

**Case study:**  
Enterprise Renewal  
Business Grant

**Region**  
Denbighshire

**Sector**  
Retail

**Project value**  
£8,653

## BLUSKY BRANDS

*A salon-exclusive hairdressing brand is breaking into new markets thanks to a launch that projected a real sense of luxury.*

Tony Cripps of Blusky Brands has been involved in hairdressing for 40 years. He's been a colourist, salon owner, educator, sales consultant, distributor and importer. So he knows what's needed when you launch a product into this highly competitive market.

Above all, you need style. "Hairdressing is very much an image industry," he says. "You'll never get anywhere without a strong brand and real visual appeal. You have to present your product at a very high level to break through."

Together with his Australian based partner Sean Cassar, Tony had been working for four years on a salon-exclusive range of cleaners and restorers they called Mane Tribe. Their aim was to offer "affordable sustainable luxury" – everything was vegan-friendly, paraben-free and cruelty-free with recyclable packaging. The final piece of the jigsaw was to ensure the presentation matched the quality of the product.

An Enterprise Renewal grant meant Tony could turbo-charge the launch of Mane Tribe. It paid for professional photography, high-end presenter leaflets and in-salon merchandising and display. They also filmed top-quality videos of the products in action for the newly built Blusky Brands website. It all struck exactly the right note.

"The feedback from salons has been fantastic," says Tony, of Glyndyfrdwy. "They love that it's really exclusive – a lot had given up on retail. They were finding that they invested in a product and promoted it to customers, who then went away and bought it cheaper online."

"The Mane Tribe range means they can compete with chemists, supermarkets and the internet and can start putting haircare sales back where they should be – in salons, recommended by the professional stylist."

With Mane Tribe and the male haircare range Jack the Barber now firmly part of the Blusky Brands portfolio, the company is going from strength to strength. Their turnover is on a strong upward trajectory and their salon customers are making more money too.

"Our grant meant we could achieve real traction with our launch," says Tony. "It's greatly helped with brand recognition and awareness – and not just in the UK. We've just secured our first overseas distributor in Cyprus with numerous other enquiries from central Europe and the USA. We're more than grateful for the benefits it's given us."

