

Q&A

THE LUXE EXPERIENCE

Q&A with *Sharin Shafer*, the petite Texan who's a big force behind *Skinfluencer*

Q *You are positioning Skinfluencer as a luxury aesthetics brand. What does this mean to you?*

A I think heritage fashion brands get it right. Brands such as Celine, Dior and Hermès represent quality, luxury and longevity, yet they always remain relevant and fresh. I have the same vision for Skinfluencer—to be that trusted heritage brand within the aesthetics industry that represents uncompromising quality in every aspect of our business.

Q *Tell us more about the Skinfluencer experience.*

A It starts and stops with the client experience. My grandfather built a company that, after nearly 90 years in business, has about 500 retail stores. He taught me to treat every customer equally, never cut corners on quality, and that your employees are the backbone of your business. Focus on client service, create the best product

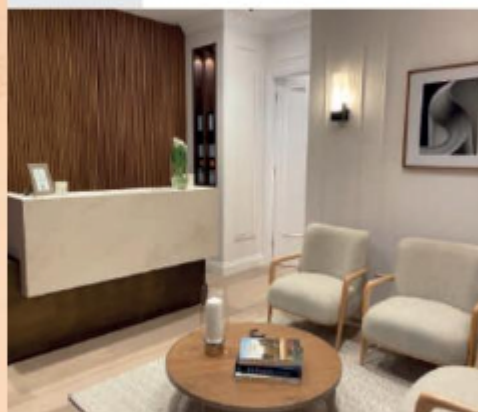
on the market, don't compromise on quality, and build and support a team that delivers on your vision at every turn.

Q *Skinfluencer is synonymous with luxury. What are some things you have done to ensure the message of luxury is clear as part of the Skinfluencer experience?*

A For me, luxury is about quality, and an elegance that transcends time and trends. From the cutting edge technologies that support our treatment protocols, to the sustainable materials we selected for our clinic interiors and the concierge service we provide for our clients, we do not compromise on standards.

Q *The Skinfluencer interiors are beautiful. Do they add to that luxury Skinfluencer experience?*

A Yes, our boutique interiors are an integral part of what makes Skinfluencer a luxury experience for our clients. Like



our treatments, our interiors are fully bespoke and designed with our exclusive clientele in mind, with the aim of making them feel relaxed and welcome. London-based design house Maria Tibblin created beautiful interiors and really delivered on quality and luxury. Maria specialises in creating "healthy" luxurious interiors with sustainability at their core. Her holistic approach partners beauty with science, dovetailing beautifully with Skinfluencer's brand aesthetic.

Q *Besides luxury, what is another key element of the Skinfluencer experience?*

A Some clients are initially intimidated and uneasy about embarking on a journey to transform their skin—especially our male clients. This is why I am mindful that the experience should make our clients feel at ease, comfortable and cared for. Our interior designer's unique "Five Senses" approach helps to support, stimulate and rejuvenate the human senses. Her holistic approach that partners beauty with science is very much in line with my sensibility for the Skinfluencer experience.

Q *Skinfluencer is planning to open other branches. How closely will the new branches adhere to the Chelsea flagship?*

A My dream is to grow Skinfluencer into a global brand so that our clients can continue their treatment protocols without compromise wherever life may take them. It is important that clients enjoy the same Skinfluencer experience in any branch. I curated a signature scent for our clinics because subtle triggers, such as scent, can bring to mind the Skinfluencer experience. Luxury is about these type of details.

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