



OUR SHINY NEW FLAGSHIP SALON OPENS IN SYDNEY'S HOTTEST STYLE DESTINATION

Words by JENNY BURNS

The Franck Provost group finished 2017 with a fashionable bang when it opened its latest stunning flagship salon last November at Sydney's hottest style precinct, Barangaroo. The Franck Provost brand in Australia is one of the largest salon networks globally outside of Paris and will continue to grow over the next years.

The salon successfully juxtaposes the essence of Parisian glamour with a raw, industrial vibe, one that's consistent with the heart of the Barangaroo development and its eco-friendly philosophy. Textured block walls and raw ceilings have a cool warehouse ambiance and provide a neutral platform for unique natural elements, the star of which is a permanently preserved moss garden feature wall. The corner position of the salon and expansive glass windows allows an abundance of natural light, minimising excessive electricity usage.

Mirroring the Franck Provost reputation for five-star luxury and style, the salon vibe is minimalist and chic, with

oversized beauty visuals and gold branding combined with warm-toned leather furniture and a serene off-white colour palette. The salon furniture, created exclusively for Franck Provost by Italian design leader Maletti, boasts a mix of sleek lines and flattering lighting to create a sophisticated yet cosy atmosphere.

Franck Provost's close links to the fashion world are woven throughout the salon. Tracked spotlights echo European designer runways, whilst gold chain detailing is reminiscent of the iconic Chanel handbag. The large floor tiles are almost leather like in appearance, inspired by saddlery and the great leathergood artisans of the houses of Hermès. A separate basin area sits discreetly behind an internal wall to provide a peaceful and private sanctuary, just perfect for relaxing with a signature Franck Provost head massage. A designated makeup station delivers clients a final dose of glamour before they leave the salon.

"We are delighted that Mr Franck Provost himself has chosen Australia, and more specifically, Sydney, as a key business focus for the company, and for it to be the 'second home' for Franck Provost outside of Paris," says Jean-François Carré, Franck Provost Australia's founder. "This reinforces our plans for the growth and development of the network to reach all corners of Australia over the next couple of years and echo the same strength and presence the Franck Provost brand enjoys in Europe. We are very excited to launch our latest Australian salon at Barangaroo and be part of a centre that is undoubtedly one of the leaders in the future of urban development."

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Franck Provost Marketing Manager, Melina; Barangaroo Franchise Partners, Libia, Karima and Barangaroo Salon Manager, Melissa.



Franck Provost General Manager, Raphaël and Barangaroo Franchise Partners, Libia et Paul.



Guests enjoying bubbles and nibbles.



Once the dust had settled and the busy Christmas period was over, it was time to celebrate and officially say 'Bonjour Barangaroo' with a glamorous cocktail event at the salon on Tuesday 30 January.

Franck Provost General Manager Raphaël Véron, along with the Barangaroo salon franchise partners Paul and Libia Pellarini, welcomed the glamorous crowd, including Beauticate founder Sigourney Cantelo, Vogue beauty and health guru Ricky Allen, Le Courrier Australien editor Francois Vantomme, Forbes.com's Milly Stilinovic, blogger Michelle Ruzzene and Bondi Beauty's Rebecca Wilkinson and Milly Haddrick, who were transported to Paris for the night amidst a sea of champagne and succulent hors d'oeuvres from neighbouring eatery Wild Sage.

Many lucky guests took home a host of fabulous prizes from Kérastase Paris, L'Oréal Professionnel, Bhave, Natalie Barney Jewellery, Machiavelli Restaurant, Matilda, Valérie Prudon Photography and Evoke Nails & Beauty. And pampering was definitely on the radar for the night, with guests treated to complimentary hair consultations from salon manager Melissa Nanfro and her team plus goodie bags containing a bevy of luxurious hair and beauty goodies from Franck Provost Paris, L'Oréal Professionnel and Kérastase Paris.

Respected Sydney businessman and Franck Provost Barangaroo Franchise Partner Paul Pellarini addressed

guests with a heartfelt speech about this new business venture on behalf of himself and his wife Libia, who is also the Barangaroo salon manager:

"Libia is passionate about the hair industry and about Franck Provost in particular, an international luxury brand with more than 600 salons in 30 countries. It is a salon group she has been raving to me about for many years, so you can imagine our pleasure and excitement when they accepted us as the franchisees for Barangaroo. They can be sure we will do everything to not disappoint Franck Provost on choosing us. Please make sure you try us out, we look forward to welcoming you."

Libia is a skilled hairdresser and salon manager with strong Sydney CBD connections and experience with events and brands including Sydney Fashion Week, The Westin Hotel, 2DAY FM, Ernst & Young, Meriton Hotels, Myer Fashion Week, Telstra, PWC, Commonwealth Bank, New York Fashion Week, The Hilton Hotel, Allianz and the Hyatt Regency Wedding Event, working with some of Australia's leading bridal designers. "Guests can look forward to receiving professional five star service on every level from the moment they enter Franck Provost Barangaroo," Libia says. "Come meet us and enjoy some Parisian pampering whilst we take care of you and all of your hair needs."