- The Organic Pharmacy*
- Make Up
- Semi Permanent Make Up
- Specialist Facial Treatments

Body

De-stress and take time to enjoy a holistic range of tantalising body treatments from indulgent massages and luxurious hammam experiences to reinvigorating body scrubs and inch-loss therapies. Totally naturally bronzing treatments and gentle hair removal treatments are designed to unveil naturally sun-kissed looking silky smooth skin.

Treatment List :

- Massage*
- Hammam Experience
- Specialist Treatments*
- Tanning
- Threading
- Waxing





HydraCool

Sisters Beauty Lounge is the first to bring HydraCool treatments from the Medical World into a Salon...

A powerful combination for Ultimate Results in Skin Rejuvenation & Hair Strengthening

This cutting-edge synergy gives you optimum results in skin rejuvenation, facial glow, oxygenation & vitamins. HydraCool is the newest multifunctional device for perfect face, body and hair protocols using the **Power of Water.**

SRS is a range of advanced components, e-CO2 gel and home care retail creams that work at a deep cellular level for skin-boosting.

SRS complex works for lifting, firming, radiating, rejuvenating, anti-ageing & lightening of the skin. Its active ingredients formula ensures deep cleansing and works at a cellular level.



Microblading

Microblading is a manual skill of semi-permanent eyebrow drawing. Shape of the eyebrows is calculated according to the golden intersection (ϕ 1.618) and face morphology.

Symmetry is achieved through PhiBrows application and it is calculated while the clients' eyes are closed, because in that way mimetic muscles that can affect eyebrows' symmetry are relaxed.



Excellent Training

At Sisters, we believe that Training is a fundamental part to making your franchise a success. Our team, who come with a wealth of international experience have developed a training programme second to none that is suited to all markets.

- Strong relationships with expert trainers around the world
- Continuous refresher training and support throughout the year
- Standard procedures and training manuals refreshed regularly to reflect new services, trends and innovative ways of learning
- Our team of trainers attend regular industry academies and international trade shows
- High quality, stringent standards

Effective Marketing

“Good companies will meet needs. Great companies will create markets.” – Philip Kotler

The dedicated team at Sisters will provide a yearly communication plan that can be adapted to your market in order to build brand awareness. Customized tools, materials and campaigns will also be available throughout the year to support the healthy growth of the brand.





Blogger & Celebrity Collaborations

- With Over 60K followers on our social media pages. Sisters has a huge online presence known by consumers all over the GCC.
- We have frequent bloggers and celebrities who visit our branches for treatments and share their experience with their followers.
- We pride ourselves in maintaining a long-term relationship with the bloggers and celebrities as they truly indulge and believe in Sisters experience.
- Sisters is proud of the luxury status it has created within the market, we provide a unique 360 experience.

Sisters...

Rewards

Sisters Rewards

The art of glamour, perfected. The art of rewards, redefined.

Sisters Rewards is a new program that makes every single visit even more special... with rewards, incentives and benefits beyond compare.

Beautiful. Sophisticated. Glamorous. Rewarded.

First, we redefined glamour, through artistry and passion, releasing your inner beauty. Now we are redefining rewards, with amazing offers and exceptional benefits for our most valued customers. Plus, as a member of a Sisters Rewards, you will receive exclusive invitations to unique events featuring our innovative treatments and on trend techniques, each one designed to release your inner glamour.





Franchise Value Proposition

Solution

- Premium Brand
- Proven Business Model
- Entrepreneurship Opportunity
- Reliable Business Income

Access

- Training and Support Team
- Robust Operations Network
- Franchisee Intranet
- Corporate Marketing Support

Value

- High Return on Investment
- Easy to Adapt
- Ongoing R&D

Education

- Effective Training Program
- Standard Operating Manuals
- Ongoing Support Program
- Seminar / Workshops
- Part of The Grooming Company who has a global footprint in the grooming industry

Agreement

Signing Sisters Franchise Agreement means:

- Exclusive rights in your country or area
- A premium concept proven in other markets
- Competitive commercial terms
- Assistance and support in all areas

The next steps...

- Sign a letter of intent outlining the commercial terms
- Agreement of fees and terms including royalties and entrance fees
- Outline the obligations of both parties
- Share extended FAQ's
- Signing franchise agreement





Fees & Investment

Initial Investment

- \$ 1,215,000 (On Average per location)
- Includes \$ 120,000 (Initial Franchise Fee for 3 Stores)

Area Development Franchise Fee

- Minimum of 3 units required
- \$120,000 (for 3 units)
- For any units above the 3rd, an additional fee of \$20,000 shall be charged per store

Ongoing Monthly Fee

- Royalty Fee – 6%
- Advertising Fee – 2%
- Marketing Fund – 2%

A photograph of three women standing outdoors, each wearing a crown of white flowers. The woman on the left is wearing a dress with a citrus fruit pattern. The woman in the center is wearing a yellow and black floral dress. The woman on the right is wearing a white dress and has a white flower tucked into her hair. They are all looking towards the camera with serious expressions.

*Beautiful Ladies Want Pampering to Perfection,
Sisters Beauty Lounge -
Utterly feminine...boldly efficient*

“ All a woman needs is a little pampering and a little perspective and she is ready to conquer the world.”



The Grooming Company Holdings

“To provide world-class grooming services to our high end, multicultural clientele in a stylish, customized, relaxing and ultra-hygienic environment whilst maintaining consistent trends of innovation that have secured The Grooming Company’s reputation as the industry pioneer and leader since its inception”

the grooming company



**TREVOR
SORBIE**





About The Grooming Company

The Grooming Company is the parent company of five unique beauty concepts founded by three inspiring visionaries. Negin Fattahi-Dasmal, the founder of The Grooming Company, created N.Bar, the Middle East's first chain of nail treatment bars, 1847, the region's first male grooming brand and JetSet, the regions first 'Wash and Blow Dry' concept.

Trevor Sorbie, the founder of the creative salon chain carrying his name, has inspired generations of hairdressers and was a pioneer in his field. He is the first decorated hairdresser by the Queen of England, and remains until today an active ambassador of the brand. Shirin Abdulrazak combined the luxury of design with the excellence in service in the Sisters Beauty Lounge. Sisters remains the Middle East's most luxurious destination for beauty services offering all what a modern woman needs under one roof in a luxurious, relaxing ambiance.

All five brands are based on a philosophy of absolute perfection in workmanship, creative innovation, and excellence in customer service. From royalties and movie stars to aspiring men and women, we seek to make each of our clients experience the best of what beauty can offer.

The Grooming Company has a global and rapidly expanding footprint. Our brands are found in the most luxurious addresses around the world from London's Covent Garden to Dubai's The Dubai Mall to Shanghai's Plaza 66.



THE GROOMING COMPANY HOLDING FOOTPRINT

OPENED

IN PROGRESS

🇬🇧 UNITED KINGDOM

TREVOR
SORBIE

5 1

🇨🇳 CHINA

TREVOR
SORBIE

5 3

🇶🇦 QATAR

N.B.A.R.

1

🇦🇪 UNITED ARAB EMIRATES

Sisters...
Beauty Lounge

N.B.A.R.

JET SET

1847

7 2

11 4

4

5 6



Franchising Inquiry

For franchise inquiries, please contact:
dhawal@thegroomingcompany.ae



Sisters...
Beauty Lounge



Sisters...
Beauty Lounge LLC