

the beauty of choice



FranchiseCanada

Magazine & Directory

Glam-n-Glow

There's nothing like heading down to the concourse level of your office building at lunch for a bagel and... a manicure? That's what Glam-n-Glow is offering along with numerous other beauty goodies for stressed-out office workers who just love their newly-defined lunch break.

Doug Warren, Director of Franchising for Glam-n-Glow, along with its successful sister brands Trade Secrets, Glamour Secrets, and Taylor & Colt, explains, "It's been jammed since we opened the doors. It's a real escape. You see executives coming in and they just need to zone out. We offer blow-dries, up-dos, makeovers, nail services, laser, waxing and threading – just no hair-cutting."

The first Glam-n-Glow franchise location opened in July 2014 in Toronto's Commerce Court as a five-day-a-week business. Warren says, "It's based on a quick-service concept, sort of like lining up for a coffee, with no appointment necessary."

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Franchisees don't need any experience in the beauty business. "We'll teach you everything you need to know about running the business. It's all about desire and passion," Warren explains. Business people who are hands-on are preferred but the franchise teaches everything else. Warren says the big challenge is always staffing. Finding quality people with experience who can provide great service in a quick-service manner.

Franchisees and their designated manager receive 30 days of training in-store and at head office as well as follow-up training with the franchisor who spends two to three weeks in their store when they open. There's ongoing product knowledge training as well as staff training. The company is planning to open more than 100 units across Canada as well as expanding into selected international markets.

Warren says, "The first Glam-n-Glow is an absolute slam-dunk home-run over the fence success. We've hit a chord. If franchisees follow the training and the system and engage the customer the way we want them to, they can do the same."

