



## BRAND

**Aldo Coppola** is a world famous chain of Italian beauty centers created by maestro Aldo Coppola 55 years ago. The highest level of service, the best specialists, the latest trends in hairdressing and innovative services for hair, face and body care.

Aldo Coppola's integrated approach to beauty and health care is combined with an ergonomic service format that includes up to 6 parallel services - this is a beauty service in the luxury segment from world-class experts.

Twice a year Milan hosts the Aldo Coppola Live Show hairdressing show. Aldo Coppola's creative team presents new trends and techniques in haircuts, styling and coloring.

In Moscow, creative teams are led by art stylists who are trained in Italy and take part in the Live Show along with Italian colleagues.



backstage

01.21

01.21

ALDO COPPOLA

backstage





55 YEARS OF ALDO COPPOLA INTERNATIONAL BRAND HISTORY  
60 BEAUTY CENTERS AROUND THE WORLD



## 25 YEARS OF BRAND HISTORY IN RUSSIA AND KAZAKHSTAN 14 BEAUTY CENTERS





# TRENDSETTERS

The Live show is always a grand event on a huge scale, the first hairdressing show in the world, created by maestro Aldo Coppola in 1983, and still going on today.

Just like fashion weeks, twice a year leading creative and art directors present trends in haircuts, hair coloring and styling.

The presentation of new trends is the DNA of the brand, its philosophy and absolute author's know-how.

This conceptual event gathers huge halls in the best venues of Milan and is significant for the new generations - those who continue the tradition of hairdressing.





# INTERNATIONAL PROJECTS

## COLLABORATION WITH FASHION BRANDS AND CELEBRITIES

Participation in fashion-shows within the International Fashion Week in Milan such as below mentioned and multiple others:

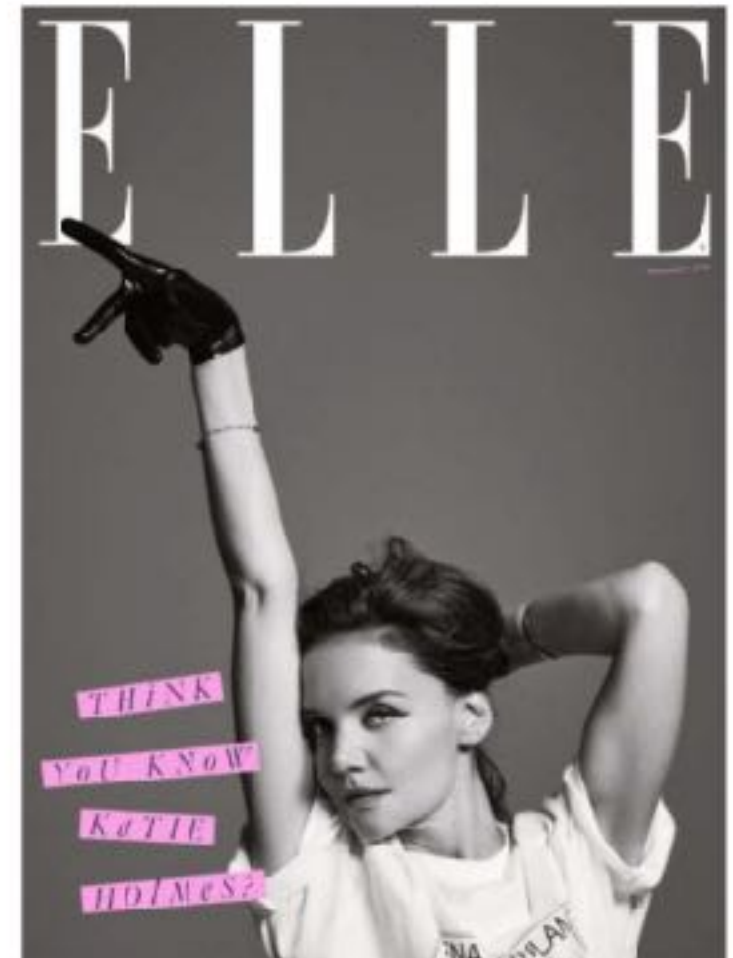
GIORGIO ARMANI PRIVÉ SS20

LAURA BIAGIOTTI FW21  
RTW

COUNTY OF MILAN FW21  
MEN'S SHOW

Shooting for leading fashion  
and beauty glossy magazines:

ELLE, Vogue, Weekend, Harper's Bazaar, etc.





## KEY ACTIVITIES

Development of the franchise network.

Development of a non-profit educational project -  
Aldo Coppola Academy of Aesthetics and Style.

Exclusive distribution  
of a number of brands of manufacturers  
of cosmetics for hair, face and body.





beauty —————>

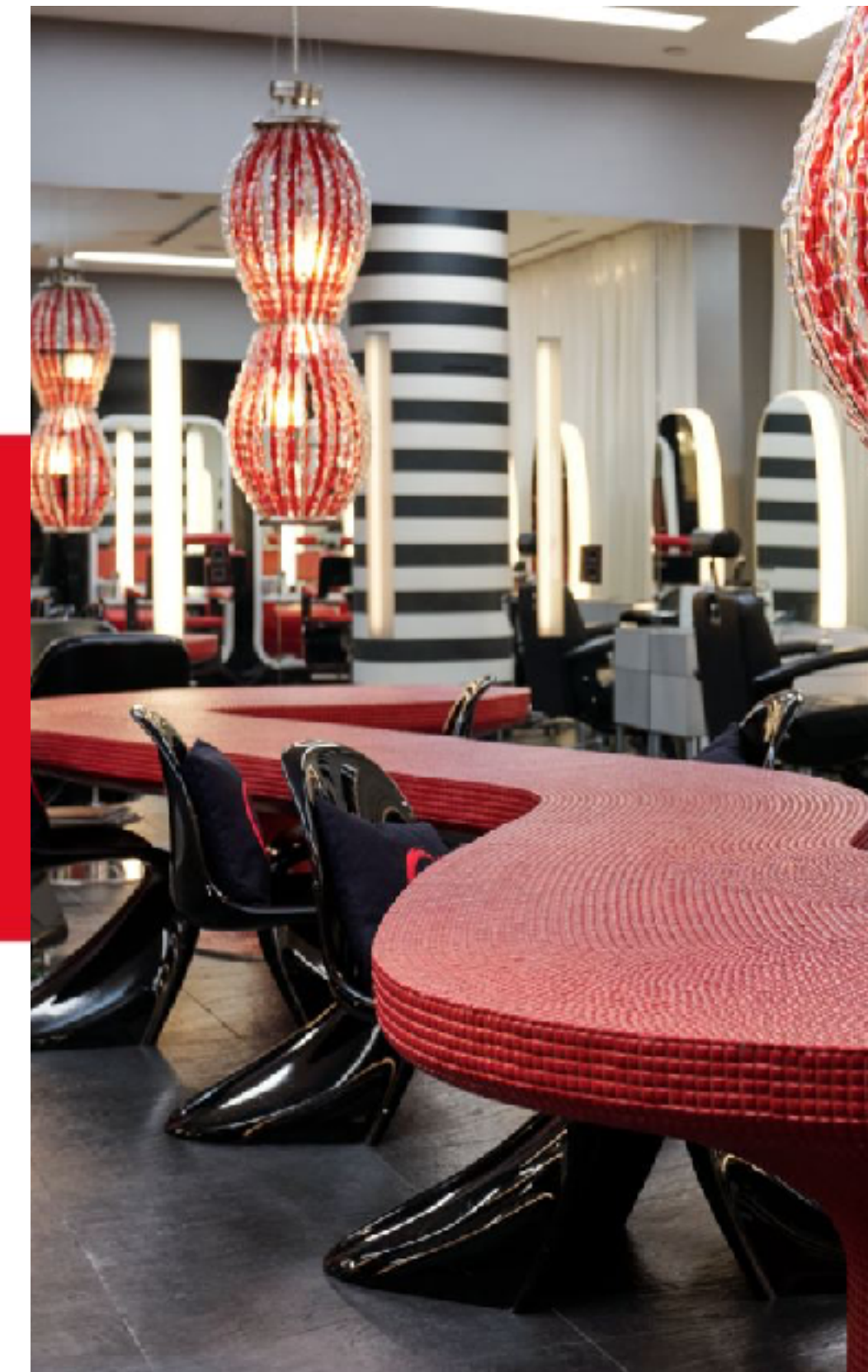
## ALDO COPPOLA BEAUTY CENTERS





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## ALDO COPPOLA BEAUTY CENTERS

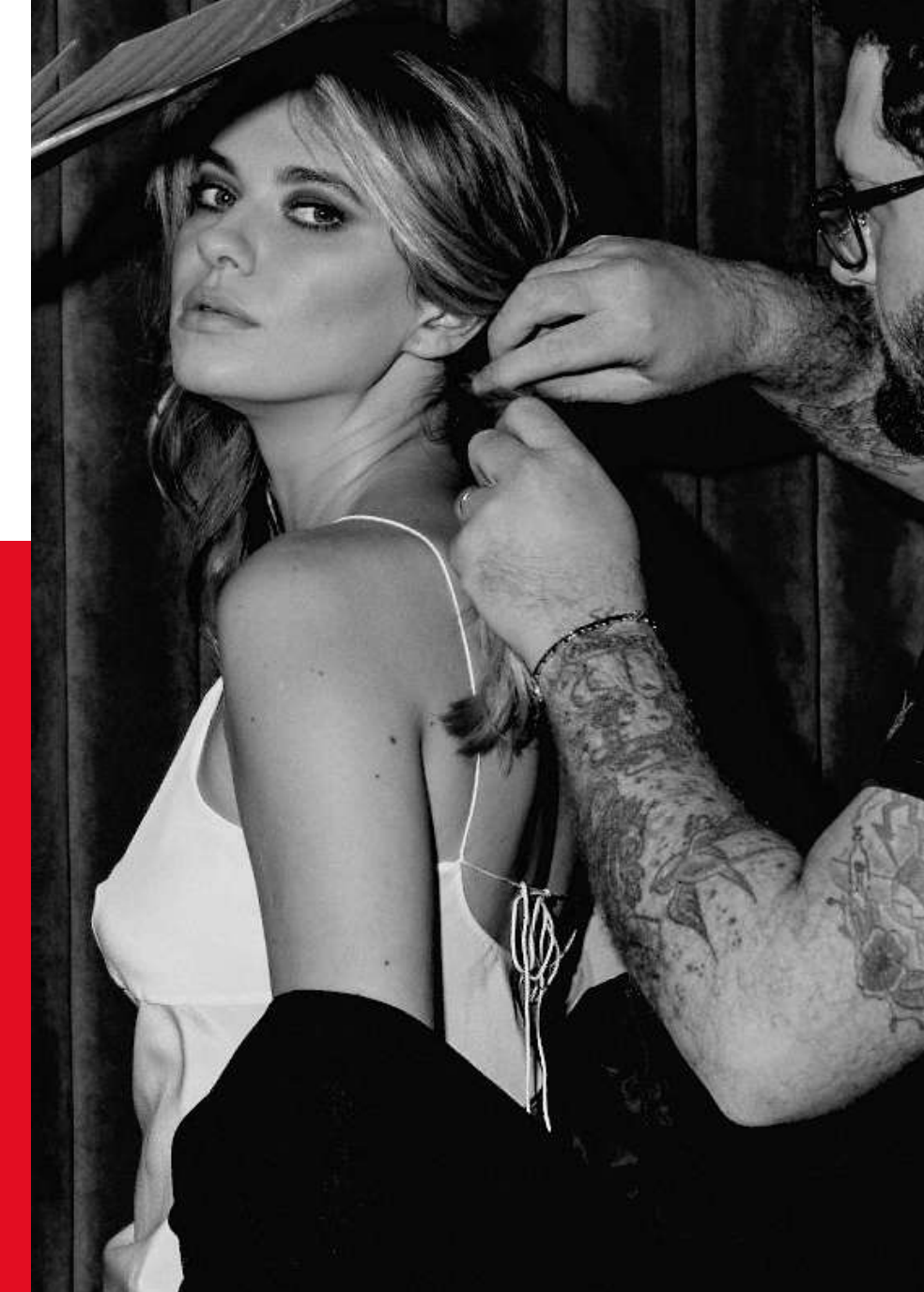




## CREATIVE PROJECTS

Creation of art content is one of the key activities of the company around the world. Participation in the filming of fashion and lifestyle publications, as well as our own production, is not only a powerful realization of the creative potential of the team, but also a new experience, an incentive for continuous professional growth and development.

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ВРЕМЕНА ГОДА

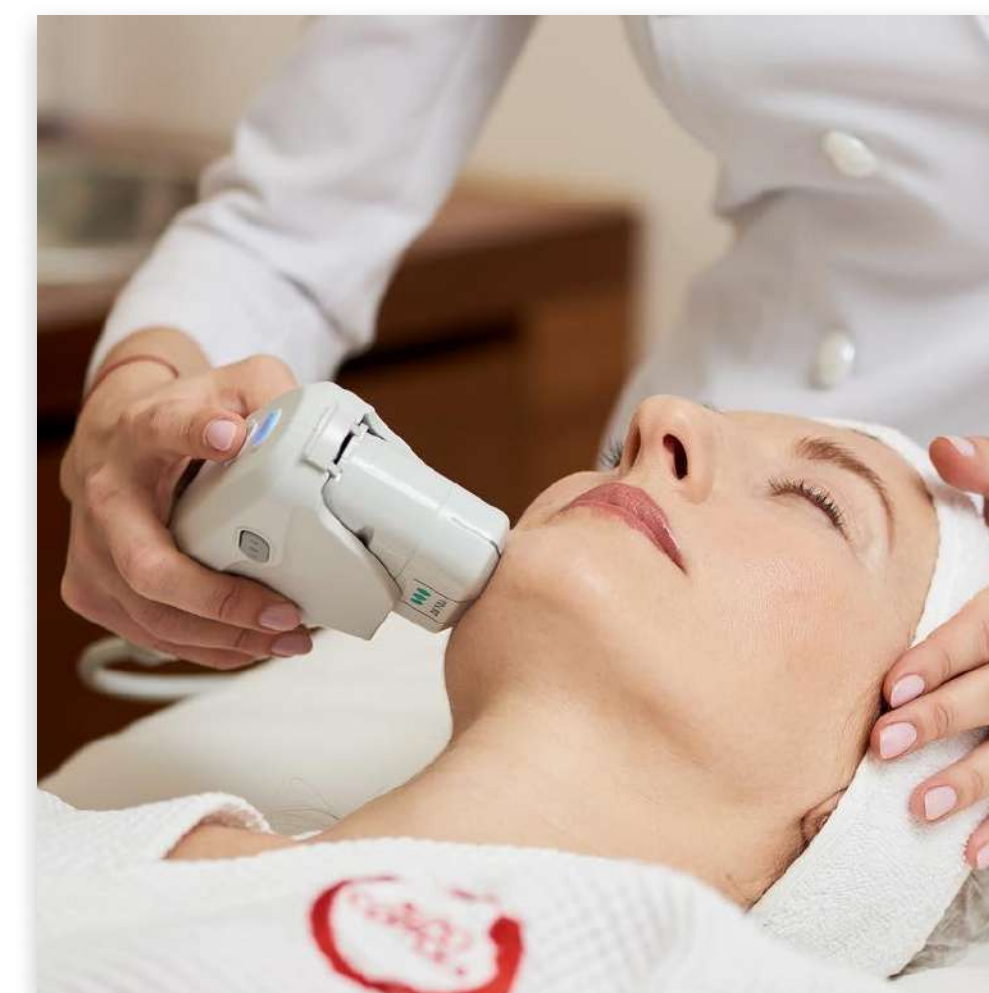
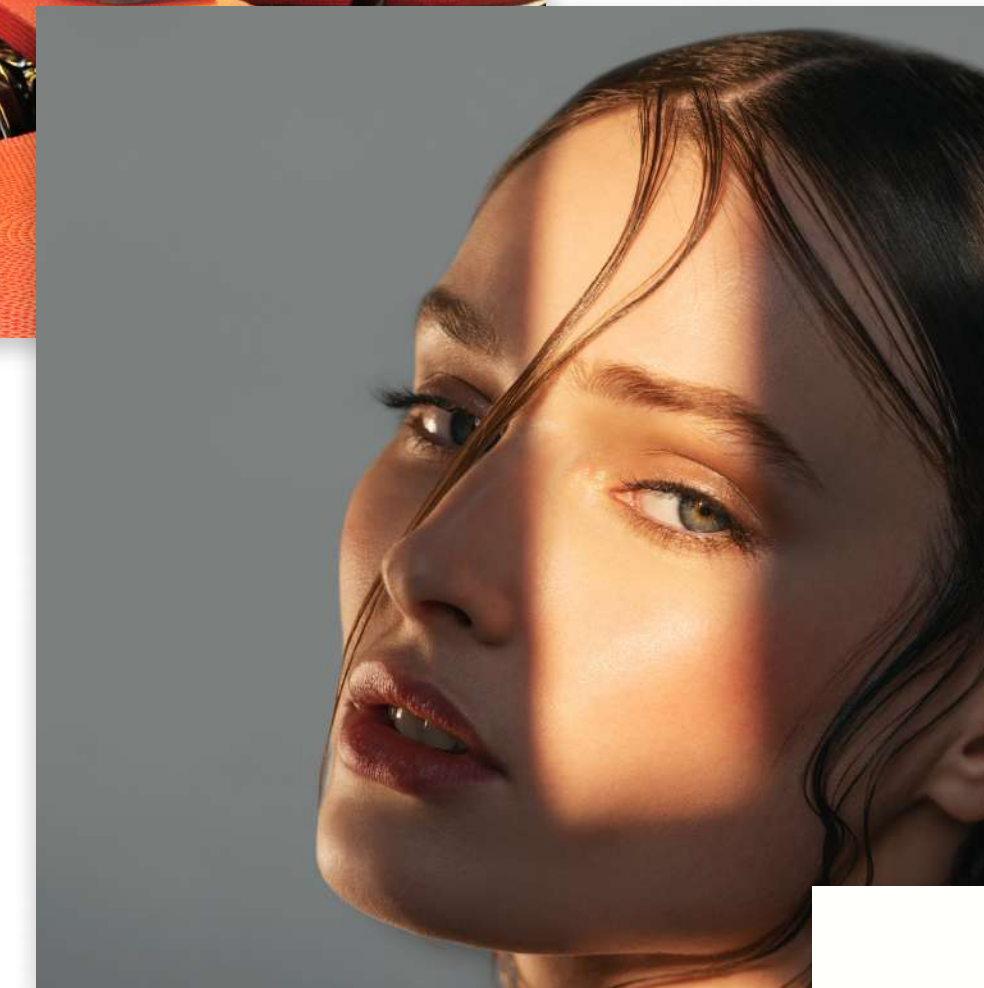


## BUSINESS LINES

Aldo Coppola is actively developing two main areas:

- services of a hairdressing salon (haircuts, coloring, styling, hair care, barber services, nail service, make-up)

- aesthetic and medical cosmetology





distribution —————>

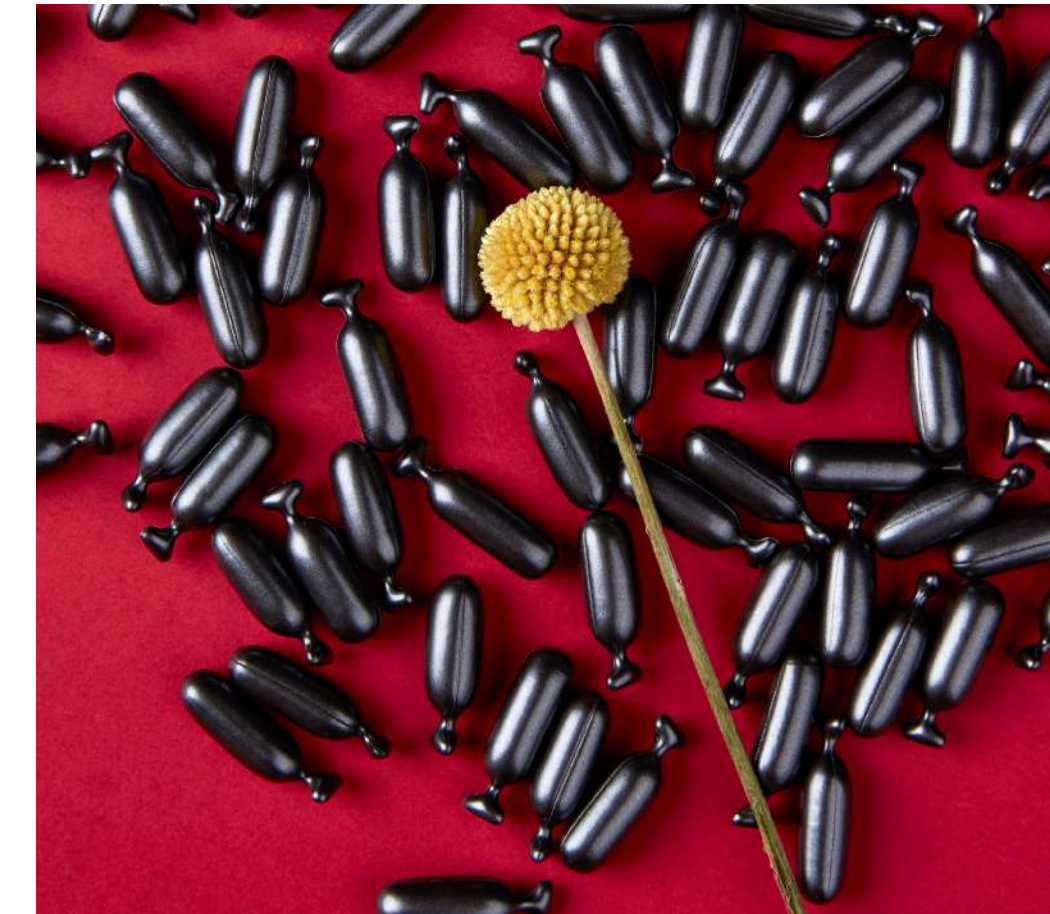
# BRAND COSMETIC PRODUCTS

Aldo Coppola is an Italian hair and scalp care, styling, innovative care products based on henna and other natural ingredients.

Based on the experience and research, the experts of the brand develop unique products every year.  
The latest discoveries are embodied in different lines, providing excellent shine, strength and health of the hair.

- patented unique system of gentle coloring with herbal ingredients
- author's coloring technologies on natural dyes


[aldocoppola.ru](http://aldocoppola.ru)



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## ADVANTAGES OF WORKING WITH THE ALDO COPPOLA BRAND



Expertise & Customer Experience - 55 Years in the Beauty Industry

Reputation and status - the world's largest network in the luxury segment

Fashion and trends - new images and creative techniques presented every season by experts from the Milan Academy

Business consulting - assistance in the formation of a business strategy, strategic planning



## GET A FRANCHISE. WHAT AN INVESTOR GETS

### Before opening:

- Project business plan
- Consultation on the design project
- Casting, training and apprenticeship of the personnel
- Operational support: quality standards, range of services, pricing policy
- Marketing strategy, informational support
- Detailed check-up of readiness for opening

### Operations:

- 360° support
- Education and training (Moscow, Milan)
- Italian know-how in hairdressing
- Marketing support: press, SMM, layouts, annual image
- Support of operational management: documentation, consultations, webinars
- Control of quality standards



# Contacts

## Aldo coppola

Instagram:

[@aldocoppola](#)

[@theagencyaldocoppola](#)

[@aldocoppola.beauty](#)

[www.aldocoppola.com](#)

[www.aldocoppola.ru](#)

Franchise:

+7 495 661 1177

[franchise@aldocoppola.ru](#)

