

ADVERTORIAL

Client: High Street Salon

Project: Copy to support the launch of a new business

Client: Daniel Jordan – exclusive hair salon

Headline Act: Daniel Jordan

Daniel Jordan is a name with a distinctive ring. It speaks of retail refinement, superior consumer style and the kind of bespoke service that discerning people love. In other words, precisely the image that Daniel wants.

As the eponymous creator of a new hairdressing brand, Daniel is determined to emulate the success of industry legends Nicky Clarke and Vidal Sassoon.

And that's no idle ambition, because he has the personality and pedigree to bring something new and refreshing to high-street salons. So why is his brand different? What makes his business – and there's no better phrase for it – a cut above the rest?

First, Daniel's credentials. The 35-year-old enjoyed a stellar apprenticeship, starting at the age of 15 in John Frieda's Mayfair salon and then refining his craft under Clifford Stafford, Michael John and Nicky Clarke.

In his 20-year career, Daniel has worked on both sides of the Atlantic, hired by film stars, royalty, media personalities and other A-listers. Pierce Brosnan, the Duchess of Kent, Paula Yates and Martine McCutcheon are just some of the many celebrities who have passed through his creative hands.

Daniel was responsible for makeovers on ITV's *This Morning* show, and has worked on the *Generation Game* and the *X Factor*. He has also completed numerous sessions for *Tatler*, *Vogue* and *Marie Claire*, and he helped Nicky Clarke to launch his hair-care products in the United States.



While still working with Nicky, he assisted Guido Paulo, the international fashion guru, and contributed to catwalk shows for Louis Vuitton, Givenchy, Prada and Alexander McQueen.

It's this exclusive background that's now shaping the Daniel Jordan brand. As Daniel explains: "We're bringing something extra to the hairdressing experience. It sounds clichéd if I say we're passionate about making people feel special and pampered, but that's what the Daniel Jordan brand is about. Not only will you get an excellent haircut, you'll have a dedicated service that mirrors the finest London salons. Anyone who leaves our premises will not only see the difference, they'll feel it as well."

The salon itself is a tribute to good design. Fine detailing, highly polished surfaces and rich colours create an unmistakable regency feel more familiar to the West End, which is why Daniel Jordan sports a 'London' suffix on its logo.

The Sevenoaks salon has already made a big impact, particularly through word of mouth. "We've had tremendous repeat business in the first few months," says Daniel, "and new clients are coming to us because of recommendations." That may well be the essence of the Daniel Jordan brand: an experience that's not only worth repeating, but also one you feel compelled to tell people about.

