

ABOUT US

Luxury That Delivers. Beauty That Converts.

Lisa & Lars is more than just a beauty brand – it's a bold reimagination of what a salon can be. Created by passionate industry veterans and brand thinkers, Lisa & Lars brings together the worlds of high fashion, bridal mastery, and precision-led business systems.

Founded in the heart of Hyderabad, the brand was born out of a powerful insight: the modern beauty customer demands more than just services — they seek experiences. From the soft glow of our lighting to the curated aroma, from stylist consultations to luxurious bridal transformations, every detail is engineered to deliver excellence.

4 outlets in Hyderabad:

400+ bridal makeovers delivered





15,000+ customer experiences



What Sets Us Apart

At Lisa & Lars, we go beyond the conventional salon experience to create a premium lifestyle destination that blends luxury, precision, and affordability. Every detail – from our artistically curated interiors to our carefully trained stylists – is designed to ensure excellence that's both consistent and transformative.

Luxury That Doesn't Break the Bank - Premium experiences, flawlessly delivered.

Signature Spaces -

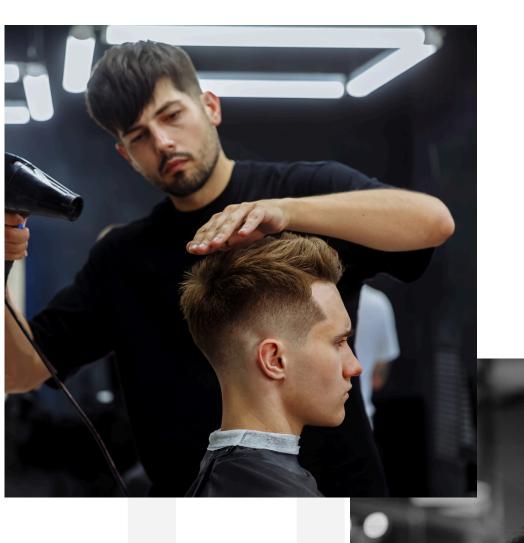
Plush interiors with modern minimalism.

Bridal Beauty, Redefined -

High-glam services with elite margins.

Tech-Driven Elegance

Smart systems for seamless client journeys.



The Beauty Economy Is Booming — Ride the Wave.

India's beauty and wellness industry is growing at record speed, driven by rising incomes, urban lifestyles, and a booming bridal market. With premium services in high demand, Lisa & Lars is perfectly positioned to capture this momentum – offering franchisees a scalable, future-ready opportunity.

- India's beauty industry is booming expected to hit ₹4.5 lakh
 crore by 2030
- Premium salon space growing at 20% CAGR
- Rising demand for luxury grooming across metros & Tier-2 cities
- Lisa & Lars sits right where the money is: stylish, scalable, and in serious demand

Services Offered

From trendsetting haircuts and luxe colour transformations to radiant skincare and confidence-boosting grooming, Lisa & Lars is where beauty meets precision. Our signature bridal makeovers are designed to mesmerize, while advanced treatments ensure every client leaves glowing. Whether it's everyday elegance or once-in-a-lifetime glam – we deliver excellence, every time.



Hair-

Precision cuts, styling, and color that define your personality.



Bridal-

Signature bridal makeovers that turn every head.



Skincare-

Targeted treatments that bring out your natural glow.



Grooming-

Expert care for flawless everyday confidence.





Treatments-

Indulgent treatments for timeless, luminous skin glow.



Where We Dominate the Market

Features	Local Salons	National Chains	Lisa & Lars 🐎
Brand Presence	No clear identity	Consistent but generic	Branded. Premium. Aspirational.
Bridal Focus	Limited or seasonal	Not a core focus	Core business. High-margin.
Service Range	Basic cuts, facials, threading	Broad services, low personalization	Hair, skin, bridal — curated for results
Interiors & Ambience	Functional, low budget	Standard templates	Luxurious, editorial-level design
Client Experience	Technician-led, inconsistent	SOP-led, but impersonal	SOP-led + emotionally curated
Pricing Strategy	Low price, low margin	Volume-focused	Premium with value perception
Tech & Automation	Manual entries, no CRM	Basic POS	CRM, scheduling, automation
Owner ROI & Scalability	Unpredictable	Medium, slow recovery	High ROI. Quick payback. Easy to scale. 🗸

High-Value Guest Profiles

Our clients are style-savvy, quality-conscious, and unapologetically aspirational. From affluent brides and grooms seeking bespoke glam to urban professionals and trend-driven millennials chasing effortless luxury—Lisa & Lars attracts a loyal clientele that values experience over expense.

Meet your high-value guest:

- Affluent Brides & Grooms seeking bespoke glam
- Urban Professionals craving effortless, luxe self-care
- Millennial & Gen Z trend-driven spenders

Target a loyal, repeat clientele who value quality over price.





Hassle-Free, High ROI Business Model



S High ROI, Low Risk

Our FOCO model delivers powerful profitability with reduced operational burden. Franchisees typically see full payback within 18–24 months, with a 5-year ROI of over 200%.

* Returns are indicative and may vary by location and operations.



X Plug-and-Play Operations

From location design to CRM to marketing every system is ready-made. You just plug in and profit.



Minimal Time Investment

With centralized support, standardized training, and zero back-end chaos, franchise owners can focus on growth—not day-to-day firefighting.



Consistent, Recurring Revenue

Bridal packages, memberships, and retail addons ensure recurring footfalls and upsells month after month.



We Don't Do Ordinary. Neither Do Our Clients.

Power Players – Bosses who need their look to match their hustle

Glow Getters - Women who believe glowing skin is always in

Style Snipers – Men who don't settle for ordinary – from fades to finesse

Bridal Royalty - Brides who want the spotlight - and own it

Self-Care Addicts – Clients who make beauty their weekly ritual

Insta-Obsessed Millennials – Always camera-ready. Always trend-ready





Franchisee Support & Training

Interiors & Location Setup

We handle site selection, layout, and full interior execution – bringing the Lisa & Lars luxury vibe to life from day one.

Flagship Training for Teams

Hands-on SOP training at our Hyderabad studio ensures every service meets our brand's elevated standards.

Marketing & Bridal Launch Support

We power your launch and local presence with customized bridal campaigns, influencer tie-ups, and ready-to-use content for digital traction.

Centralized Tech Stack

CRM, appointment booking, inventory management, and client data – all integrated into a seamless system you don't need to manage manually.





Every Lisa & Lars salon blends luxury design with smart functionality – whether it's a flagship studio or compact format, each space delivers brand impact and operational ease. Designed to impress, built to perform.





EFFORTLESS GLAM



Each Lisa & Lars location is built with purpose – blending timeless design, efficient layouts, and consistent service flow to create elegant, high-performing salons across formats.

Our Portfolio

Designed for today's style-conscious families, our unisex salons combine refined interiors, seamless service, and modern versatility. From luxe bridal studios to high-performing city formats, every space is crafted to deliver both beauty and business impact.



Investment Snapshot

Component	Amount (₹)
Salon Setup Investment	₹18,00,000
Furniture / Salon Equipment	₹7,00,000
Appliances & Compliances	₹4,00,000
Franchise Fee	₹8,00,000
Training & Startup Kit	₹1,00,000

NOTE: Excludes rental deposits | Estimated for 1000 SFT outlet |Costs may vary 10–15%| based on location and condition



Choose Your Franchise Model FOFO vs FOCO

Feature	FOFO Model	FOCO Model
Ownership	Franchisee Owned	Franchisee Owned
Operations	Franchisee Operated	Company Operated
Initial Investment	₹38 Lakhs	₹45 Lakhs
Day-to-Day Management	Franchisee	Brand/Company
Staff Hiring & Training	Franchisee Responsibility	Handled by Brand
Marketing Support	Partial	End-to-End by Brand
Profit Sharing	Franchisee keeps 100%	Shared % based on agreement
Best For	Entrepreneurs with time	Passive investors



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