



Get ready for a unique children's brand from The Grooming Company

Dubai, UAE, 8th January, 2008 – The Grooming Company today announced that it is preparing to launch a brand new grooming concept.

The Grooming Company, parent company of Dubai's three award-winning concepts – N.Bar, the Middle East's first chain of nail treatment bars, 1847, the region's first brand of dedicated grooming lounges for men, and JetSet, the region's first 'wash and blow dry' hair care concept, is preparing to launch the latest addition to its portfolio of innovative and trend-setting brands: a grooming concept designed specifically for children.

Founder & CEO of The Grooming Company, Negin Fattahi-Dasmal, says, "Having established a formula of stringent hygiene standards in our existing concepts, I find that there isn't a place that I can take my children for a haircut where I have reassurance of the hygiene levels that I have come to expect. As such, my son often ends up in the barbers chair at 1847, which can be an understandably daunting experience for a four year old. A visit to the hairdresser is often a frightening experience for little ones, so The Grooming Company plans to create a place that's fun and inviting rather than intimidating."

Negin continues, "It's really not ideal to have small children sitting in a chair that wasn't designed with their comfort and safety in mind, and I am sure that all mums would agree that a hair salon custom-designed for kids would be a fabulous alternative to what is currently available."

The new brand, which will be founded on the same superior standards and service quality that has established The Grooming Company's other brands as industry leaders, will feature state-of-the-art facilities designed around the needs of its junior clientele. Negin adds, "With kids as the central theme, we're having a lot of fun with the development of this concept. All the basics are already in place, thanks to the meticulous research and development that has been carried out for our existing concepts, so we're really focusing our efforts on the aesthetics and interiors to ensure that we create a safe, exciting and entertaining environment with lots of high-tech features. There will be lots of surprises in store."

Armed with strong business acumen and a proven track record for identifying market niches, it's no wonder that Negin is already planning her next innovation. In keeping with The Grooming Company's reputation as the Middle East's premier grooming authority, Negin and her team are now plotting the finer details of this latest brand, which is estimated to open its doors in the next eighteen months. As a mother of three – with a fourth on the way – Negin is well qualified for this exciting new business venture. She believes that the concept will address every mother's concern





not only about keeping their child well groomed; but also about educating them on the basic principles of grooming and personal hygiene.

With the focus on fun, young boys and girls can look forward to specialised grooming services while enjoying a vast array of entertainment options. The brand may also extend its offering to provide a venue that is tailored to host children's parties and special events, making it a real convenience for busy mums all over Dubai.

PHOTO CAPTION 1: Negin Fattahi-Dasmal with her two daughters, Alia and Noor.

PHOTO CAPTION 2: Negin Fattahi-Dasmal's friends and family.

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About The Grooming Company

The Grooming Company is the parent company of three unique grooming concepts founded in the UAE – N.Bar, the Middle East's first chain of nail treatment bars, 1847, the region's first brand of dedicated grooming lounges for men, and JetSet, the region's first 'wash and blow dry' hair care concept. A fully-fledged division, WellBe, serves as the company's distribution arm for premium retail grooming products.

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