

HAIR EXTENSION  
INDUSTRY

**VERA**  
—HAIR STUDIO—

2656 Hylan Blvd suite 17,  
Staten Island, NY 10306

LUXURY  
HAIR  
EXTENSIONS -  
BRANDBOOK



## Brand Essence

“Luxury  
is not loud -  
it’s felt.”

# 01



## MISSION

To empower women through the quiet confidence of perfect, natural beauty.

## VISION

To become the gold standard in luxury hair transformations - discreet, elegant, timeless.

## CORE VALUES

Authenticity  
Craftsmanship  
Discretion  
Natural Beauty  
Personal Expression

## The Product

# “Hair Extensions, Redefined”

# 02

“

*Each strand is a statement of refinement.*

Crafted from 100% ethically sourced human hair, each strand undergoes strict selection and treatment. Our textures mimic the natural movement and brilliance of healthy, untouched hair.



WE OFFER:

- Seamless integration
- Long-lasting wear
- Custom blends and bespoke lengths

## Brand Philosophy

# 03



### SUBTLE SOPHISTICATION

We do not chase trends - we cultivate timeless aesthetics. Our clients do not want to be noticed for their extensions. They want to be remembered for their presence.

### BEAUTY AS IDENTITY

Hair is memory. Hair is identity. Hair is sensuality. Our extensions are an intimate luxury - felt, not flaunted.

## Tone of Voice

# 04



CALM. ASSURED.  
UNDERSTATED.  
ELEGANT.

We speak like silk: soft but persuasive.

We avoid hyperbole — instead, we trust our quality to speak for itself.

We never sell; we suggest.

Words we use: refined, timeless, bespoke, artistry, natural.

Words we avoid: cheap, quick-fix, fake, trendy.

## Bespoke Service Experience

## From First Touch to Final Transformation

# 05

“

*It doesn't feel like extensions - it feels like you*



WE OFFER A FULL LUXURY JOURNEY:

- Personal consultations (in-salon or private)
- Colour & texture matching
- Curated length planning
- Certified application by elite stylists
- White-glove delivery and maintenance program

# Visual Language

# 05



## PALETTE

Ivory, Champagne, Soft Gold, Deep Brown, Charcoal  
Accents: Satin textures, subtle gradients, matte finishes

## TYPOGRAPHY

Serif display font for headings (e.g., Canela, Garamond)  
Modern sans-serif for body (e.g., Helvetica Neue Light)

## IMAGERY

Close-up textures  
Natural lighting  
Slow, graceful motion  
Focus on tactile beauty: fingers in hair, softness, detail

## Client Archetype

# The Timeless Muse

# 07

She is elegant without trying.

She prefers quality over quantity.

Her beauty routine is intentional  
and indulgent.

She sees hair not as fashion - but as  
ritual.

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