

KSF

Global

CASE STUDY

Beauty Works

Elegance on Display:
Crafting Beauty Works' Salon Units



Case study

Introduction

Beauty Works, a global leader in luxury, human hair extension products, serves those seeking refined elegance and superior quality. Using 100% Remy Human Hair, the brand serves those who seek refined elegance in their styling choices.

Beauty Works tasked us with creating countertop (CTUs) and freestanding units (FSUs) to enhance the display of their haircare and extension products in salons globally.

The Problem

The project's challenge was creating a range of CTUs and FSUs that were as aesthetically pleasing, as they were functional, space and cost efficient.

We committed to continuous refinements in design and functionality, to achieve their client's uncompromising set of criteria, whilst adhering to safety and retail design industry standards.

Products installed:

- 1000 Spinning CTUs with S Hooks
- 100 FSUs with adjustable shelving



The Brief

The client requested a new design focused on cost-effectiveness and improved functionality. We set out to deliver CTUs to showcase various hair extension swatches and FSUs for flexible product displays. Our goal was to create an engaging in-store experience.

In particular, the client was looking for:

- A new design, to reflect their branding
- Improved cost efficiency
- Development of their initial designs

The goal of the hair extension countertop units was not just to display hair swatches but to do so in a way that was both visually captivating and highly functional, ensuring that customers could easily find and select their perfect match.

The free-standing unit (FSU) was developed with multifunctionality in mind. This innovative approach was designed for a seamless and engaging shopping experience for every customer who walked through the door.

The client's initiative emphasised the need for adaptive management and constant communication.

A stringent critical path analysis ensured on-time completion, while quality control checks guaranteed the highest standards. Team collaboration improved both the CTU's and FSU's design and structure, meeting the client's exacting requirements.

The Results

A successful solution was forged through extensive testing, clear communication, and prioritising both safety and design.

The CTU's stability was perfected through multiple prototypes, while the FSU's adjustable shelving system was refined for maximum utility.

Collaborative adjustments and effective project management ensured alignment with the client's vision, leading to a successful launch.

The project resulted in the successful distribution of 1000 CTUs and 100 FSUs. Completed within a tight 45-day schedule, it aligned with significant company milestones.

The client's positive reception bolstered trust and opened doors for future collaborations, setting new industry standards for display quality and customer satisfaction.



Hair swatches display.



Incorporated removable shelves display .



Examples of products to hold : Size of product range - 12cm up to 28cm in height.

Project Journey Overview

Creative Proposal

The Salon Display Unit—consisting of a CTU with a spinning mechanism and an FSU with adjustable shelving—highlighted innovation in salon product presentation.

- **CTU:** Engineered for interaction, the unit featured a spinning mechanism to display hair swatches with S hooks.
- **FSU:** Designed for versatility, it showcased salon products on adjustable shelves with a storage cabinet below.

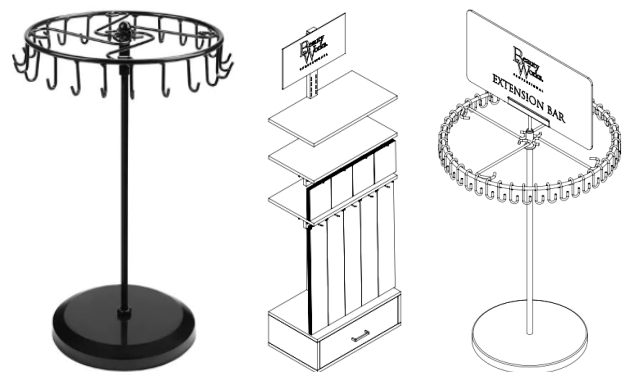


Hair Swatches

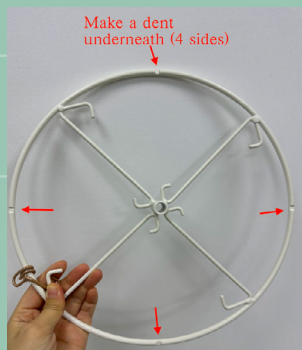
Technical Development

Enhanced features like changeable headers and removable hooks on the CTU, and versatile shelving on the FSU, emphasised functionality and aesthetics.

- **CTU:** We introduced a changeable header and a turntable with 50 pcs removable S hooks for a dynamic display. Also, a dent was crafted under the turntable and the S hook open position narrowed for secure hooking of items.
- **FSU:** Incorporated removable shelves, extra hanging rails, and hooks for a range of products, with a base cabinet for additional storage. The FSU featured shelves capable of supporting goods or hanging merchandise, with adjustable positioning.



Original Inspiration



Prototype Approval

Thanks to our rapid development and delivery of high-quality prototypes, the client approved them immediately and we quickly moved on to production.

Volume Production

Each production stage was accompanied by detailed photos and QC reports.

CTU: 1000 pcs produced.

FSU: 100 pcs produced.

Production was completed within a 45-day lead time, with product pictures provided as proof of progress.

Logistics Management

We managed the complexities of sea freight and UK local delivery, delivering directly to the warehouse with full control over sea freight, customs clearance, and local logistics.



Why KSF Global

As this project demonstrates, we're always available for our clients, providing hands-on, proactive support at every stage. We help our clients achieve faster approvals, easier rollouts, and more effective in-store visibility by adapting to their goals and challenges.

- / Flexible and proactive: We adapt to changing costs, timelines, and logistical needs.
- / End-to-end support: From materials to market, we stay involved.

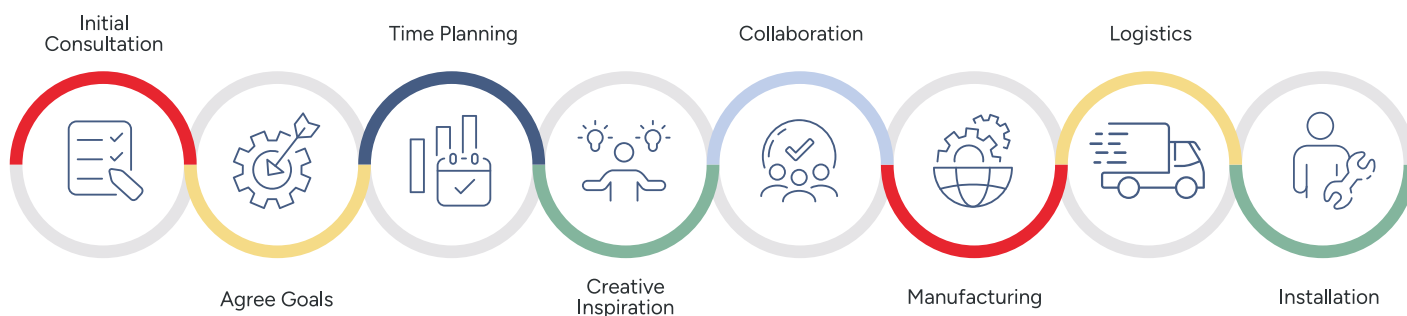


We are passionate about helping brands, retailers, and the trade create standout displays and fixtures that enhance customer experiences and drive sales. From start-ups to global names, our hands-on approach covers everything from sourcing materials and adapting manufacturing to securing retailer approvals to create happy customers.



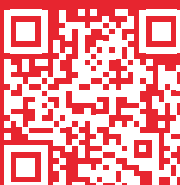
Start Your Journey Here

Our process supports you from initial idea to final installation, providing a complete solution that ensures a seamless experience.



Find out more

Set up a meeting with our team to see more of our work and discuss your project:



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