



Christophe Robin

16 rue Bachaumont - Paris





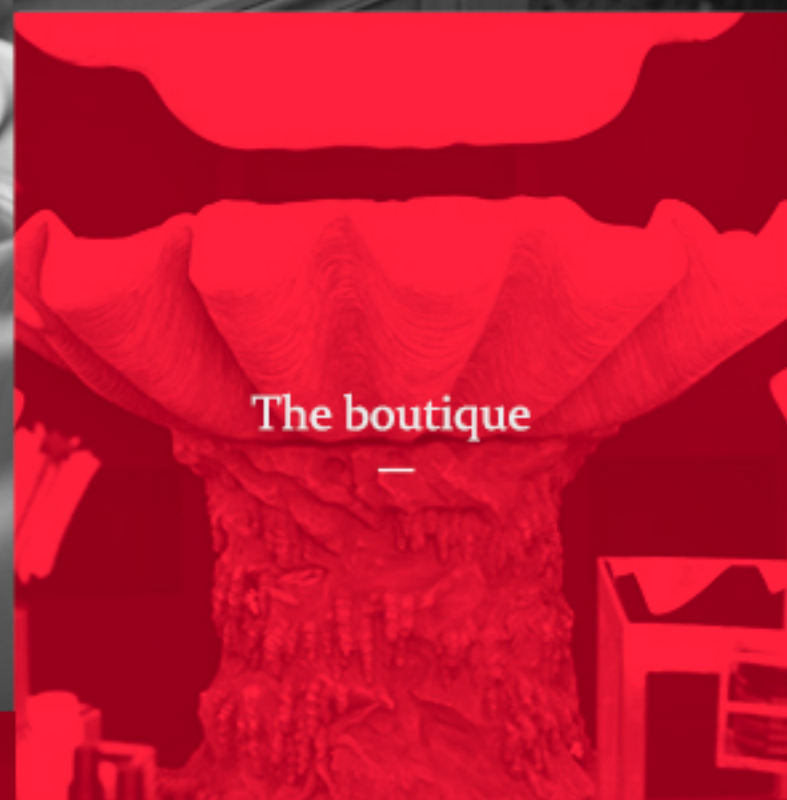
16 rue Bachaumont



The salon



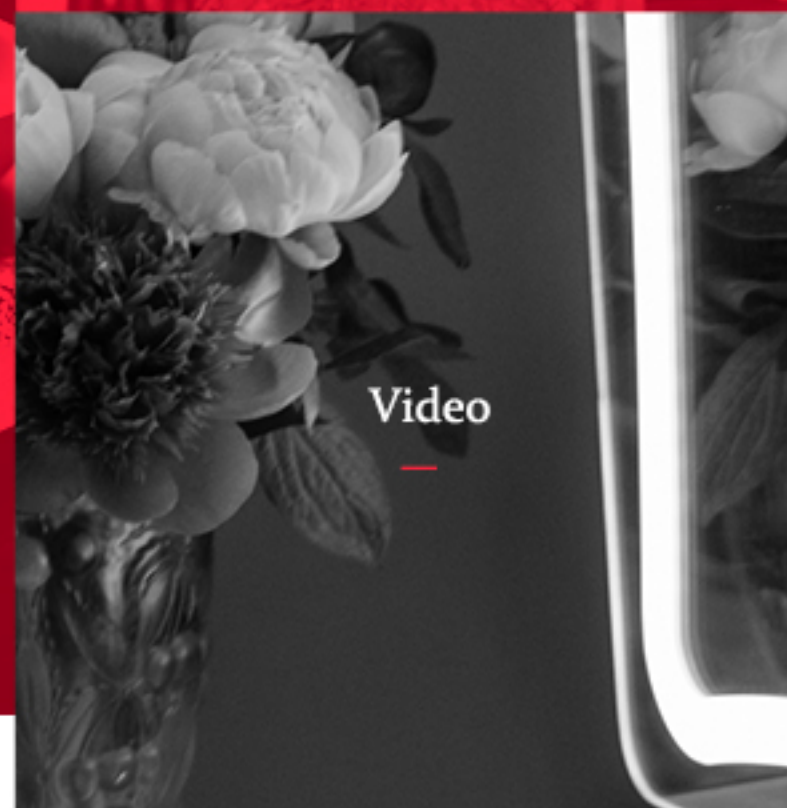
The design



The boutique



Brand new
products



Video

16 rue Bachaumont

A new address

After spending 7 years in the stunning Le Meurice Hotel, I dreamt of moving to a **lively, quintessential and historic district of Paris** that truly exemplifies the capital I so adore.

A location that easy access to the true Parisienne. Just steps from the Louvre near Rue Montorgueil, this district embodies the **traditional Paris that I love**, with fresh food stands, bistros and terraces, and small boutiques to discover and explore by foot.

A dual location: This new setting fulfils my desire to bring together the two facets of my business into one beautiful space. **Our warm and welcoming boutique** is a new exclusive concept and place to explore my hair care and body products, as well as a first for the Christophe Robin brand.

Our salon is a place where we practice the art of color to bring out the natural beauty in every woman. On a personal scale, it allows us to give each and every client the special attention they deserve while determining what will work best for them.



16 rue Bachaumont

An artisan tradition:

When someone asks me what I do, I believe the best answer is: **“colorist-artisan”**. For me, artisanry best explains my aim, as it corresponds to my **core values of quality, timelessness and customization**. I admire specialized craftsmen who perpetuate their traditional know-how into the future.

My passion for that ability is exactly what has guided me into this new chapter in my story, which as you will see, showcases **an artisan tradition**. It is yours to discover...



The design

Our objectives were to reflect the **Parisian spirit and style “à la française”**, all the while creating an **open and accessible space, using fabrics and warm tones inspired by the stage and film sets of Tony Duquette**. I gathered a complementary yet diverse team for this project, including my partner and CEO Géraldine Hieronimus, Francois Bosc and the Forall architecture firm, which all contributed to the new design concept.

Specialist in the restoration of aristocratic Parisian town homes, Francois Bosc **is a reference on French architecture**.

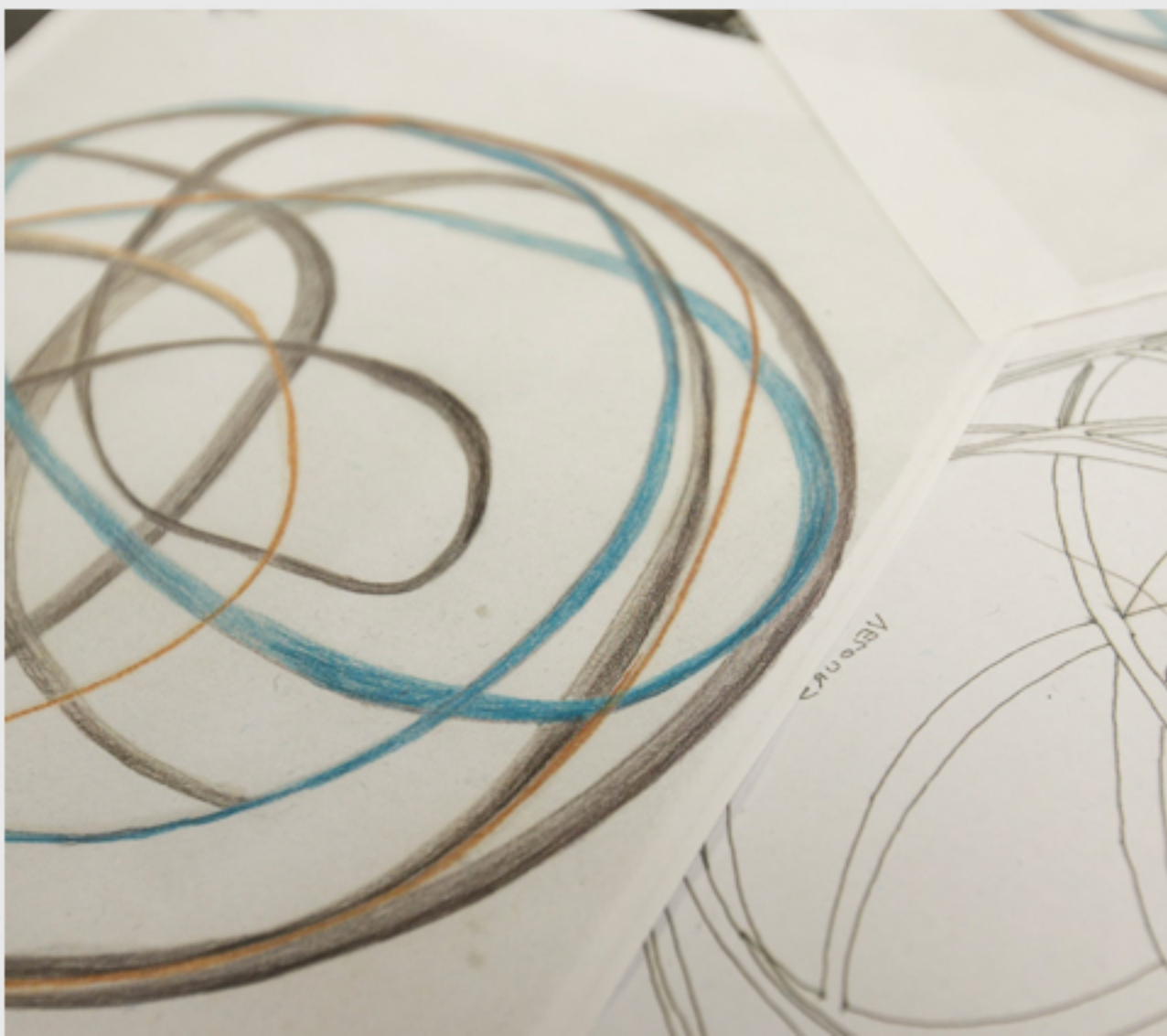
He helped us recreate a **truly warm, welcoming Parisian space** shaped by mouldings, plasterwork and cornices, and accentuated by indirect lighting to enhance its dimensions.



Having sustained interiors over the last century for such prestigious sites as the Chambord Castle and Garnier Opera, the artisans of S.O.E. Stuc et Staff brilliantly restored our new space to its historic **Parisian ambiance**.

Artisans of the Manufacture de Tapis de Bourgogne created hand-woven and hand-tufted rugs based on the same artisanal processes they have been using since 1958. Still today, the Manufacture lends its expertise to interior designers, architects and fashion designers worldwide, proudly bearing the Entreprise du Patrimoine Vivant (Living Heritage Company) label. This prestigious distinction recognizes the artisanal **know-how and excellence in construction of the Manufacture**.

The boutique side of our new space echoes every design element of the salon.



The boutique

First created in 1999 and enjoying significant international growth since then, we have never had a true showcase for our product range until now. This boutique gives us an opportunity to meet and interact with clients whom would not necessarily come into our salon for an appointment.

My best sellers and iconic products, such as the cleansing mask with lemon and moisturizing hair oil with lavender, really require clients to test drive them just as they would a beautiful Rolls Royce. **And, once they do, they fall in love.**

Géraldine Hieronimus observed that while today's women can visit specialized cosmetics shops to get advice and try products, there aren't yet any such shops outside of salons where they could purchase exclusively specialized hair care products. That is no longer the case with our boutique. Women can now enjoy more freedom to come in, take their time, browse, get advice and try our products.



We are now **making it possible for all women to try the products we have in our new boutique.** Our beauty consultants will **help determine hair care needs** and allow women to try our products if they wish. A drying station will be available to provide a hair dryer in the boutique so that women can dry their hair after product application.

The key element around our complimentary product testing in our new boutique, is **the massive custom-made shell with a mother of pearl interior**, in tribute to Botticelli's Birth of Venus, where beauty consultants will apply our products. Occupying the seat of honor at the centre of our boutique, our very own Botticelli-esque application station faces the front window overlooking the street.

If they choose to, clients may also sit down and **take some time to discuss their hair care needs** further at the gilded stainless steel table on the Manufacture de Tapis de Bourgogne handmade rug under a painted sky of twinkling stars overhead.

Boutique client services

- * Personalized analysis and colorist advice on request
- * Product test-drives and practical tips on product use
- * Discovery size products to take home and use later
- * Brand new products to try





The salon

Laid out in a long row with a **warm and intimate ambiance**, indirect lighting, styling station niches, plaster cornices and operatic red velvet curtains all create **an atmosphere of wellbeing and comfort for our clients**, who I hope will feel welcomed as our special guests.

I always encourage women to choose elegant hair coloring that will complement their features. And, I always try to propose the precise hair color that will best show off their skin tone and eyes.

By paying close attention to what they want and how they feel, I can offer our clients **the right color that will make them come alive**.

There are no pre-formulated hair color options, as we are true artisans and use a large palette of pigments to custom mix on the spot, layering and lightening **as would a painter on a canvas**.

A color lab offering custom cuts and blow outs, intensive hair care and ultra precision manicures; our entire team is fully experienced and very attentive to the needs of all our treasured guests.

Extensive salon services

Flat fee for a consultation and color with a team member from 200€:

- * 200€ to 430€ with a colorist
- * 250€ to 480€ with a senior colorist
- * 350€ to 850€ with Christophe Robin
- * 140€ to 200€ for a custom cut

Hair care treatments and blow outs are included in all of the above



Come in and celebrate the grand opening of my first boutique. **Be the first to try my brand new products**, handcrafted by experts **with artisanal know-how**.



My first candle

I use more than 10 kg of candles per year, as they have been **my wellbeing secret for years**. Candles create a **warm ambiance** and their scents transport us to better places.

For my first, I wanted to share a special trip I took to French Polynesia and **the vanilla isle known as Taha'a**. Its **rich, abundant and seemingly limitless vegetation** impressed and inspired me.

Because he is the genius master perfumer who infused creative freedom into French perfumery to produce fragrances with character, I asked **Francis Kurkdjian to manifest my Polynesian memories** in a perfume. He translated them into a heavenly fragrance of **sunny ylang-ylang, tiare flowers and frangipani blossoms** with notes of almond and vanilla. The **appealing and intoxicating scent** of Taha'a indeed transports us back to the island.

For the candleholder, I wanted to create a **one of a kind glass**, so I decided to call upon the skill of an artisan who paints each and every one of his glass creations by hand. **The red and gold recall the blazing sun that bathes the island in light** and each candleholder is a custom original.

SRP : 50€

Available in September 2016





A range of 4 wooden brushes with natural boar bristles

The myth of the hundred brush strokes has long been the accepted rule. It is a well-intended advice educating women about a simple task that is so vital to our hair and scalp.

While one hundred strokes of the brush is rather excessive, **brushing hair regularly is indeed necessary for stimulating blood circulation**, which generates hair growth, oxygenates the scalp and eliminates impurities. Brushing from root to tip distributes natural oils, protecting the hair fiber against harmful external factors, **while brushing just a few times daily will strengthen the hair, make it supple and add shine.**

Nutrient-rich herbal cocktails

Plants are of infinite benefit to our hair and body, containing powerful **active ingredients**. Beautiful hair does indeed require maintenance and attention, as well as healthy eating and an active lifestyle. I am a real advocate of nutrient-rich herbal teas that will do my body good, and a strong believer that **age-old remedies** will never be obsolete.

I developed **a range of 5 organic herbal cocktails to infuse** that will provide wellness while delighting your senses. They feature a **unique blend of plants and spices, to be enjoyed any time of day, hot or cold** to suit your taste and mood! We use the most nutrient-rich parts of the plants exclusively and blend them by hand to maintain their fresh scent and nutritional benefits.

Give my 5 herbal cocktails to infuse a try:

- * **Detox** with lemon barks
- * **Boost** with hibiscus
- * **Antioxidant** with rooibos
- * **Calming** with verbena and lemongrass
- * **Digestive** with cinnamon

One taste and you will be hooked!

SRP : between 13 and 15€

Available in September 2016



Because a gentle brush is crucial, I **created a range of handcrafted wooden brushes with natural boar bristles**. The wood in all of these brushes is sanded and polished by hand to ensure **top quality**. Each of the four brushes in the range have been created **exclusively with natural boar bristles**, which are known to be superior to synthetic. Natural boar bristles have a similar structure to our hair and contain the same keratin compound, ensuring no damage to the hair and **a very gentle brushing**. The manufacturing follows a **traditional French method**, where bristles vary in length by a few tenths of a millimeter, **for easy detangling and shiny silky hair**.

These round brushes are ergonomically designed, ready to use and do not have to be broken in. For optimal rigidity that suits all hair types, we use very select bristles exclusively and, for **an ideal grip** from the first use, **we pre-curve the bristles**. Top quality materials and traditional know-how were my prime criteria. **We specifically designed and manufactured these brushes to meet your needs and last a lifetime.**

SRP : between 62 and 84€

Available in September 2016



Discover Christophe Robin's universe

