

1847

*Executive Grooming for Men*

FRANCHISING OPPORTUNITY

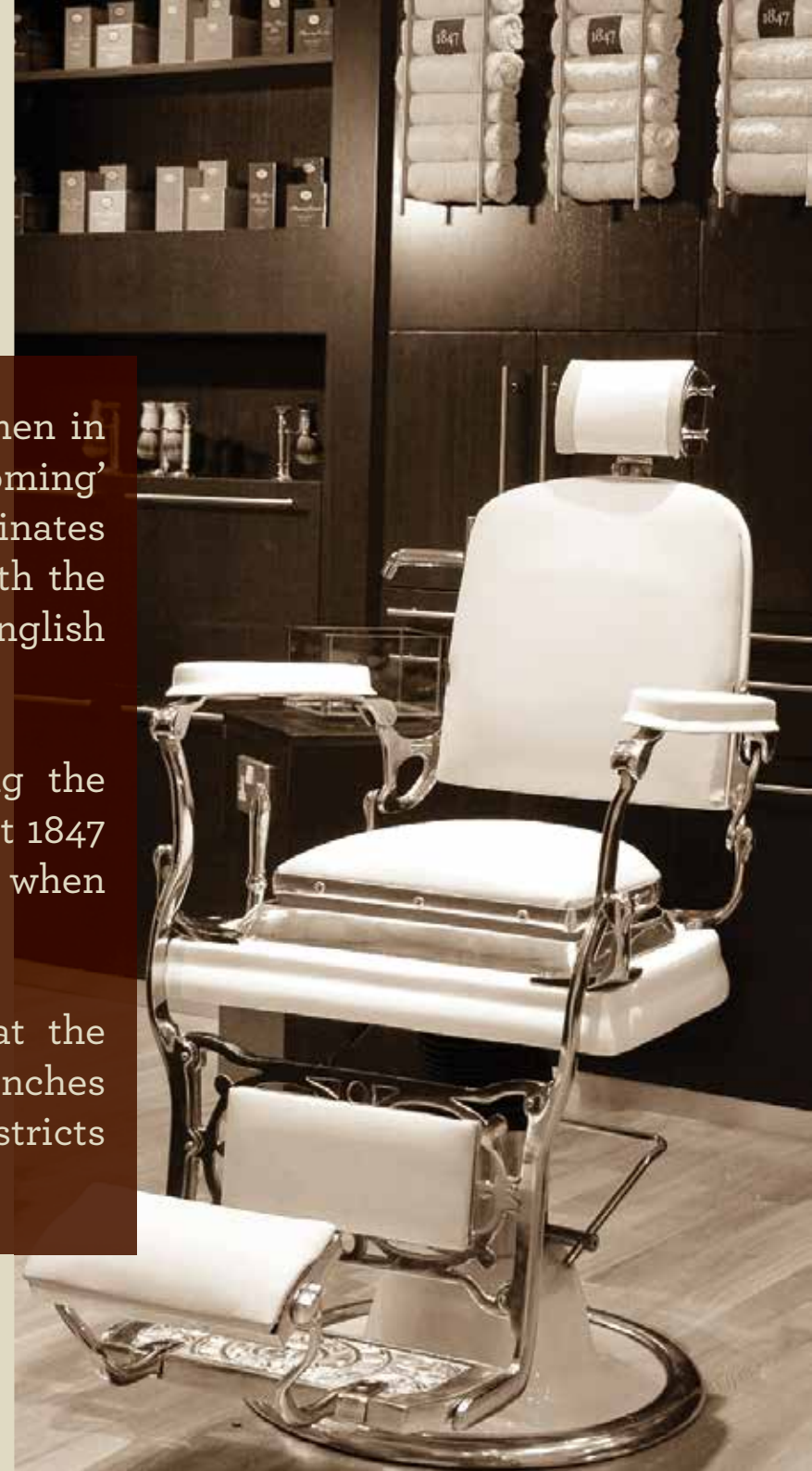
1847

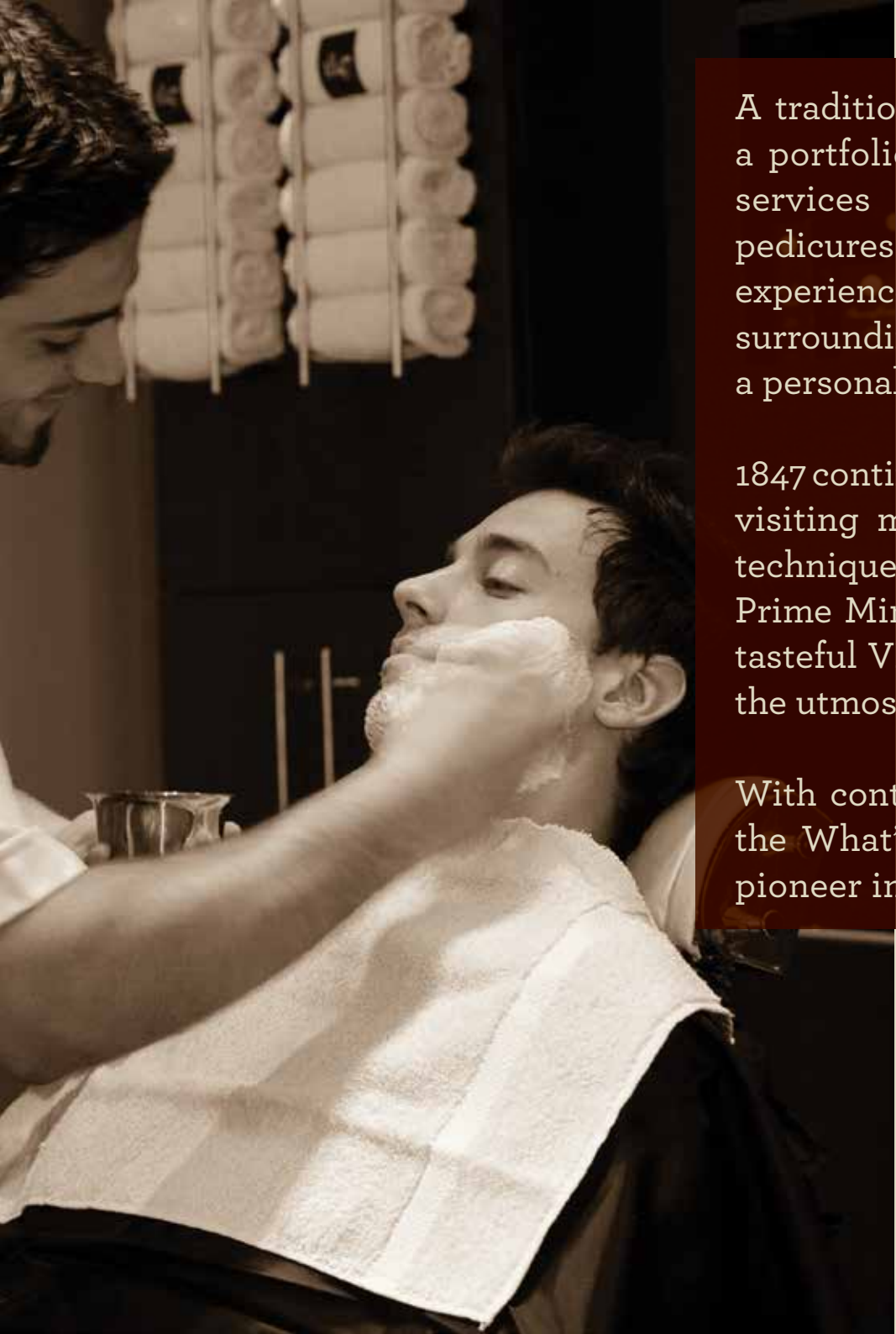
## *Executive Grooming for Men*

1847 is the first brand of dedicated grooming lounge for men in the Middle East that provides a unique 'Executive Grooming' experience. An award winning concept, the 1847 name originates from a turning point in the history of men's grooming with the revolutionary discovery of the safety razor, patented by English inventor William Henson.

Initiating a new market opportunity and revolutionizing the industry with it, The Grooming Company launched the first 1847 branch at the discreetly luxurious Emirates Towers Hotel when male grooming was still very much in its infancy.

After popular demand, 1847 opened a second branch at the Grosvenor House Hotel, followed by three further branches covering all four corners of the residential and commercial districts of Dubai.





A traditional concept with a contemporary edge, 1847 offers a portfolio of both luxurious and essential male grooming services ranging from shaves to haircuts, manicures to pedicures and massages to facials. The 1847 gentleman can experience a host of treatments in masculine and sophisticated surroundings that incorporate those 'added luxuries' including a personal TV screen with Apple TV.

1847 continues to bring unique concepts to the region including visiting masseur Satoru Iwata, who specializes in multiple techniques and is the acclaimed personal masseur to The Prime Minister of Japan and more recently, 1847 launched a tasteful VIP room where clients can enjoy their treatments in the utmost of comfort and privacy.

With continued success and the award for Best Male Spa in the What's On Awards, 1847 remains the region's industry pioneer in Executive Grooming for Men.



1847

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Emirates Towers Boulevard Flagship branch opens

2004

2005

Grosvenor House Hotel branch opens



JBR, The Walk branch opens

2005

2006

City Centre Mirdif branch opens



Winner of Favorite Male Spa

2012

2013

CityWalk 1 branch opens



Winner of Favorite Male Spa

2014

2016

Emirates Towers Boulevard branch unveils its Executive VIP Room



1847 brings guest masseur, Satoru Iwata, from Japan to the region

2016

2017

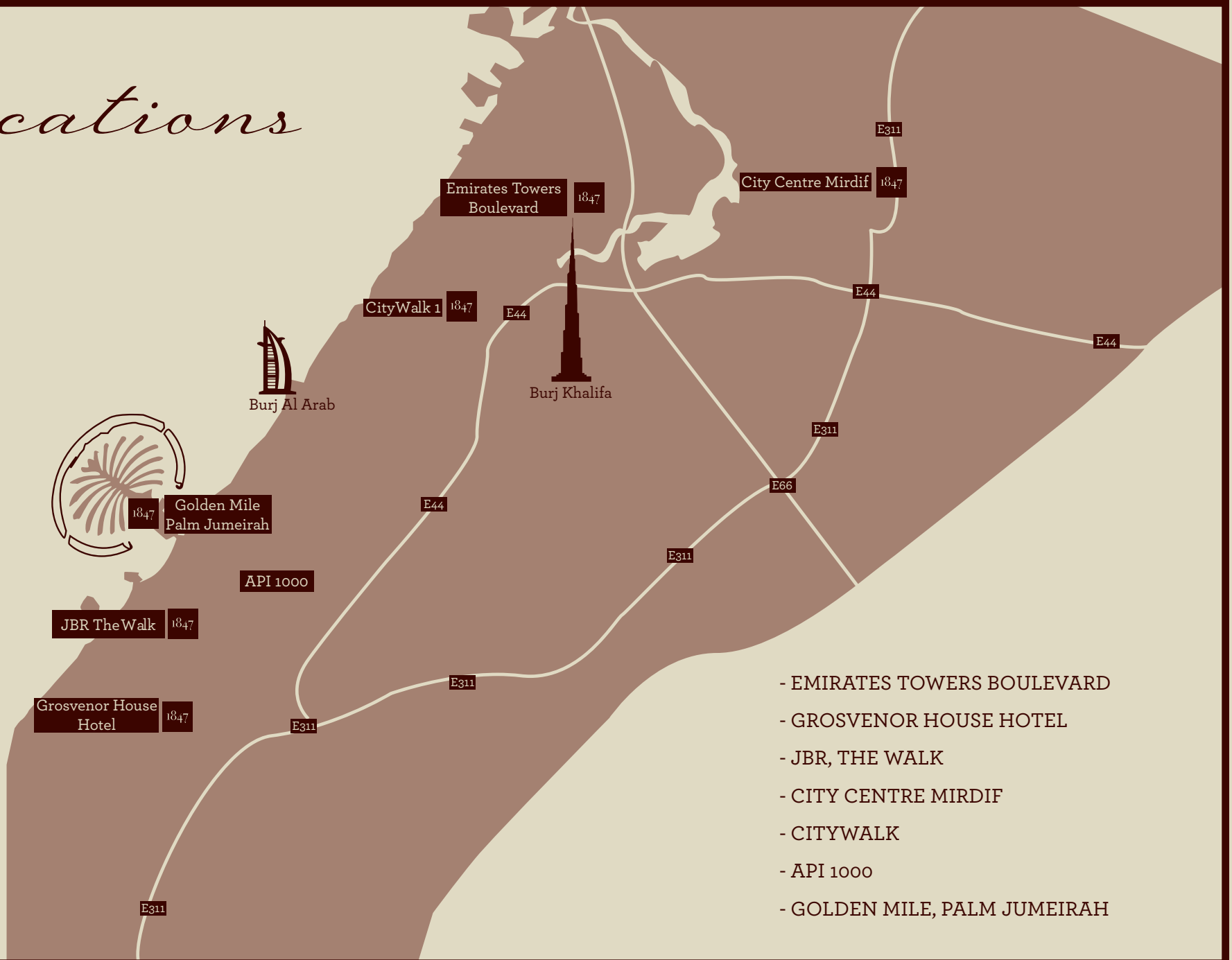
1847 joins The Grooming Company Holding with plans to expand regionally and internationally



API 1000 and Golden Mile, Palm Jumeirah branches open

2017

# Locations



Emirates Towers  
Boulevard 1847

City Centre Mirdif 1847

CityWalk 1 1847

Burj Al Arab

Burj Khalifa

Golden Mile  
Palm Jumeirah 1847

API 1000

JBR TheWalk 1847

Grosvenor House  
Hotel 1847

- EMIRATES TOWERS BOULEVARD
- GROSVENOR HOUSE HOTEL
- JBR, THE WALK
- CITY CENTRE MIRDIF
- CITYWALK
- API 1000
- GOLDEN MILE, PALM JUMEIRAH



A vertical strip on the left side of the page shows a dimly lit spa interior. It features a wooden wall with a framed picture, a white cabinet, and a person's legs in dark pants sitting on a chair.

# *Step In...*

1847 has been designed for the man-on-the-go who can afford some extra relaxation time. Our success is built on our values and our values are built on our commitment to offering first-class service in a sophisticated environment. Treatments have been tailor-made to cater to our clients every need and our high-end product range is simply the best in the industry.

1847

# *The Study*

1847's expert nail specialists deliver a full range of manicures and pedicures in utmost privacy and comfort. The focal point of The Study is the custom-made leather armchair that is smartly equipped with 1847 trademark details such as built-in manicure sinks, coat-hangers and personal headphones linked to a private LCD screen. Every guest is invited to sit back and watch his favourite channel or select a DVD from the library. Sliding doors allow clients to choose whether to enjoy a treatment in privacy or socialize with a friend seated in The Study beside his own.

## SERVICE CATEGORIES INCLUDE:

- A DONE DEAL
- STRIDE FORWARD

1847









## *A Done Deal*

A firm handshake always creates a great first impression, so don't allow your hands to let you down. Seal the deal with perfectly manicured nails and our selection of oil blends, lotions and premium nourishing creams.

### TREATMENTS INCLUDE:

- EXECUTIVE MANICURE
- PLAYERS MANICURE
- '1847' MANICURE

1847

# *Stride Forward*

Put your best feet forward with our signature pedicures. Our selection of indulgent foot treatments will de-stress and revive tired feet leaving them feeling light and refreshed.

## TREATMENTS INCLUDE:

- EXECUTIVE PEDICURE
- ABSOLUTE PEDICURE
- '1847' PEDICURE
- THE TWO EXECUTIVES

1847









# *The Barber Shop*

Hand-made Italian barber chairs, built-in sinks and dark panelled walls create a perfect setting for The Barber Shop, a modern take on the age-old tradition of shaving. Highly trained Master Barbers execute a range of different shaves to suit the requirements of every skin type, using the ultimate shaving and skin care products. Quick trims and hair styling are also available to complement a perfect shave.

## SERVICE CATEGORIES INCLUDE:

- A DONE DEAL
- STRIDE FORWARD

1847

# *Cutting Edge*

You're always at the forefront of business, so it's important to remain at the cutting edge of grooming. 'The Barber Shop' at 1847 will keep you looking your best, with a collection of traditional and therapeutic gentlemen's shaves using products from our high-end grooming brands.

## TREATMENTS INCLUDE:

- TRADITIONAL SHAVE
- PERFECT SHAVE
- '1847' SHAVE



1847





1847





# *Growth Plan*

Whether you have a strict growth strategy or are keen to make some cuts here and there, our highly trained specialist Barbers can offer the best advice on cuts, color and the most sophisticated products for your grooming game! We're proud to be the first salon in the region to offer you the exclusive Kerastase Homme Range.

## TREATMENTS INCLUDE:

- CLIPPER
- FINISH
- EXECUTIVE
- DISTINGUISHER
- SMOOTH OPERATOR
- FOUR STEP - 'Philip B'

1847

# *The Therapy Suite*

The Therapy Suite, located in a secluded area of 1847, offers unrivalled relaxation and destressing of the face, body and mind. Therapeutic stones layer the floor and loose pajamas are provided for the therapy treatments. A highly skilled team of relaxation therapists perform a host of facials, massages and body treatments to relieve the stresses of a demanding lifestyle.

## SERVICE CATEGORIES INCLUDE:

- FACE TO FACE
- FLAT OUT
- ASSET MANAGEMENT

1847





# *Face to Face*

Even in this virtual world, your rugged good looks still play a vital part in your personal and professional success. Our range of facials suit the needs of demanding executive lifestyles and feature luxury international men's skincare brands such as 'Gentlemen's Tonic'.

## TREATMENTS INCLUDE:

- EXPRESS FACIAL
- DETOX FACIAL
- HYDRATING FACIAL
- ADVANCE ANTI-AGEING FACIAL



# *Flat Out*

Bring a whole new meaning to the term 'Flat Out' with 1847's range of award-winning massages. Whether you're sore, stressed or just in need of a good stretch, allow our fully trained expert Massage Therapists to work their magic with specially formulated essential oils and good old 'muscle power'!

## TREATMENTS INCLUDE:

- WELLBEING MASSAGE
- TRADITIONAL THAI MASSAGE
- THAI TENSION RELEASE
- BODY BOOST
- MUSCLE MELT MASSAGE
- HOT STONE MASSAGE
- REFLEXOLOGY
- BACK TREATMENT
- BACK SCRUB
- BACK MASK

1847









# Asset Management

Keep unwanted hair in check and smoothly manage your assets. Our fully trained Waxing Specialists can give you baby soft skin in an instant with 1847's range of waxing services. For those who want to take stock and tidy up, we can tame unwanted growth with our electrical clipper trim. All services are carried out by our experts to the strictest standards of hygiene.

## TREATMENTS INCLUDE:

### ▪ WAXING SERVICES

- Eyebrows
- Ear & Nose
- Under Arm
- Half Arm
- Full Arm
- Chest
- Stomach
- Half Back
- Full Back
- Half Leg
- Full Leg
- Full Body

### ▪ CLIPPER SERVICES

- Under Arm
- Chest
- Stomach
- Full Body
- Full Leg
- Half Leg
- Full Arm
- Half Arm
- Under Arm
- Full Back

# The Mint

The Mint, 1847's in-house retail boutique, stocks the finest skincare and grooming products, travel packs and accessories for the daily maintenance of its discerning clientele. Skin specialists are on hand to offer expert guidance and recommendations when needed.

KÉRASTASE  
H O M M E



PHILIP B.  
Est. 1991

HOLLYWOOD, CALIFORNIA  
GLAMGLOW®

REDKEN  
5TH AVENUE NYC



BY APPOINTMENT TO  
H.M. THE DUKE OF EDINBURGH  
WINDSOR GREAT  
TRUEFIT & HILL  
EST. 1806 - ST. JAMES'S - LONDON



GENTLEMEN'S TONIC

MAYFAIR

1847





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# *The Vip Room*

to the man-on-the-go, 1847 have worked consistently to evolve the wellness grooming industry in the region since 2004. With the launch of the exclusive VIP at the Emirates Towers Boulevard branch, 1847 have revolutionized the way men relax, refine and renew their appearance.

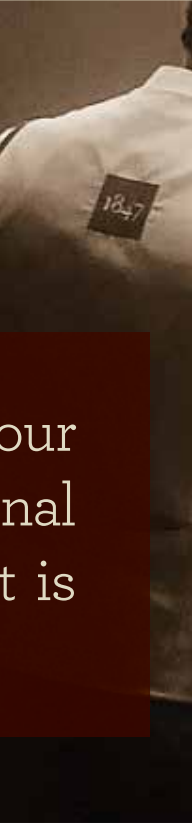
As an essential grooming haven where all treatments can be enjoyed, the 1847 VIP is equipped with a huge, deep leather arm chair for use during manicures and pedicures in total relaxation; a luxe barber's chair with settings to ensure maximum comfort during a wet shave; a comfortable massage table and a power shower within the room ensuring that all guests' needs are met. Outfitted with a wide screen television, Apple TV access and a library for those who prefer to read; the VIP lounge is a relaxing oasis.

# *Excellent* TRAINING

At 1847, 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

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1847

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# *Effective* MARKETING

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

The dedicated team at 1847 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.

# Powerful COMMUNICATION

- Dedicated to communicating the brands core values
- A digital presence on the international website and social media channels
- Press event support
- Press kits
- Seasonal look books
- Seasonal imagery and press releases



# WHAT THEY SAY

## *About Us*

**MAN**

“The brand has been a well-preened mainstay in the region since 2004 and its flagship branch is now home to a rather more luxurious style experience”

**DEBONAIR**

“Ever felt like you need a time-out from the world and escape into a space when you could just relax? Men’s grooming lounge 1847 has long been that space”

**CEC** MAGAZINE  
INSPIRING THE BUSINESS WORLD

“1847 - A pioneer of the men’s grooming game in the region”

Condé Nast  
**Traveler**

“An established favorite with locals, 1847 was the first luxury lounge dedicated to men”

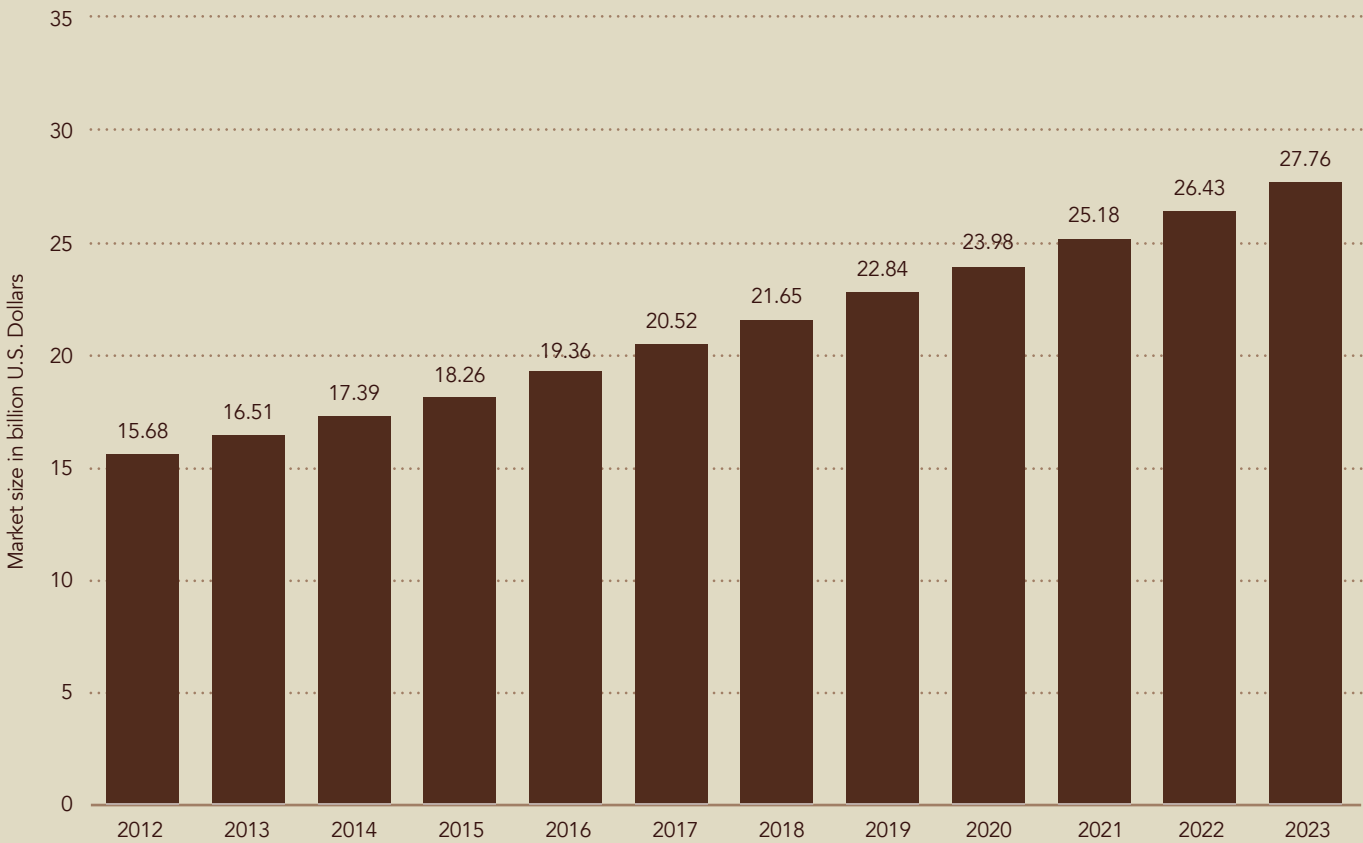
**MOJEH**  
MEN

“1847 have a longstanding reputation for being the go-to for A-listers”

**Esquire**

“1847 - Fit for Kings”

# THE MALE GROOMING INDUSTRY



This statistic depicts the estimated size of the global male grooming market from 2012 to 2023. By 2023, the global male grooming market is estimated to be worth about 27.76 billion U.S. Dollars.

Reference: Global Male Grooming Market from 2012 to 2023  
<https://www.statista.com/statistics/287643/global-male-grooming-market-size/>

A photograph of a barber in a white shirt shaving a customer's head. The customer is reclined in a barber's chair, and the barber is using a straight razor. The scene is set in a barbershop with a classic, warm atmosphere. The text is overlaid on the image in a dark, serif font.

“Men’s Grooming  
is now a multi-billion pound  
world-wide industry.”

- [Independent.co.uk](http://Independent.co.uk)

# Benefits

## 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
- Flexibility and Freedom to Innovate
- Ongoing R&D

## Education

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



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1847

# *The Agreement*

Signing an 1847 Franchise Agreement means:

- Exclusive rights in your country
- 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**

- \$ 375,000 to \$ 600,000 (Varies from Country to Country, per location)

## **Area Development Franchise Fee**

- Fee of \$120,000 (for the first 3 units)
- For 4th unit onwards, a unit fee of \$20000

## **Ongoing Royalties and Other Fees:**

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



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*Executive grooming for men*





# *Franchise Support System*

Franchise Support System is a fundamental in making your franchise a success which includes:

- Pre-opening support
- Site selection
- Equipment and supplies sourcing
- Fit-out standards and advisory
- Recruitment
- On-site training
- Marketing support

# *Franchising Inquiry*

For franchise inquiries, please contact

[franchise@thegroomingcompany.ae](mailto:franchise@thegroomingcompany.ae)

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