



HAIR CUTTERY
FAMILY OF BRANDS

 **HAIR CUTTERY.** **BUBBLES** THE COLOR SALON **cibu.**

**HCFB Swag, Shirt, &
Merch Concepts**

Beauty Brands

Why: Brand identity is in the colors, **simple messaging** and relatability through everyday phrases and occurrences that have to do with the products/services.

Creating a “I’m with the brand. I am part of the brand” messaging. Builds a sense of community before actually committing to the company.



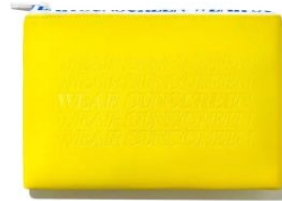
Ex. Supergoop



PLAY Body Mist & Coozie Set
\$21



Smiley Cotton Tube Socks
\$16



Wear Sunscreen Neoprene Zip Pouch
\$25



Wear Sunscreen Reusable Water Bottle
\$20

Every Single Day
Wear Sunscreen
FUN! SPF!



Butterfly Hair Clip



Wear Sunscreen Tee



Every. Single. Day.™ Baseball Cap



Bucket Hat





Ex. Glow Recipe

Glow Time
Play off of
Hydrating, Fruits &
Veggies

Glow Cane Bath Mat

Watermelon Pink Beanie

Tie Dye Bandana

7-Pack Reusable Cotton Pads

REWARDS

SKIN CONCERN ▾ ROUTINE ▾ FRUIT ▾

cado Spa Headband & Wristband Kit
★★★★★ (5)
\$ 19

Guava Glow Cap
\$ 20

Depuffing Mini Eye Roller
★★★★★ (18)
\$ 10

Watermelon Night Treatment Sleep Shirt
★★★★★ (5)
\$ 35

FEATURED ▾

Non- Beauty Brands

Why: Make non-interesting products relatable through messaging. Creating a sense on community in **simple copy**, design, look and feel elements of trendy value props and actions.





Ex. Poppi

Play off their drink flavors, colors, and fruits used in the drink

Use a lot of puns in marketing copy. Drip, fresh, flavor, etc.

Pop. Sip. All New Drip. As high quality as our ingredients and fresh as our flavor, you'll be sure to be serving #BFE all season long.



#BFE Hoodie — \$80



#BFE Trucker — \$30



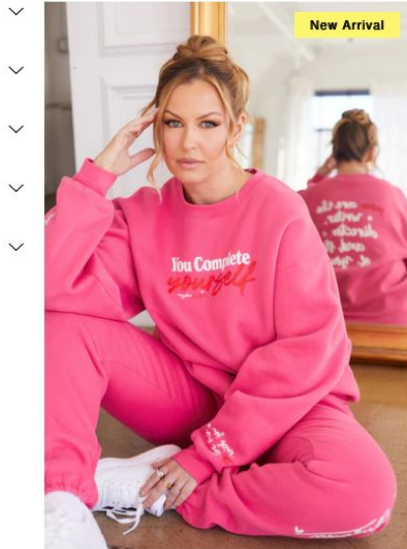
#BFE Shorts — \$70



Ex. Mayfair Group

Marketing/Creative agency uses messaging about self love, confidence

Plays off of feelings and emotions to get the message across



Mayfair x Serena Kerrigan Crewneck

€119



Mayfair x Serena Kerrigan Sweatpants

€99



Human Connect Crewneck

\$108



EMPATHY ALWAYS Grey Sweatpants

\$78



EMPATHY ALWAYS Hat

\$32



EMPATHY ALWAYS Socks

\$24



Current HCFCB Branded Swag

Speaks too much to recruiters

No hashtags or website urls are needed on shirts

Too much copy



HCFB Message & Branding

Brand Positioning: Instill confidence in both Guest and Stylists. Provide limitless opportunities for our Associates to live their best lives. Deliver exceptional experiences to Guests, Stylists, and Associates.

Feelings HCFB aims to provide all Guests, Stylists, & Associates with:

- Confidence
- Support
- BEST Self
- REAL Self
- Style
- Happiness
- Empowerment

Pillars:

- Fun
- Fresh
- Real
- Community





HCFB Swag & Shirts

The Goal: To want to be a part of our brand, community, & salon. Guests, Stylists, & Associates can represent and wear branded swag.

Opt 1.

Front:

BeYOUtiful

HCFB Logo ~~or in the back of circle~~

Back:

Confident

Unstoppable

Empowering

Real

Powerful

Visionary

Artists

Opt 2.

Front:

WE ARE

HCFB Logo - *or in the back of circle*

Back:

Confident

Unstoppable

Empowering

Real

Powerful

Visionary

Artists



HCFB Swag & Shirts

The Goal: To want to be a part of this brand, community, & salon. Guests, Stylists, & Associates can represent and wear branded swag.

More Phrases & Options:

Be You

Choose Confidence

Choose Success

Love who you're becoming Unstoppable

Confidence is Power

Confidence is a LifeSTYLE

Imagine Your BEST Self

It's a LifeSTYLE

Become your BESTself