

Le nail bar

*The business concept for the first
'nail bar' in Lebanon*

XOXO



Le intro

Le nail bar

Dear reader,

We are planning to launch one or more 'nail bars' in Lebanon. This concept is coming up very quickly across malls in Europe. We believe it will work very well in Lebanon and more specifically in Le Mall.

It's not a nail salon: shoppers can just sit down at the bar as they walk by, without an appointment. We offer various treatments for attractive prices. From a simple nail polish, to extensive modern treatments such as semi-permanent gel nails. All treatments are done in approximately 15-45 minutes. You will find a more detailed description and an impression of what the nail bars will look like further along in this presentation.

We would be happy to discuss with you in more detail if our idea fits into the strategy of Le Mall. If you have any questions, please don't hesitate to come back to us by phone or email. You will find our contact details on the last slide.

Kind regards,
Jessica Sader and Sascha van Druenen



Le nail bar

At **Le nail bar** we know every girl needs color in her life. Our mission is to make sure our customers look shiny and beautiful from top to toe in just a couple of minutes.

After all, our time is limited and success is in the details!

- We offer various treatments for attractive prices. From a quick nail polish, to extensive modern treatments such as semi-permanent gel nails.
- Certified professionals, applying the best products available on the market for a luxury experience.
- It's not a nail salon – no special trip, appointment or preparation required. A beautiful and fashionable look in no more than 15-30 minutes.
- Easy, accessible and quick: our bar enhances the shopping experience of every modern girl.



Le venue

Le nail bar



Our bars

- Direct access to our services just by hopping on the bar
- Simple, but classy bars that can be adjusted to available spaces
- Luxurious design that elevates the general perception of our environment
- Average space required 10-15 m²

*Examples taken from competitors such as :
Bar à Ongles by V, LAKA



Les founders

Le nail bar

Nail bar concepts are coming up and expanding fast across the globe. We believe this concept is a great fit with the Lebanese culture of beauty and luxury. Combined with our European experience and work ethic, we are convinced to rapidly grow a successful business.

Jessica Sader

- 27 years old, Lebanese national
- Lived and worked in Paris for 7 years in corporate IT and Finance
- Ready to use her energy and ambition to make a small business big



Sascha van Druenen

- 32 years old, Dutch national
- Commercial director at a global IT company
- Looking forward to launch a great idea in a fast growing country





For more information on Le nail bar, please contact:

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