

**BALMAIN**  
PARIS  
HAIR COUTURE

**HAPPY  
STYLING**

**LUXURY BACKBAR  
TREATMENTS**

*with the 5 Week Enriching Hair Treatment*

**ACCESSORIZE  
YOUR LOOK!**

A unique Care & Styling Promotion

**SALON BROCHURE**  
APRIL - JUNE 2021



# SPRING-SUMMER 2021 CAMPAIGN

The Spring-Summer Campaign of Balmain Hair Couture stays true to the rich inspiration of the fashion house. It shows a comfort design that effortlessly transitions from day to evening. The spirit of the Spring-Summer Campaign is a mix of cross-generational and cross-cultural looks, strong silhouettes from the Seventies Saint Germain fused with the Nineties Brooklyn. Showcases a collection that reflects a design of opulence blended with a vibe of pop culture.

A concept created by a team of professional stylists. Includes all elements of Balmain Hair Couture's collections, a strong combination of Couleurs Couture, Care & Styling and Hair Additions that represents powerful women from all over the globe.



Glorify  
bestsellers  
in the salon.

## CREDITS

Photographer: @isaacmorell · Hair Stylist: @ginomateus  
Hair Colour & Hair Extensions: @kasperheemskerkeeducation  
Hair Assistance: @omar\_el\_gharbawy · Film Maker: @xabigoitiso  
Fashion Stylist: @alejandromm\_\_ · Make-up Artist: @pablorobledo\_co  
Model: @vikafalileeva · Production: @gsgproducciones







**BALMAIN**

**PARIS**

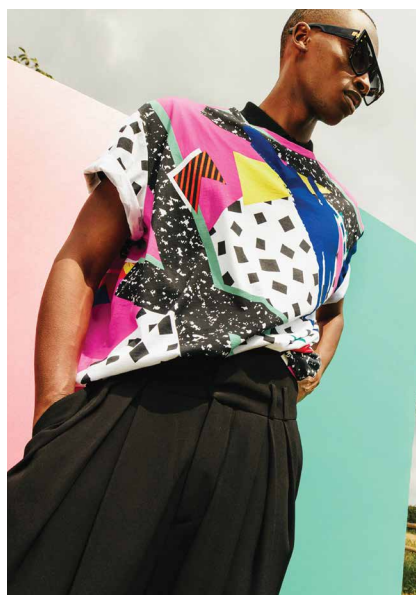
**HAIR COUTURE**



# BALMAIN PARIS SPRING SUMMER 2021 COLLECTION

## STEEPED IN NINETIES REFERENCES

The Spring-Summer 2021 collection is inspired by the Balmain Resort Collection 2021, steeped in Nineties references such as 'Beverly Hills, 90210', 'The Fresh Prince of Bel-Air' and Julia Roberts in 'Pretty Woman'. The collection featured a mash-up of graphics and colour on T-shirts, jackets, and sequined cocktail dresses. Sherbet denims, militaries in hot colors and many more vibrant designs.





BALMAIN BALI



BALMAIN BALMAIN B









# COLOUR BLOCKING

## LIMITED EDITION COSMETIC BAGS

This Seasons Cosmetic Bags refers to the colour-blocking trend. The Limited Edition Cosmetic Bags are made of luxury neoprene material and are perfect for travelling. The bags are available in three bright colours: coral red, turquoise and cobalt blue.

### Content:

Travel Size Leave-In Conditioning Spray,  
Pocket Comb and Eye Mask.

*Salon price € --,--*

*Recommended Retail Price € --,--*





A close-up profile photograph of a woman with long, wavy brown hair. She is wearing a golden hairslide with a prominent 'B' emblem on her hair. She also has small hoop earrings. The background is a plain, light grey color.

# SPRING SUMMER PROMOTION

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## ACCESSORIZE YOUR LOOK

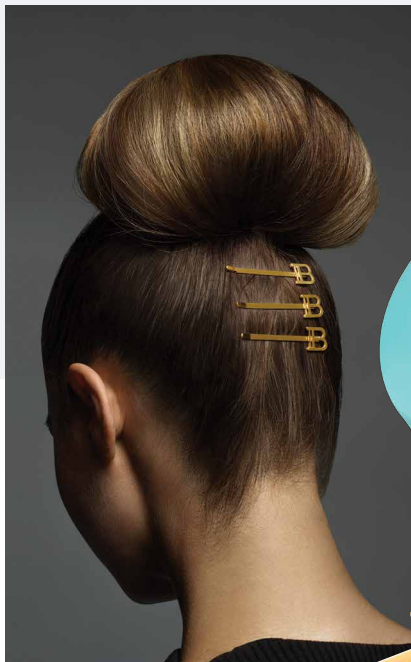
A golden hairslide with iconic B emblem to sweep loose tresses from the face.

A delightful addition that accentuates each hairstyle.



# CONSUMER PROMOTION

Receive a **Limited Edition Slide B SS21** with the purchase of two Care & Styling Products or a Hair Couture Extensions treatment\*.



## SALON PROMOTION

**OPTION 1.** Purchase 12 styling products and receive 6 Limited Edition Slide B SS21.

## SALON PROMOTION

**OPTION 2.** Purchase Silk Extensions or Système Volume with a minimum value of € --,-- and receive 3 Limited Edition Slide B SS21.



Promotional Window & Mirror Sticker Set



Glorifier

Communicate this promotion inside and outside the salon

\* Promotional item. Not sold individually. As long as stock lasts



# LIMITED EDITION HAIR ACCESSORIES

The iconic and exclusive Limited Edition Hair Accessories of the Spring-Summer collection are made of the highest quality materials. A delightful addition that accentuates each hairstyle.



## LIMITED EDITION SLIDE JEWELRY SS21

18K Gold Plated hair slide designed with engraved logo and iconic logo jewelry.

*Salon price € --,--*

*Recommended Retail Price € --,--*



## LIMITED EDITION BARRETTE POUR CHEVEUX B GOLD SS21

A handcrafted 18K Gold Plated hair accessory with the brands signature B emblem. Designed with unique French clip that ensures a strong hold to avoid the clip from slipping out of the hair.

*Salon price € --,--*

*Recommended Retail Price € --,--*



## LIMITED EDITION BARRETTE POUR CHEVEUX JEWELRY GOLD SS21

The handcrafted Hair Barrette is 18K Gold Plated and fastens with a hand polished, 18K gold plated hairpin with engraved logo with small B jewelry.

*Salon price € --,--*

*Recommended Retail Price € --,--*



## DISPLAY THE LUXURIOUS ACCESSORY COLLECTION IN YOUR SALON



### SALON PROMOTION

#### PURCHASE

- 1x **LIMITED EDITION** Barrette pour cheveux B Gold SS21
- 1x **LIMITED EDITION** Slide Jewelry SS21
- 1x **LIMITED EDITION** Barrette pour cheveux Jewelry Gold SS21
- 1x Pince a Cheveux L (*White, Black or Tortoise*)
- 1x Pince a Cheveux M (*White, Black or Tortoise*)



### LIMITED EDITION CELLULOSE ACETATE PINCE À CHEVEUX

Luxurious handmade hair accessory with 18K gold plated B. The Pince à Cheveux Turquoise is suitable for any occasion and instantly adds a touch of class to every hairstyle. Including hidden spring mechanism for more grip.

**EXTRA SMALL** Salon price € --,--  
Recommended Retail Price € --,--

**MEDIUM** Salon price € --,--  
Recommended Retail Price € --,--



#### RECEIVE

- 1x Pince a Cheveux S (*White, Black or Tortoise*)
- 1x Barrette pour Cheveux M (*White, Black or Tortoise*)
- 1x Barrette pour Cheveux L (*White, Black or Tortoise*)
- 1x Elastique pour Cheveux M (*White, Black or Tortoise*)
- 1x Luxury Hair Accessory display







**LIMITED EDITION  
CORDLESS STRAIGHTENERS SS21**

*Bright Turquoise and Coral Red.*

A few hours before the fashion show starts, the backstage team arrives. Hairdressers, make-up artists and stylists are all looking forward to create the new inspiring looks of the season. Working backstage is exhilarating as time is of the essence; a selective team of session stylists needs to prepare over 70 models, and everything needs to be perfect.

A few minutes before the show starts the hair needs one final touch up to ensure the perfect styled runway hair. As all models are in line for the runway, flexibility from the stylists is required. The Cordless Straightener is the backstage essential for every stylist. The tool is designed without a wire and comes with different heat settings (from 160 °C to 200 °C).



*Including:*

- Portable charger
- Heat protectant hard case for safe storage after usage
- Strap for comfortable wear during backstage work or traveling
- Universal Plug for EU, UK and US.

*Salon price € --,--*

*Recommended Retail Price € --,--*





**LIMITED EDITION  
BACKSTAGE SESSION CASE**

*Disco Inspired*

The Limited Edition Spring-Summer 2021 Backstage Case is inspired by the Disco Bag from the Balmain Fashion house. The round features of this pouch in combination with the debossed logo makes it a luxurious toiletry bag that stores all summer essentials for healthy and shiny hair. The strap on the pouch makes it comfortable to carry during travelling.

Contains a Texturizing Salt Spray, Sun Protection Spray and a turquoise pocket comb. The perfect combination for the summer season.

*Salon price € --,--*

*Recommended Retail Price € --,--*







**BALMAIN**  
PARIS

LEAVE-IN  
CONDITIONING SPRAY  
SOIN HYDRATANT  
SANS RINÇAGE

MOISTURE AND DETANGLE

INGREDIENTS: AQUA, GLYCERIN, ARGAN OIL, SPONGIA  
MILNE EXTRACT, SILK, MINTO LARIPAN, BENTONITE, SODIUM  
MILK SODIUM LACTATE, MANDARIN, TOCOPHERYL ACETATE, COCAO  
BUTYRIN, PANTHOIC ACID, VITAMIN B3, HYDROLYZED  
CUCURBITURIN, ACCURBYTINYL PALMATE, ALCOHOL DENAT., PEG-15  
DIMETHYL METHYLLUQUINOLYL AMMONIUM CHLORIDE, PHENOXYETHANOL,  
FELIF, FOR MORE INFORMATION, PLEAS FOR  
PLUS D'INFORMATIONS.

200 ML e  
8 718503 828596  
6.76 FL.OZ



**BALMAIN**  
PARIS

ARGAN  
MOISTURIZING ELIXIR  
ELIXIR D'ARGAN

INGREDIENTS: AQUA, GLYCERIN, ARGAN OIL, SPONGIA  
MILNE EXTRACT, SILK, MINTO LARIPAN, BENTONITE, SODIUM  
MILK SODIUM LACTATE, MANDARIN, TOCOPHERYL ACETATE, COCAO  
BUTYRIN, PANTHOIC ACID, VITAMIN B3, HYDROLYZED  
CUCURBITURIN, ACCURBYTINYL PALMATE, ALCOHOL DENAT., PEG-15  
DIMETHYL METHYLLUQUINOLYL AMMONIUM CHLORIDE, PHENOXYETHANOL,  
FELIF, FOR MORE INFORMATION, PLEAS FOR  
PLUS D'INFORMATIONS.

100 ML e  
8 718503 824215  
3.38 FL.OZ



# Summer ESSENTIALS

Sun, sea and sand, the summer essential everyone needs. The Limited Edition Summer Sets protects the hair to prolong the life of healthy and beautiful hair during the long summer days.



## LIMITED EDITION SUMMER BREEZE SET

Create heatless curls by using the Texturing Salt Spray and Limited Edition Turquoise Detangling Brush. Use: Brush damp hair with the Detangling Brush and spray the Texturizing Salt Spray at midlengths and ends. Divide the hair into 2 sections. Braid each side with a bathrobe belt. After sleeping overnight (or after approx. 4 hours relaxing) take out the bathrobe belt and carefully brush the hair with the Detangling Brush to loosen the curls.

### *Content*

*Texturizing Salt Spray 200 ml | 6.76 FL. OZ.  
Limited Edition Detangling Brush Turquoise*

*Salon price € --,--*

*Recommended Retail Price € --,--*



## LIMITED EDITION SIGNATURE FOUNDATION SUMMER SET

The ultimate backstage secret for healthy hair with a luminous shine throughout summer season. The combination of Leave-in Conditioning Spray and Argan Moisturizing Elixir provides the ultimate styling surface and care treatment for any hairstyle. With protective UV filters to protect the hair against the sun and heat of any hot tools.

### *Content*

*Leave-in Conditioning Spray 200 ml | 6.76 FL. OZ.  
Argan Moisturizing Elixir 100 ml | 3.38 FL. OZ*

*Salon price € --,--*

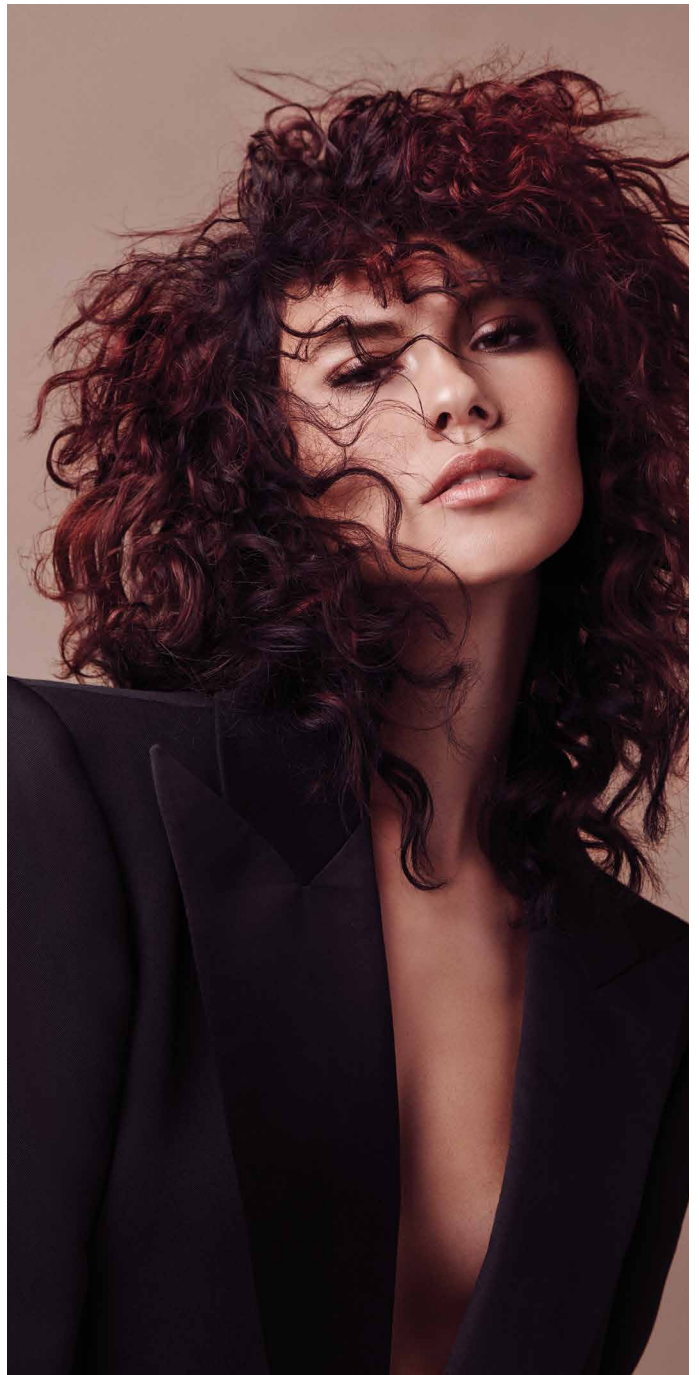
*Recommended Retail Price € --,--*

# TREND FORECAST

## *Volume 1*

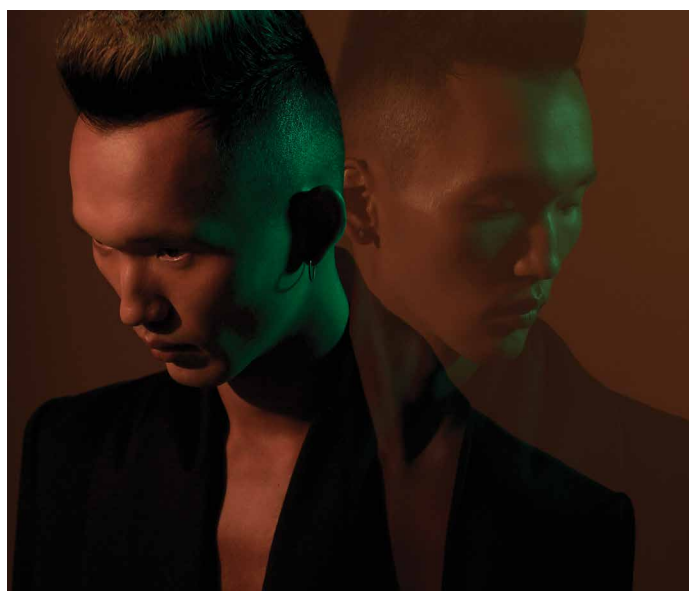
This seasons looks are inspired by the styles of the aristocrats-meets-rebel collection of Balmain. The aristocrat has style and manners, ranging from elegant to chic. Inspired by the spirit and the style of icons of the Nineties. The unique energy of the Nineties is visible through the big bold looks, the pastel and deep tones combined with strong shapes. A vibrant, inclusive and diverse collection that represents the power of Balmain men and women of today.

Get inspired by the blend of different cut-, and colour techniques, styling products and tool use. A phenomenal collection that is desirable for salon stylist and consumer.



Ask your  
account manager  
about this training

GET TRAINED AND RECEIVE THE  
EDUCATION KIT *Spring-Summer 2021!*







# GET READY FOR THE SPRING-SUMMER 2021 SEASON!

*Inspirational Education & Merchandising kit*







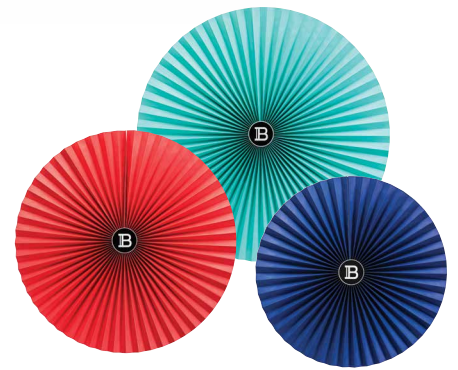
Image for retail display holder  
doublesided



Limited Edition Backstage Case SS21



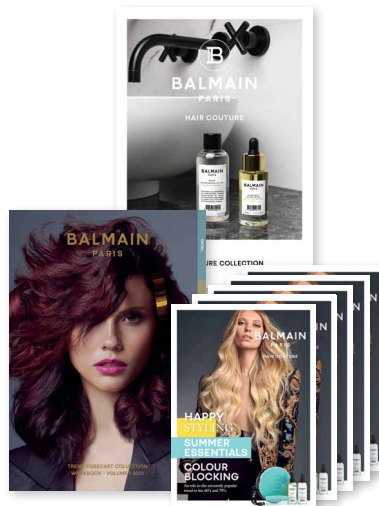
Salon Promoset  
2x Glorifier, 1x A4 window sticker  
and 3x A6 mirror stickers



Seasonal Window Decoration



Campaign Image Card



Trendbook, Hair Couture collection brochure  
5x Consumer Booklet Spring/Summer



Couleurs Couture  
Trend Colour Swatches

# BALMAIN HOMME SPECIAL GIFT

Receive a  
**BALMAIN  
HOMME POUCH  
SS21** with the purchase  
of two Balmain Homme  
Products or the Balmain  
Homme Gift Set.\*

## BALMAIN HOMME

*A Modern Gentlemen's Grooming Routine*

A collection of grooming products made exclusively for men. Perfumed with the intense oriental, woody fragrance of Balmain Homme that combines the invigorating citric freshness of Bergamot with the woody aspect of dry Sandalwood.

The Balmain Homme Pouch SS21 is a soft neoprene toiletry bag with the brand's signature logo emblem. This perfect sized limited edition holds all grooming essentials while traveling.







### SALON PROMOTION #1

PURCHASE 6x Balmain Homme Giftset and  
RECEIVE 6x **BALMAIN HOMME POUCH SS21**

### SALON PROMOTION #2

PURCHASE 12 Balmain Homme products and  
RECEIVE 6x **BALMAIN HOMME POUCH SS21**



A hair spa station in a salon. Two white ceramic sinks are mounted on a wall, each with a chrome faucet. In front of the sinks are two black leather chairs with chrome armrests. The background shows white cabinetry and a counter with several white bottles of hair products. The floor is made of light-colored wood with a herringbone pattern.

**THE ULTIMATE  
HAIR SPA RITUAL**





## ADDITIONAL BACKBAR SERVICES

*Ultimate luxury of a spa treatment*

Repair, strengthen and condition the hair after each lightening service to ensure colour longevity. The 5 Week Enriching Hair Treatment is the perfect partner to use after Couleurs Couture Premium Lightening systems. Complete the backbar service and recommend the full signature spa treatment to each client by using an 'Enriching Hair Treatment Tube' for the regeneration and revitalization of the hair.

The 5 Week Enriching Hair Treatment is now available in single tubes for backbar use. Each display can hold 12 tubes to present the luxury treatment at the backbar. Use a single tube to finalize the backbar treatment and let the customer experience it's most youthful, radiant and soft hair.

**Backbar Box 5 Week Enriching Hair Treatment 36 pcs.**  
*Salon Price € --,--*



Recommend the client to purchase the '5 Week Enriching Hair Treatment' to proceed the treatment at home.

## SALON PROMOTION

PURCHASE a backbar box with 36 tubes of the '5 Week Enriching Hair Treatment' and RECEIVE the **BACKBAR DISPLAY FOR FREE** (Value of € --,--)

# MOISTURIZING STYLING CREAM

## *The new Pre Styling Cream*


Since the successful launch of the Pre Styling Cream back in 2015 the product became one of the iconic products of the session stylist. The soft lightweight cream is the perfect base to provide hold and body and to moisture the hair prior to styling in the desired hairstyle.

When expanding the styling collection over the years, the possibilities to mix and match products became endless.

Balmain Hair Couture discovered the need of the session stylists for a more detailed explanation of the positioning of the product compared to other styling products. The unique opportunity arises to relaunch the Pre Styling Cream as Moisturizing Styling Cream.

*Salon price € --,--*

*Recommended Retail Price € --,--*



	<b>SIGNATURE FOUNDATION</b>	<b>MOISTURIZING STYLING CREAM</b>
	DAILY NOURISHMENT	PREP BEFORE STYLING
<b>SIMILARITY</b>	Moisturizes	
	Reduces friz	
	Heat Protection	
	Ultimate styling surface	
	Reduces blowdry time	
<b>DIFFERENCE</b>	Liquid/Oil	Cream
	Restores hair's natural shine	Defines curls
		Gives Body
		Gives Hold
		Cuticle sealer



# BALMAIN PARIS

## MOISTURIZING STYLING CREAM CRÈME COIFFANTE HYDRATANTE

### DEFINES AND REDUCES FRIZZ

INGREDIENTS: AQUA, CETYL ALCOHOL, PROPYLENE GLYCOL, ETHYLHEXYL PALMITATE, GLYCERYL STEARATE, CETEARETH-20, ARGANIA SPINOSA KERNEL OIL, SILK AMINO ACIDS, PANTHENOL, TOCOPHERYL ACETATE, HYDROLYZED VEGETABLE PROTEIN PG-PROPYL SILANETRIOL, CETRIMONIUM CHLORIDE, POLYQUATERNIUM-7, ETHYLHEXYL METHOXYCINAMATE, DIMETHICONE, POLYQUATERNIUM-37, PROPYLENE GLYCOL DICAPRYLATE/DICAPRATE, PPG-1 TRIDECETH-6, C10-11 ISOPARAFFIN, SORBITAN OLEATE, ACRYLATES/STEARYL METHACRYLATE COPOLYMER, PANTOLACTONE, CITRIC ACID, PARFUM, PHENOXYETHANOL, ETHYLHEXYLGLYCERIN, POTASSIUM SORBATE, DISODIUM EDTA, BENZOIC ACID.



8 720246 241693

150 ML

5,07 FL.OZ

AVAILABLE  
FROM  
JUNE 2021





# HIGH-END PONYTAILS WITH A STRONG HOLD

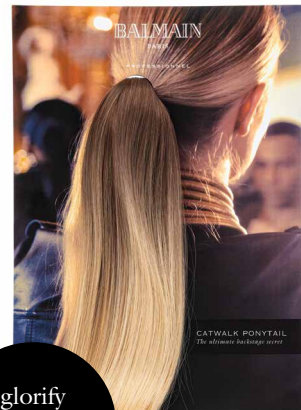


Catwalk Ponytail  
with Travel Size  
Session Spray Strong

Braided ponytails are the trend of the Spring-Summer 2021 season and easy to style within minutes. Create unique hairstyles by creating braids in the Catwalk Ponytail. Use the Travel Size Session Spray Strong for touch ups and a strong hold.



HOW TO APPLY  
Catwalk Ponytail



glorify  
BESTSELLERS  
in the salon

NEW IN  
*4 Ash tones*



Oslo



Moscow



Chicago



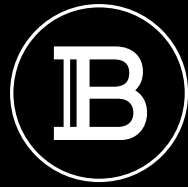
Dublin

## SALON SPECIAL

PURCHASE 6x Catwalk Ponytail (*in the desired colour*) and RECEIVE 6x Travel Size Session Spray Strong

## CONSUMER SUMMER SPECIAL

PURCHASE a Catwalk Ponytail and RECEIVE a Travel Size Session Spray Strong



**BALMAIN**  
**PARIS**

**HAIR COUTURE**