

TONI&GUY™

TONI&GUY has long been renowned as an innovator within the hair industry, bridging the gap between high fashion and hairdressing. Widely regarded as the number one global hairdressing brand, Toni Mascolo's franchise model has maintained the company's high education and creative standards, protected the brand and made thousands of TONI&GUY hairdressing entrepreneurs a success worldwide.



Market

In the years since the birth of TONI&GUY, hairdressing has become a sophisticated industry worth billions, spawning some of the most influential and creative artists in the beauty and fashion sector. From individual salons to global chains, competition is fierce with both men and women now seeking quality and service.

TONI&GUY has helped to change the face of the hairdressing industry on an international scale and today has an annual turnover in excess of £185 million, with 226 salons and 42 essensuals salons in the UK, and 207 salons in 42 countries worldwide.

Did You Know?

TONI&GUY has published 30 video/DVD educational collections and 34 collection books.

TONI&GUY educates more hairdressers than any other company in the world.

Product

TONI&GUY salons aim to offer a consistent level of service, guaranteed quality, exceptional cutting and innovative colour – in simple but well-designed salons and at an affordable price. All techniques practised by the stylists are taught by highly trained and experienced educators in 24 academies around the world.

A client's in-salon experience is enhanced by extras such as TONI&GUY.TV, TONI&GUY Magazine, and samples of luxury brands to take away. In addition, products from the professional label.m range – created and endorsed by Sacha Mascolo-Tarback and her International Artistic Team – can

be purchased in salons, enabling clients to replicate fashion-inspired styling at home.

Achievements

TONI&GUY has a worldwide brand presence and is recognised for its strong education network, currently operating 24 teaching academies globally – two in the UK and 22 internationally.

An average of 100,000 hairdressers are trained each year, with more than 5,500 employees in the UK and a further 3,500 worldwide. This philosophy of motivation, inspiration and education is seen as fundamental to the brand's success.

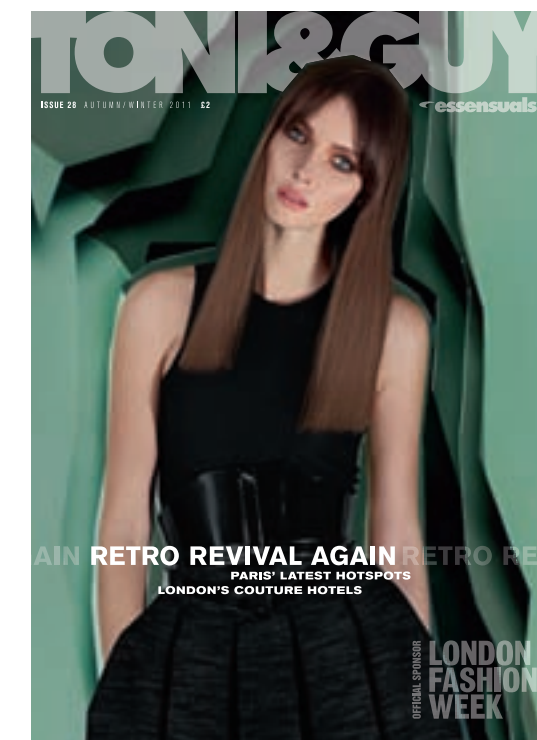
TONI&GUY has won in excess of 50 British Hairdressing regional and UK awards including Best Artistic Team a record 11 times and



British Hairdresser of the Year three times. Co-founder and chief executive Toni Mascolo is a former winner of London Entrepreneur of the Year and in 2008 received an OBE in recognition of his services to the British hairdressing industry.

Toni's daughter, global creative director Sacha Mascolo-Tarback, was the youngest ever winner of Newcomer of the Year at just 19 years old. Other awards since include London Hairdresser of the Year 1999; Hair Magazine's Hairdresser of the Year 2007; Creative Head's Most Wanted Look of the Year in 2006 and its Most Wanted Hair Icon in 2009; and Fashion Focused Image of the Year from the Fellowship for British Hairdressing in 2008 as well as its 2010 Hairdresser of the Year.

TONI&GUY branded haircare products have received recognition through numerous trade and magazine awards over the years including accolades from Hair Magazine, Pure Beauty, Grazia, FHM, Beauty Magazine and Cosmopolitan to name a few.



In addition, the company was the first ever winner of Hair Magazine's Readers' Choice Award for Best UK Salon Group in 2006, a title it has since also been awarded by both Reveal and Your Hair Magazine.

Recent Developments

Social networking has become an important part of TONI&GUY's communications in recent years, with a presence on both Facebook and Twitter enabling the brand to engage more fully with its customers.

Promotion

As a brand, TONI&GUY juggles the need for consistency, the desire to be fashionable and the reassurance of solid service values, with the excitement of the avant-garde, supported by its philosophy of continual education.

TONI&GUY Magazine was launched in 2003 to echo and communicate the brand's heritage and philosophy, focusing on key trends in fashion, the arts, beauty, grooming and travel. Distributed in salons across Europe and globally as far afield as Australasia, the magazine promotes an inspirational yet accessible face of the company to customers, employees and franchisees alike. In November 2004 it was named Launch of the Year at the APA Awards, while more recent wins include Best Consumer Publication in 2010 and 2011.

TONI&GUY.TV also launched in 2003, enhancing clients' in-salon experience. Containing up-to-the-minute content, from music to fashion and travel, it receives more than 90,000 views per week in the UK. It has also become an outlet for associated, appropriate brands to communicate to this sought-after audience and in 2010, won Best Use of Video at the APA Awards.

TONI&GUY remains committed to its vision to link the fashion industry with hairdressing through its sponsorship of London Fashion Week and London Fashion Weekend, a partnership that began in September 2004. The TONI&GUY session team works on more than 70 shows per year in London, New York,

Paris, Milan, Tokyo and Shanghai and offers support to key British design talent including Giles Deacon and Todd Lynn.

Brand Values

TONI&GUY's reputation has been built on an impeccable pedigree and foundation of education, fashion focus and friendly, professional service. TONI&GUY aims to encompass the importance of local and individually tailored, customer-led service, promoting an authoritative, cohesive and – most importantly – inspiring voice.

TONI&GUY is one of the most powerful hairdressing brands in the world, offering some of the best education and guaranteeing innovative cutting and colour. It aims to be fashionable but friendly to provide the ultimate link between fashion and hair – pioneering, passionate and inspirational.

► www.toniandguy.co.uk

Brand History

► **1963:** TONI&GUY is launched from a single unit in Clapham, South London by Toni Mascolo and his brother Guy.

► **1982:** The launch of the TONI&GUY Academy takes place.

► **1985:** TONI&GUY's first international salon opens in Tokyo, Japan.

► **2001:** The TONI&GUY signature haircare range is launched. The following year Toni and Pauline Mascolo launch the TONI&GUY Charitable Foundation.

► **2003:** TONI&GUY Magazine and TONI&GUY.TV are launched in the UK. The brand also expands into different markets, opening an optician and a deli-café.

► **2004:** TONI&GUY becomes Official Sponsor of London Fashion Week.

► **2005:** The professional haircare range, label.m, launches. It grows to include more than 45 products that are distributed in over 47 countries.

► **2007:** The Model.Me haircare range is launched, as is the TONI&GUY electrical line.

► **2008:** Toni Mascolo is awarded an OBE for his services to the British hairdressing industry.

► **2010:** Sacha Mascolo-Tarback and James Tarback join the British Fashion Council/Vogue Designer Fashion Fund, which supports new design talent. The company comprises 267 salons in the UK and 229 internationally.

► **2011:** TONI&GUY becomes Official Sponsor of the British Fashion Awards.