

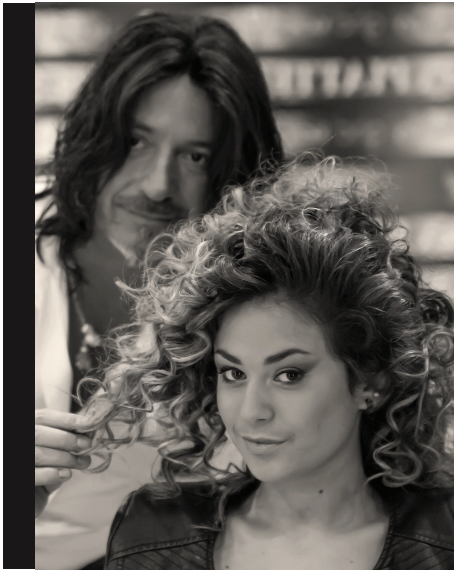
Luca Piattelli

Hair Stylist, Fashion Designer and Entrepreneur

Franchising Program



Woman is my inspiration, each is a world of unlimited charm



A success story

The genesis of a brand



A Way of Life

The excellence of Made in Italy



Franchising

The strategic development program

LUCA



Luca Piattelli, hair stylist, entrepreneur and fashion designer

A story started 28 years ago in a small barber shop. With only the arrow of his courage in his bow he achieved success in the world of hairstyle placing himself as an undisputed reference in this realm. Technically and stylistically formed at the school of Vidal Sassoon, in the course of his career he met great personalities of fashion, culture and entertainment.

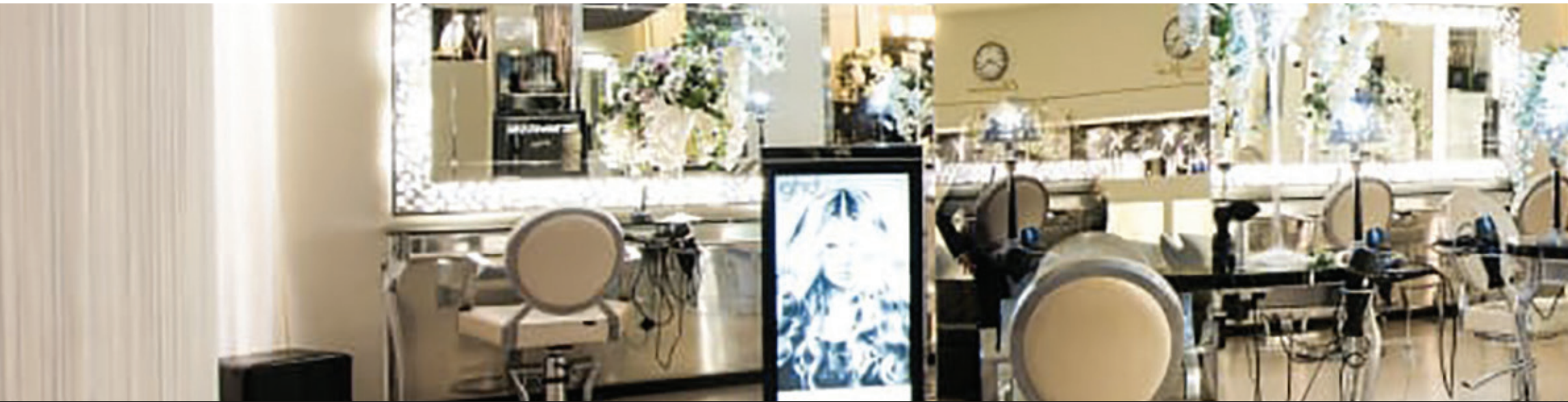
Open to different cultural influences in 2005 he participated to the “Eclectic” project with the Museum of Modern Art in Bologna, creating a unique work that was exhibited at the Moma in New York.

In 2007 he ranked first at the Hairstylist National Championship, he was present at the World Cup in Barcelona as the only Italian representative and was elected Vice President of Young Entrepreneurs of Lucca, gained for the second consecutive time the recognition of “Hairdresser of the Year” of the Province of Lucca and was recognized as “Magnificent excellence” by the Tuscany Region.

In 2008 Luca Piattelli and his wife Katia Carmignani were honored in Hollywood with the prestigious Global Salon Business Awards, conferred by the UCLA for their ability of doing coiffeur business.

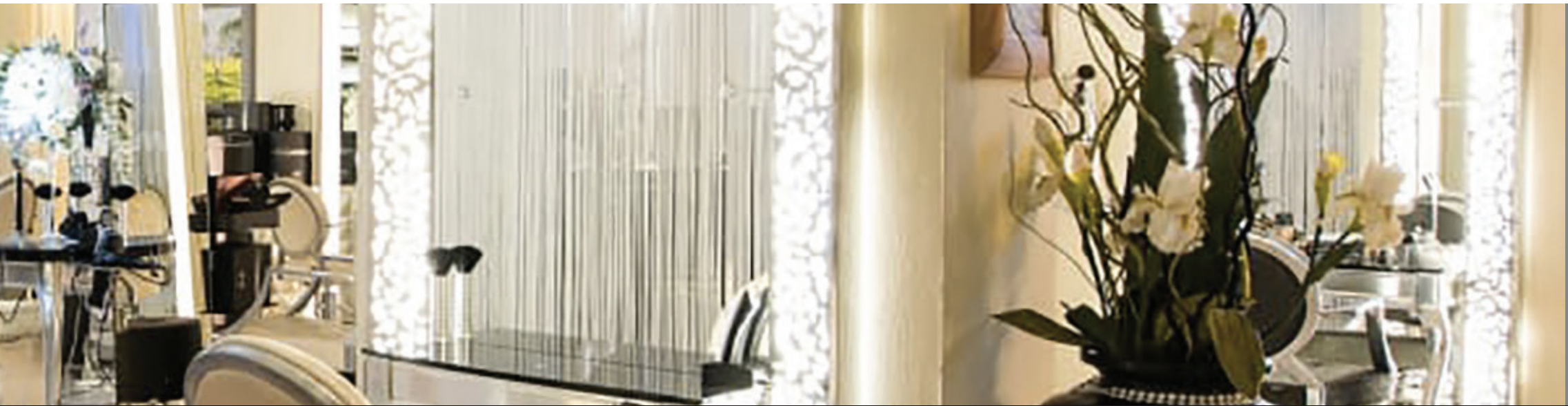


In boyhood dreams he saw himself as a musician,



In the following years it is a series of awards: “Best Salon in Italy” for 3 years in a row; “Il Fiore d’Argento” National Award presented for artistic skills and “Company with Greater Annual Development” by the National Industrial Association.

today he is a great conductor



In 2014 the triumph in communication with the first prize of the competition “Best marketing and Social” among the Italian hairdressers.

PIATTPELLI



In 2015 he won the “Italian Hairdresser Award” as the first Salon in Italy and his company was awarded the first prize by the Industrial Association as a virtuous enterprise. In 2016 he is Ambassador for the Osis line of Schwarzkopf Professional.

He is active in haute couture in Milano and for Fashion Week he lends his skills and abilities to create the looks for the fashion shows.

Pioneer in marketing strategies at the forefront of an entrepreneurial and stylistic vision at 360 degrees, Luca Piattelli has participated to numerous television events dedicated to fashion.

An important milestone is the participation at the Venice Film Festival 2018, where he took care of the look and hair style of many stars of the 75th Edition.

In 2019 he has the honor of being invited to the Senate of the Italian Republic as Ambassador of Made in Italy in the world.

Eclectic and artistic personality he undertakes the path of fashion design.

Grow with a consistent heart

The heart of his activity is the Chiesina Uzzanese Salon opened in 2012 in the Tuscan countryside, among the top 4 in Italy and the first in Tuscany in terms of size and services.

Professionalism, customer satisfaction, research and innovation. With this new Salon Luca Piattelli and Katia Carmignani have realized new ideas like Sunday openings, the organization of theme nights, last minute offers through social networks and the Academy in which the values, knowledge and skills developed in all these years of activity are spread.





LUCA PIATTELLI





THE SALON





The true essence of emotion





A structure with a new concept of increasingly innovative and technological work, location of events, cultural experiences and special openings, where customers have the opportunity to touch the true essence of an emotion.



The elegance of professionalism



The Salon is among the first national excellences and every year more than 30,000 customers are able to experience an elegant and lively environment.

Where the gesture becomes dance

Passion for beauty

Luca Piattelli with his unique savoir-faire offers each customer a vision of beauty in line with the latest trends pushing beyond the boundaries of creativity. A will driven by passion for beauty aimed at giving living energy to the look of the customers, to enlight their way of being enhancing a free and spontaneous femininity. That taste and that exclusivity that are typical of his idea of beauty.



Emotions take shape



Reception Area



Bar Area



Man's Area



Styling Area



Washing Area



Technical Area

LUCCA



Over 600 square
meters and 38
employees

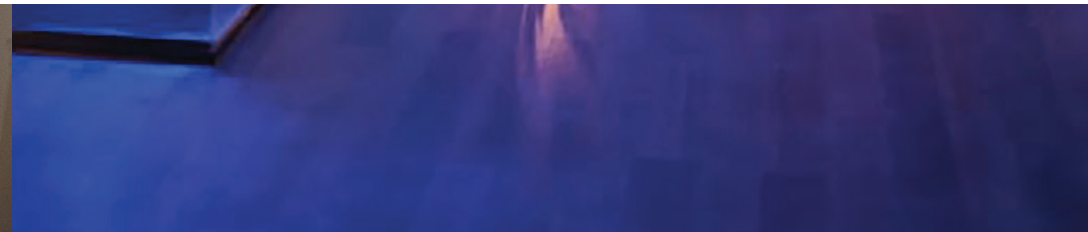
place the Salone Luca Piattelli at
the first place in Tuscany and at the
fourth in Italy in terms of size and
types of services offered.



Nail booths



SPA

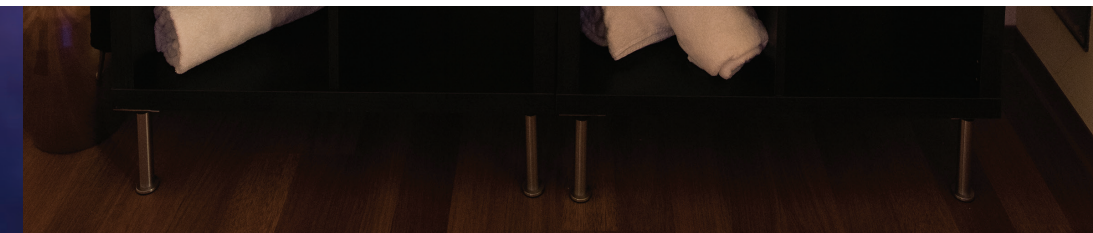




Wellness



Relax





We wanted to
create a great
environment
where
customers feel
pampered

In the fashion area, dedicated to the world of hair styling, we have 13 washing stations, an exclusive space for the disabled where you can wash without moving from the wheelchair, 10 technical stations for dye and perm services, 13 styling stations where we make cutting and styling services, 2 positions reserved for male customers for cutting, shaving and lotions.

Beauty and SPA

In the beauty area there are manicure and pedicure booths, VIP massages rooms for exclusive privacy and solarium booths. For total wellbeing, we created the spa area, with steam bath, emotional shower and a salt room to relax.

Attention to every detail to pamper our customer like no one ever



The values, the mission and the vision of Luca Piattelli

The great attention to the customer is our beacon



FASHION



CREATIVITY

Our goal is to enhance the combination of fashion, creativity and business that makes the Salone not only a place where you cut your hair but where dreams are realized and the customer's needs are met.

La grande attenzione al cliente è il nostro faro

Luca Piattelli e Katia Carmignani



We conceived our project to give the best to every customer, we want to cuddle, relax and make their visit unique, unforgettable.



We collaborate with selected professionals among the best experts in the business, a new professional approach that helps uniting a tight-knit team where the first objective is the relaxation and wellbeing of the client.

We are constantly updated on scientific and technological innovations and we are involved in researches at University level.

We combine events, special openings even late into the night, new cultural experiences with theme nights where everyone can touch the true essence of an emotion experiencing it firsthand.

Luca Piattelli and his wife Katia Carmignani, who shares this path of success with him, have three passions: their work, their land and their family.

In short, the manifesto of Italian enthusiasm and know-how that is so much appreciated worldwide.

Fashion and Italian taste are synonyms of style and elegance in the task of constant artisan research and new dimensions of hairstyles.

In short, the story of a company that becomes a brand appreciated all over the world.

Determination, interest in other cultures, professionalism, taste for beauty, innovation, originality, high quality, the appeal of Made in Italy and Italian know-how.

The attention to detail in every element of the company organizational system; attention to detail as attitude.

Luca Piattelli continues to grow as an entrepreneur and stylist with the objectives of:

- maintaining a primary focus on customer satisfaction, always looking for new services and also with the offer of beauty, wellness, fashion, food and lifestyle products
- giving relevance and visibility to the Luca Piattelli brand by creating new lines and collections of cosmetics and haircare products, leather goods and other fashion items by Luca Piattelli for a branded total look.



Our business model

In his treatise De Pictura, the humanist Leon Battista Alberti defined the profile of the Artist as capable in the techniques of his discipline, able to operate directly in all phases of the work, from the conception to the practical realization, taking care of all details. Like a Renaissance workshop 4.0, the Salone Luca Piattelli is set up as an innovative space for living the Tuscan lifestyle in an emotional and aspirational experience that pervades customers and continues outside its premises.

Much more than a traditional salon, it's a fashion environment, with lounge bar, gourmet restaurant and luxury & food corners where Luca Piattelli's selections are presented, the best of Italian excellences and where to organize live cooking shows, fashion shows, paintings and photographs exhibitions, movie retrospectives on Italian cinema, book presentations, chamber music and jazz concerts, listening to opera arias, tasting wines and coffee. A showcase to draw inspiration from, a point of reference where to promote such an unparalleled milieu, for completeness, quality, style, culture, creativity and taste.

One of the advantages of being part of Luca Piattelli's family is the relationships that you will establish with some of the most successful entrepreneurial minds in the industry.

Our cost-effective and sustainable business model focuses on team building and talent development through training, coaching and communication.

We pay close attention to how we build team relationships and how the team supports our values with consistent behaviors.

We believe that the construction of a strong culture, supported by ongoing training and coaching, are central and essential elements for achieving company's targets.

Our team members are among the most talented and satisfied professionals in the industry. Our technical training inspires our professionals to passionately pursue their activities while remaining equally dedicated to the quality of the service they provide.

The Franchisees receive the technical procedures to create the Luca Piattelli looks and step by step tutoring / monitoring.

Affiliates receive complete guidelines to implement Luca Piattelli's business systems, supported by leadership training and coaching.

Our work captures the imagination of the salon professional, while embracing the needs of our guests.

The marketing program of Luca Piattelli

*We create seasonal collections inspired by solid technical procedures and supported by effective marketing tools.
The Franchisees receive the instruments of Luca Piattelli's marketing program and the related seasonal updates.*

We have built our business on strong relationships promoted by a culture oriented towards growth. Each Luca Piattelli Salon represents our distinctive internal and external features of design, colors, equipment and furnishings: all vital elements of the brand.

We offer turnkey programs that guide new owners through the process of opening and managing their Luca Piattelli Salon.



The Luca Piattelli bags collection

Style icons Made in Tuscany

Fascinated by the female world, always a source of inspiration and dedication, Luca Piattelli observes its details, the soul, the very different nature. Hence the desire to conceive and design one lady's most introspective accessories giving life to a collection of bags signed with his name.

The lines are dedicated to the women of his life and would like to reflect all the aspects that a woman has the power to reveal.





Emotions to wear

Handmade

Presented as the result of the work of artisan hands, built to perfection by combining tradition and technology, entirely Made in Italy, designed and produced in the heart of Tuscany.

Luca Piattelli does not want to create simple objects, but emotions to be touched, to be worn and relived continuously, timeless objects.

Luca Piattelli, a Way of Life

Iconic style Heritage brand

In addition to selecting the best of Made in Tuscany, through a brand extension project Luca Piattelli broaden the brand's range of action to new product categories. Aware that for the customers it has a high symbolic value and is recognized as synonym of luxury and prestige, aims to giving new products families the equity and benefits of the parent company, so as to meet the needs of a wider, more diverse and ever-changing consumer audience to whom share the essence of Luca Piattelli Way of Life by implementing choices consistent with the identity path undertaken up to now.



*Craftsmanship, the highest
expression of Made in Italy*

possesses a prestigious capital
never equaled in the world. In
particular Tuscany, cradle of
the Renaissance, with its
historic art workshops, has
been estimated for five
centuries as the territory of fine
craftsmanship.

Luca Piattelli was born, grew
up and stylistically established
in Tuscany.

And it is in the heart of
Tuscany that Luca Piattelli
presents himself as the new
protagonist of the fashion
world. The processes combine
high quality materials with an
unrivaled manufacture.

L





Making a top quality bag is a long, complicated and meticulous process where more than 100 specialized hands are involved. No item leaves the factory without having been carefully examined with the critical eye of Luca and his staff.

All Luca Piattelli's creations are made with care following traditional methods and rigorous production criteria. For the refinement of the materials, left untreated to minimize our ecological footprint and to have a pure and natural finish capable of ageing with beauty, our products are often available in limited quantity.

Unique and timeless objects.



We strive to conduct our business in a sustainable way, respectful of the environment and of natural resources.

For this reason we concentrate all our production in a family-run factory and we use only local suppliers.

A glass perfume bottle with reed diffusers is the central focus, sitting on a dark surface. The bottle is partially filled with a dark liquid. Several light-colored reeds are inserted into the bottle, some extending upwards. The background is a blurred shelf with several pink books. A dark, semi-transparent rectangular box is overlaid on the image, containing a quote and the name Luca Piattelli. The lighting is warm and focused on the bottle.

“

Attention to the ritual to bring out the uniqueness of
every woman and her essence

”

Luca Piattelli

IMMERSE YOURSELVES IN THE EXPERIENCE, LET YOU TRANSPORT BY A SCIENT DEAR TO YOU, ENJOY A COLOR THAT WAS EXACTLY THE ONE YOU WERE LOOKING FOR, THOSE ARE SOME OF THE INGREDIENTS THAT CONNECT THE ARCHETYPE OF THE LUCA PIATTELLI WORLD

A world where the customer becomes the object to cuddle and make feel unique, an authentic attention mixed with the ability to emotionally involve the other, thrilling and surprising while providing the service. In Luca Piattelli's Ateliers care to detail reigns with the utmost attention to ritual allowing to transcend and rediscover one's own specificity, one's own uniqueness. We are convinced that in the moment in which we express love and passion for what we are doing, we are completely connected with the most profound and true part that is present within us. The effect is so beautiful to illuminate and make the things we do integral parts of our identity, leaving in the memory of those who meet us a precise and indelible impression, a quality of presence that adapts our relationship to the client in an elegant and flexible way. To our franchisees we offer a path dedicated to them that has been tailor designed and in line with the needs of the brand, dosing theoretical and direct training with experiential experimentation.



Appropriate sensory solicitations and targeted inputs, strong involvement and attention to details will transform experience into the crowning of a dream.



Breath the atmosphere of the mother company

*Attitude to the relationship with the client is
like a casket*

dedicating their cuddles and special attention; give value to the craftsmanship of a brand through the ability to narrate and highlight the dimension linked to the care of detail.

The attitude to the relationship with the customer is like a casket, inside it hidden treasures taking the name of excellence, professionalism, passion and refinement.

Combining technical expertise with other cross skills and committed with dedication to understand their wishes, and then translating them into passionate and motivating gestures and words, the services' approach to customers thus becomes an experiential path, interwoven with emotions.

The preferential channel through which to activate this personalized dialogue is undoubtedly the empathic relationship established with the client. The empathic predisposition allows to tune with the emotions and moods of others, understanding them and providing appropriate emotional responses. The result is a presence of quality, unique and exclusive.

Traveling on the imaginary tracks traced by the art of storytelling and sensory experience: tracks that can be taken using the resources of language on multiple levels, verbal and non-verbal, then the words, the look, the gestures, the attention to detail and atmosphere. The professionalism and the ability to infuse trust to the client are the guiding principles of the journey.

Each customer is considered unique, bearer of a story to which time shall be dedicated in an exclusive way

Luxury experience

The ethics of elegance

It is necessary to create the exclusive symbolic codes of the luxury experience: a halo of dream and emotion, preparation for the client's reception, when the quality of presence takes the scene, acting with elegance, conforming to the customer who enters the Salon. Meeting with the client, to surprise with extreme attention to detail and with the aesthetics of the contents. The closure, aimed at leaving an indelible impression of the experience ... favoring a "next time".

Generate in all those who work in the Salon a conscience that values the three axes Aesthetic-Human-Professional as pivotal elements of organizational behavior.





ghd
good hair day, every day
trial station

ghd

Embracing Luca Piattelli's franchising project does not just mean accepting a layout but becoming part of a philosophy, of a project that we are called to share, consolidating the sense of belonging

In addition to a concept we spread tangible services.

The Luca Piattelli Academy has been conceived not only for technical and artistic training but to transfer the know-how and the guidelines expressed by the founder.

The Luca Piattelli brand born as the result of years of sacrifice, goals and dreams achieved, makes itself available to the new generations so that they can bear fruit and take inspiration, creating well-rounded entrepreneurs. The approach is focused on experiencing as learning, in fact it will be immediate and contextual to training.

Build your future

With the Luca Piattelli brand backing you, you will not only follow a proven format, rather you will become part of something truly special and unique.

Our teams will be with you to support you at all times, all you need is the magic of passion, infinite energy and the drive to success, fundamental elements to make your Luca Piattelli Salon a success.

Our philosophy is to perfectly balance the creative and commercial needs of the Salon

Luca Piattelli is much more than a business



Luca Piattelli is much more than a business, he created a family, a family that will stand on your side to help and support you in every phase of this journey.

The Luca Piattelli Franchising team will ensure that the opening of the Salon is as simple as possible and that the business develops constantly.

Your assistants and stylists will be constantly updated with the latest trends and with the use of cutting-edge products and equipment from our Academy.

Luca Piattelli works closely with the most acclaimed professional brands in the world, which provide all our salons with excellent products and equipment.

Our Luca Piattelli Franchising Partners

will have access to

- A successful business model with over 28 years of experience
- A loved and recognized brand, taking care of over 30,000 customers a year focusing on customer experience
- Support from our dedicated marketing, operations, finance, education and human resources teams
- A well-established training program to give your Salon the most talented and professional stylists
- A Creative Direction appreciated internationally that has been awarded many prestigious prizes and awards. The artistic team helps to design our training courses and to nurture the future talents in our business
- Strong operational support that adopts a detailed approach to our affiliates through the development and involvement of people playing a crucial role in the success of the Luca Piattelli network

We will guide you to create a strong and cohesive team!

We will provide a training course that includes initial modules at our office, on-site support before and during store opening and continuing education through our online media portal and e-learning platform.

Our adaptable business systems replicable in medium and large spaces will help to manage and grow the Salon in an endless perspective. Continuous development of product and service innovation include regular and integrated support, periodic visits to the Salon, ongoing training and access to our team of experts.

In line with our philosophy of quality and service and the needs of our customers in addition to our initial training program we provide complete support for the management and development of the Luca Piattelli franchise. We work with talented partners who have experience in building alluring commercial spaces.



The Luca Piattelli franchisee will have the chance to

- rely on a business model that has proven to work and a brand already established in the market
- receive all the support of a consolidated structure whenever needed
- enjoy all the advantages of being an entrepreneur but with the support of a wider and more specialized network

In particular, before the opening we will guide our Partners through the preparation and planning process of their new Salone Luca Piattelli.

We will provide start-up assistance, site selection, salon layout, furnishing and equipment specifications and furniture supply.

Selection of the site, to ensure that the chosen location meets the corporate and business development standards in the catchment area.

Salon design, to assist the franchisee in the design and furnishing of the premises.

Complete training, to ensure that the Luca Piattelli franchisee and his staff are fully trained in all areas of the company.

Our key suppliers will guarantee professional and state-of-the-art equipment and products. We will provide assistance on marketing, branding and advertising with consultancy, local marketing programs and a coordinated corporate image.





After the opening of the Salon, the Luca Piattelli franchisees will receive the necessary tools to effectively manage their business. You will be able to refer to working and product manuals that cover all technical, operational and management aspects with guidelines, policies, job descriptions and standards systems that illustrate all the main franchise services, supplier contacts, materials and information on new programs by Luca Piattelli.

You will have access to a team specialized in the single thematic areas with which you will have the possibility to interface directly, we are proud of our commitment in the management of the franchise and of our network support that guarantees:

- Guidance through the initial review process of the project
 - Assistance with the selection of the site
 - Days of on site presence
- Management training, all managers are invited to training courses that are held periodically
- Coach On Call, we support new managers with regular coaching sessions, for learning through a tested operational checklist
- On-site, we guarantee that your team is ready when the doors will open with a mix of on-site training, technical and service skills to align with the Luca Piattelli Guest Experience
- Monthly conferences and webinars, we organize monthly conference calls or webinars on a variety of topics, such as services, marketing, salon management, front desk systems and much more
- Marketing and Sales Support, we provide new ideas and promotional planning programs that include promotions, seasonal trends and Take Home programs
 - Regular visits to the Salons to discuss business development
 - Help line service for advice and guidance on all aspects of the business
 - Website development
 - Marketing and PR
- Monthly promotions, free in-Salon magazine content, promotional videos, newsletters, social networks
 - Meetings with Luca Piattelli and possibility to meet the technical team
- Corporate coaching and mentoring scheme to help the Franchisee maintain the growth path and the achievement of the objectives

We believe that Luca Piattelli is the spark of something different, something special and unique, dedicated to providing the highest level of quality and memorable experiences for each customer through personalized service and technical excellence. Franchising with Luca Piattelli will allow you to invest in a very successful brand built by the trust of customers.

We take a detailed approach to our affiliates through the support, development and involvement of people, playing a crucial role in the success of the Luca Piattelli franchising network.

We are looking for extraordinary individuals to join our brand, manage our Salons and become part of our exciting projects for the future.





Our ideal partner

To successfully expand, it is very important to involve the right players to collaborate with us and ideally they must have excellent organizational skills and attention to detail, be effective communicators, have enthusiasm, confidence and ambition. We are looking for highly motivated professionals who can undertake with us this exciting business venture, which can appreciate our passion for what we do and are available to follow the corporate standards of professionalism. We are looking for franchisees who can demonstrate the push, the solid management skills and an understanding of what is needed to provide exceptional customer service. We are looking for people who share our values and who want to create a positive and supportive working environment within their Salon.

If you want to be part of this great expansion do not hesitate to contact us and we hope one day to welcome you in the great Luca Piattelli family.

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