

WHAT'S THE STORY?

label.m
PROFESSIONAL
HAIRCARE

LABEL.M PROFESSIONAL HAIRCARE IS THE CULMINATION OF AN ORIGINAL VISION CREATED BY TONI MASCOLO OBE – CHAIRMAN/CEO AND HIS DAUGHTER, SACHA MASCOLO-TARBUCK GLOBAL CREATIVE DIRECTOR.



Background

Having co-founded TONI&GUY in 1963, the last 48 years has seen Toni Mascolo guide the company's distinct brand heritage – which continues to go from strength-to-strength; with an impressive franchise network which comprises over 400 salons worldwide under both the TONI&GUY and essentials brands.

Creating the Range

In creating the label.m brand, key objectives were set to develop a dynamic range that continued to build on the brand's extensive hairdressing experience – given the International Artistic team's (headed up by Sacha Mascolo-Tarback) renowned session work, as well as that of exciting product development.

"label.m has been a non-stop journey from the beginning when we first launched in 2005, to where we are today. My aim is to develop products with the professional salon in mind that are unsurpassed. As well as creating formulations with proven results, it's with the same determination that the visual design element needs to be timeless and have global appeal."

Says Sacha Mascolo-Tarback, Global Creative Director, label.m

The label.m Philosophy

label.m's brand mission is to become the ultimate professional hairdressing range in the world – recognised by both the industry and clients' for its edge-driven, fashion image. The philosophy is also fused by the creativity that stems from a highly influential International Artistic team who are the driving force behind all new product ideas for the creative work they do in terms of session work at London Fashion Week through to Window Advertising Campaigns.

label.m – At a Glance

label.m Professional Haircare is developed with the TONI&GUY International Artistic Team led by Sacha Mascolo-Tarback, whose role it is to oversee all creative direction. The product line up is a continuously evolving range of session-stylist solutions that are tested rigorously for optimal performance.

Currently there are 53 high performance products, all formulated with ingredients derived from natural elements including 'hero' ingredients used widely within the range including: Barbados Cherry, Avocado Oil, Capaucu Butter Wheat and Soy Protein - against a backdrop of strong educational support for professional hairdressers worldwide.



label.m
PROFESSIONAL
PRODUCTS USED
BACKSTAGE AT
**LONDON
FASHION
WEEK**



The range incorporates a systematic approach known as the **4C's – Cleanse, Condition, Create and Complete** and the overriding ethic is that products can be intermixed for a bespoke experience to care and styling.

These professional products are specifically created for professional hairdressers and has its finger on-the-pulse of being edge-driven by way of fashion, music and encompassing all that is deemed cool about the London Metropolis.

Today label.m continues to broaden its huge influence across the world and current product development focus is very much set on the creation of new sub-ranges to enhance choice, whilst targeting specific client groups.

More recently the latest advertising campaign has been shot and will support all Marketing, PR and Point of Sale activity until September 2012.

International Artistic Team

The renowned International Artistic Team are, by definition – a pool of highly talented and creative individuals that are collectively, the driving force behind label.m's ongoing global success – overseen by Sacha Mascolo-Tarback Global Creative Director. The team remains the only one in the industry to have won and sustained multiple wins for 'Best Art Team' an unprecedented 11 times at the British Hairdressing Awards!!

Eamonn Boreham – International Artistic Director is the Education Consultant for label.m in the UK and his role – amongst other things involves applying his extensive technical product knowledge in the fundamental stages of new product development.

London Fashion Week

label.m is the official backstage range used across the schedule by the team at London Fashion Week across 50 shows a year and will be making its presence for a 15th season in September 2011.

label.m Hair Heroes

Hero products as used continuously backstage for session shoots and seminars, as well as at London Fashion Week by the team include:

- Hairspray**
- Volume Mousse**
- Dry Shampoo**
- Shine Mist**
- Protein Spray**
- Sea Salt Spray**
- Resurrection Style Dust**
- Matt Paste**

The Website

www.labelm.co.uk

Constantly evolving, www.labelm.co.uk not only allows users to learn more about the range interactively, but in the interim, UK customers can make online purchases – whilst being aided as to the right product choice although this will extend globally in due course.

