



Franchising


Aldo Coppola

ALDO
COPPOLA

One of **Aldo Coppola's** greatest ambitions has been to nurture his brand, allowing it to grow like a tree so that it could branch out and endlessly blossom.

That's why he has built a solid and diverse team: highly trained professionals who share his history, knowledge and unparalleled enthusiasm.

Ambition, a desire to express one's full potential and broaden one's horizons, in search of unique, modern beauty are the leitmotifs and philosophy of the **Aldo Coppola** brand.



Visibility

The world's greatest photographers
portray **Aldo Coppola** style

Exceptional celebrity testimonials
are immortalized by internationally
renowned photographers.

Aldo Coppola franchises are the
protagonists of the national press
campaign in major newspapers
and the most prestigious women's
magazines.

Each salon acquires greater visibility
thanks to its presence on the website
and through social networks.



Marketing

& Communication **Aldo Coppola**

Communication means interaction,
movement, and exchange.

Each franchise benefits from the
constant support of the
Aldo Coppola Agency
press office to define an advertising
strategy that can enhance
its business through the main
channels of communication.

Aldo Coppola Agency is the creative
dimension that transforms
the client's needs into advanced,
customized solutions.

The perception that others
have of us depends on how we appear
and that is why the image of each affiliate
is enhanced, also through
the support of a graphics department
with dynamic,
competent professionals.

A large, modern training room with a checkered floor. Numerous mannequin heads with blonde hair are mounted on stands, each with a large mirror in front of it. The room is well-lit and organized for hair styling training.

Training

Aldo Coppola Academy

Affiliates have the opportunity to be the first to present a new style of the brand in their salon.

They have access to **Aldo Coppola** Academy training courses and, thanks to a personal consultation, they can plan a training program for their whole team.

They have the unique opportunity to observe the work of the Atelier **Aldo Coppola** staff to understand their secrets and absorb the magic.



Emozioni

Aldo Coppola shows and major events

Aldo Coppola franchises always have a front row seat to watch the brand's hairstylists create fabulous looks.

Striking locations and amazing scenarios let you breathe in the magic of the **Aldo Coppola** world.

The franchises can then convey these precious emotions to employees and customers: unique moments brought to life in the salon through the exclusive **Aldo Coppola** TV network.

Privé Collections and Fashion Events offer indispensable tools for professional growth.






Exclusiveness

The infinite uniqueness of the
Aldo Coppola world

Each franchise becomes a part of the
Aldo Coppola family and will find effective
and complete assistance to better
express their individuality.

Every professional belonging to the affiliate
network is carefully selected so that he or
she is a worthy spokesperson of the brand
philosophy.

The lines of exclusive products and fashion
collections, supported by accurate training,
enhance and officialize each affiliate's
connection with the **Aldo Coppola** brand.



Salon Furniture

Technology and design by **Aldo Coppola**

Thanks to its ongoing collaboration with top salon furniture and design companies, the **Aldo Coppola** brand prepares a customized project for each affiliate, respecting the guidelines of the brand without forgetting the client's needs.

Numerous design elements to choose from and a full range of products and accessories enhance the image of each setting.

Each affiliate will soon become an elegant and glamorous point of reference in their cities.

*When they call me 'maestro'
I always answer:*

"I'm an apprentice, not a master."

Aldo Coppola

