



the grooming company

“To Provide world-class grooming services to our high end, multicultural clientele in *stylish, customized, relaxing and ultra-hygienic* environments whilst maintaining consistent trend of innovation which has secured TGC’s reputation as the industry pioneer and leader since its inception”





OUR STORY

The Grooming Company is the parent company of **three unique 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.

The pioneering formula of absolute **perfection**, stringent **hygiene** standards, in-house trained **specialists**, **premium** products and a **'no compromise'** approach serves not merely as the parent company of three stunning brands, but also an established philosophy, culture, and an industry benchmark.

On the heels of the overwhelming response and **success** of three innovative concepts, The Grooming Company has begun its **international expansion strategy** through franchise operations with the first N.Bar franchise inaugurated in 2015 in the historical and **beautiful city of Tehran, Iran**.

MEET OUR FOUNDER

VISION

The success of The Grooming Company is attributed to the dedication and business acumen of our multi-award winning Founder and CEO, **Negin Fattahi-Dasmal**, whose contributions to the industry have set a benchmark for other players in the region.

SUCCESS

Negin's success in the grooming industry is built on her talent for identifying market niches and customer needs, and her perfectionist approach to all her projects. Following the successful establishment of her award-winning grooming concepts, Negin has become somewhat of a grooming icon and authority in the regional industry.

AWARDS

Since its inception, Negin has led The Grooming Company to be a key player in the region's grooming industry, a fact which is attested by the many accolades the company has received to date including Small Business of the Year award (Arabian Business Awards), the coveted Emirates Woman of the Year award and recognized as The Business Woman of the Year by Arabian Business.



Negin Fattahi-Dasmal



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Welcome to Fast Glamour for Nails...

N.Bar is proud to hold the title of the **region's first** home grown chain of **nail treatment bars**. In 2001, after noticing a gap in the market, N.Bar's first and flagship branch was born at Palm Strip Mall, **bringing to life**, for the first time in the Middle East a brand that specializes in nail care.

After **huge success**, it wasn't long before N.Bar were forced to meet the demands of the market and open its second branch at the **esteemed Emirates Towers** followed by several **go-to-glam** locations including the **prestigious Grosvenor House Hotel**.





Today, N.Bar boasts 10 **refreshing** locations across Dubai and it's first ever franchise branch in Tehran, Iran. Following the **success** of the international franchise, N.Bar are continuing its expansion strategy both **locally and internationally** with new branches set to open in the coming months.

N.Bar's success, dedication and passion that has revolutionized the Nail industry in this region has not gone unnoticed. Boasting several awards including **Best Nail Bar** in the **prestigious Emirates Woman awards, VIVA Beauty awards** two years running, **Aquarius Beauty Heroes** and **Whats On awards** three years running, it is clear that N.Bar will continue to go from **strength to strength** and remain at the forefront as the regions first and **original nail bar chain**.



WHAT'S ON
AWARDS 2013
WINNER
FAVOURITE NAIL BAR, DUBAI
N BAR



N • B A R

1847

Welcome to...
Executive Grooming for Men

An award winning concept, 1847 is the **first male grooming lounge in the region** to provide a **unique** 'executive grooming' experience. Initiating a new market opportunity and **revolutionizing** the industry with it, The Grooming Company launched 1847 in April 2004, at the **discreetly luxurious** Emirates Towers Boulevard. After popular demand, 1847 opened a second branch at the Grosvenor House Hotel, followed by three further branches covering all four corners of the residential and commercial districts of Dubai.





A **traditional concept** with a **contemporary edge**, 1847 offers a portfolio of both luxurious and essential male grooming services ranging from shaves to haircuts, manicures to pedicures and massages to facials. The 1847 man can experience a host of treatments in **masculine** and sophisticated surroundings that incorporate those **'added luxuries'** such as personal LED screens, Apple TV, and private libraries. And more recently, 1847 continues to bring unique concepts to the region including **exclusive** visiting masseur **Satoru Iwata**, who specializes in multiple techniques and is the acclaimed personal **masseur to The Prime Minister of Japan**.

With continued **success** and **multiple awards** for Best Male Spa in the Whats On Awards, 1847 remains the regions industry **pioneer** in Executive Grooming for men.



1847



Welcome to Fabulous Hair Days...

The Grooming Company's third and **newest brand** is JetSet – the **region's first multi-award winning** wash and blow dry concept. Transforming an elementary service in hair care, JetSet re-defines **conventional** practices, and aims to complement the lifestyles of busy yet stylish women living in the region.

A **unique, ground-breaking** concept inspired by the **perfectly-groomed** high-flying air stewardesses of the aviation industry in the 1960's, JetSet embraces this **magical** combination from a bygone era – fabulous hair, fabulous women, and fabulous lifestyles.





The flagship branch of JetSet was opened in the **prestigious Grosvenor House Hotel** followed by **Emirates Towers Boulevard** and lastly in **Palm Strip Mall**. After multiple awards for best Hair Salon including **VIVA Beauty Awards** two years running and **What's On Awards** for three years running, JetSet continues to bring **exclusive** concepts to the region including exclusive visiting stylists from **LA** and **New York**. The continued **success** and innovative concepts have given JetSet an acclaimed reputation for **first-class service**, highly trained stylists and the go-to destination for all your stylish hair needs.

