

A woman with blonde hair, wearing large black sunglasses and a black sleeveless top, is driving a red vintage convertible. A colorful patterned scarf is flying in the wind behind her. The car's interior is tan leather, and the dashboard features several round gauges. The background shows a scenic view of a valley and mountains under a clear blue sky.

DESSANGE
PARIS

About the Brand

Founded in Paris in 1954 by Jacques Dessange, Dessange has become a globally renowned name in luxury hair and beauty. A true pioneer in creating premium beauty experiences, the brand is celebrated for its signature blend of French elegance, innovation, and expertise. Over the years, Dessange has evolved into a complete beauty destination, offering a wide range of services across hair, beauty, makeup, and retail. With its strong heritage and international presence, the brand continues to embody sophistication, excellence, and the art of luxury beauty.





Why DESSANGE PARIS

01

Internationally
renowned luxury
salon franchise

02

Proven and
scalable
business model

03

Exclusive French
techniques and
signature services

04

End-to-end
franchise support
from setup to growth



Brand Legacy

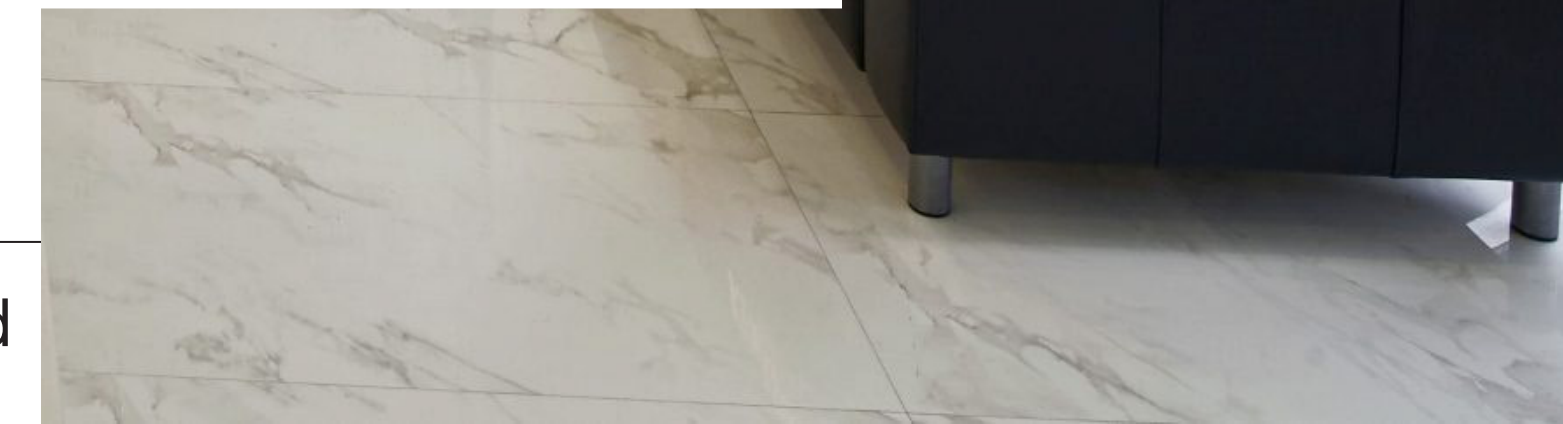
Since 1958, Dessange has been the official hairstylist of the Cannes Film Festival, showcasing its legacy of luxury, creativity, and French elegance on one of the world's most prestigious red carpets. This association highlights the brand's expertise in creating iconic, glamorous looks and reinforces its position as a symbol of sophistication and beauty excellence.

- 72 years of beauty and hairstyling excellence
- Globally renowned French luxury beauty brand
- Creator of the iconic Balayage technique
- Trusted by celebrities and luxury clientele worldwide



Luxury Salon Industry (India)

- Fast-growing premium beauty and wellness sector
- Increasing demand for luxury salon experiences
- Rising disposable income and premium spending
- Strong growth opportunities in Tier 1 & Tier 2 cities

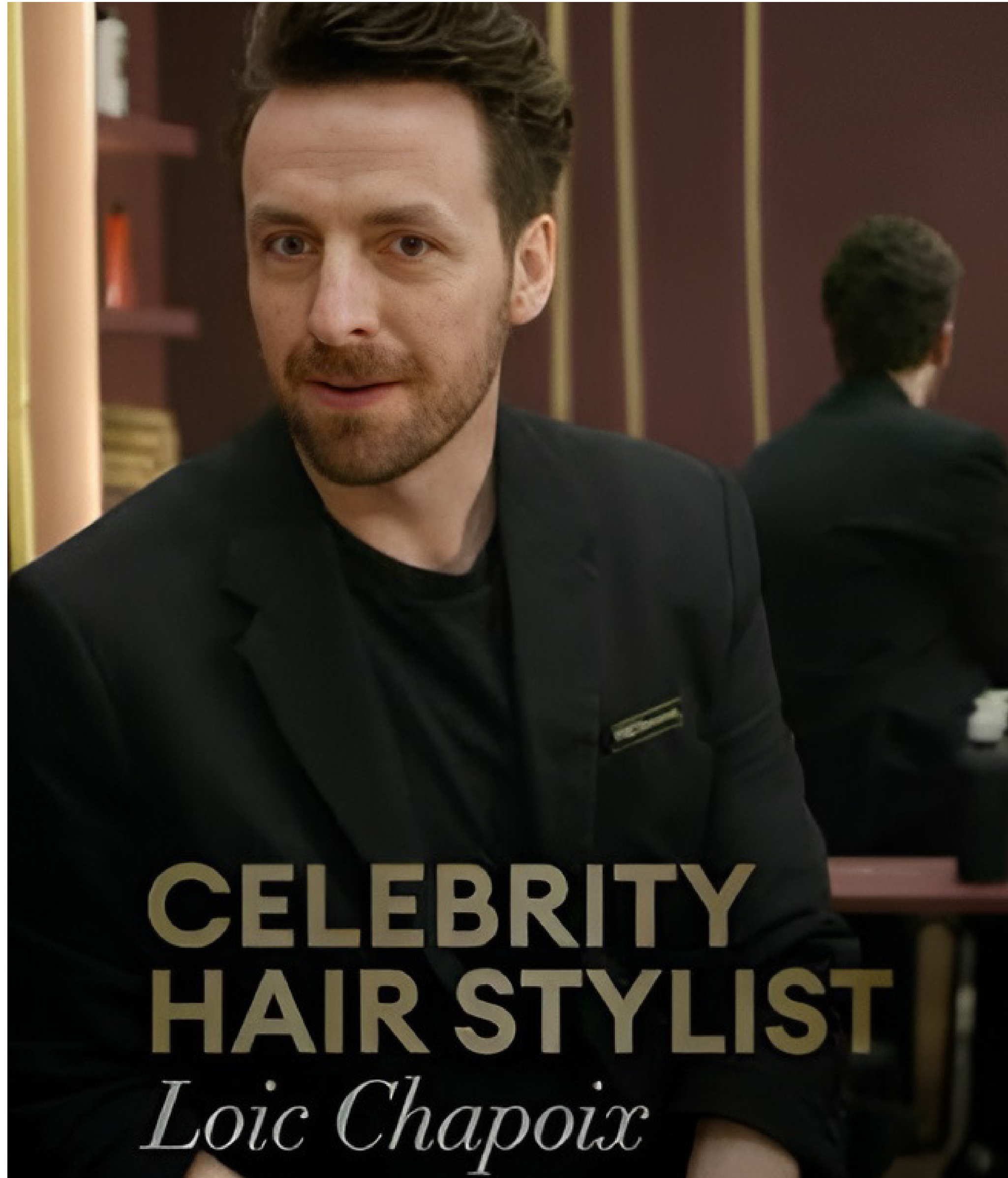


Franchise Model (FOFO)

- Franchisee owns, funds and operates the business.
- Dessange Salon provides comprehensive operational guidance and business support.
- Recruitment standards, staff training, service protocols and quality benchmarks are developed and supported by Dessange Salon.
- Ongoing support and best-practice guidance to help maintain a consistent luxury customer experience and brand standards.



DESSANGE
PARIS



International Training Program

- International Dessange trainers and educators shall conduct pre-opening training programs to ensure salon teams are fully prepared prior to launch.
- Continuous skill enhancement and technical education for salon teams.
- Exposure to global beauty trends, techniques and service standards.
- Ongoing training support to maintain consistency and excellence across all Dessange Salon locations.



- 350+ luxury salons globally

- Serving premium clientele worldwide

Our Reach

- Presence across 35 countries

- Thousands of beauty professionals trained annually

Pre-Opening Support

Business Setup & Planning

- Location evaluation and site selection guidance
- Salon design, layout and project planning support
- Access to internationally acclaimed salon furniture and equipment brands such as Maletti, ensuring a world-class salon environment and customer experience
- Recruitment, SOP implementation and staff training





Launch Support

Grand Opening & Market Entry

- Launch planning and execution support
- Local marketing and pre-launch buzz creation
- PR, influencer and community engagement
- Client acquisition and membership program setup
- Special launch participation by Loïc, the international face of Dessange, bringing international brand presence and prestige to the salon opening.

Post-Launch Support

Growth & Operational Excellence

- Ongoing business reviews and performance monitoring
- Advanced education and international training programs
- Marketing campaign support and trend updates
- Customer experience audits and quality management
- Quarterly training programs shall be conducted to continuously enhance the technical skills, service standards and professional development of the salon team.
- Monthly visits by the Dessange Operations Team shall be undertaken to review operations, maintain brand standards, provide operational guidance and ensure a consistent luxury customer experience.



Product Partnership & Procurement Support

- 35+ years association with L'Oréal Professionnel and Kérastase.
- 14+ years partnership with Thalgo for professional skincare solutions.
- Access to globally recognized premium haircare, colour and skincare products.
- Product sourcing, training and retail development support through approved brand partners



Franchise Rate Card

Franchise Fee	50 lakhs
Area Requirement	2000- 2500
Architect Fee	200 per sqft
Total Investment	2 to 2.5cr
Estimated Break-Even Period	16 to 18 months



Salon Services

Hair

- Haircut & Styling
- Hair Color & Balayage
- Hair Spa & Treatments
- Bridal & Occasion Styling

Beauty

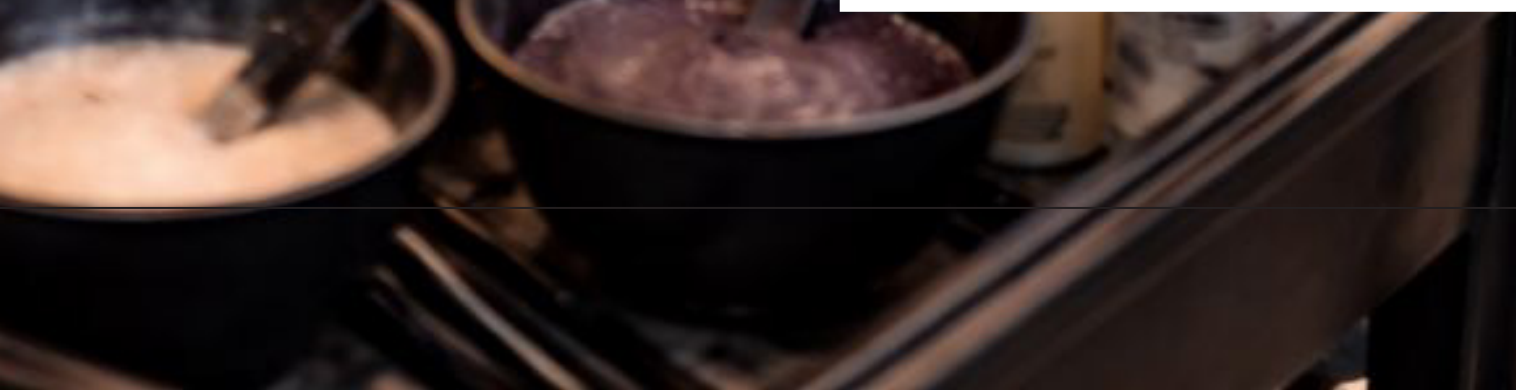
- Facials & Skincare
- Makeup Services
- Waxing & Threading

Nails

- Manicure & Pedicure
- Gel & Nail Extensions
- Nail Art & Luxury
- Nail Treatments

Retail

- Haircare Products
- Styling Products
- Skincare Collection
- Professional Home Care Solutions



Our salon locations in india













DESSANGE

PARIS

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