

shu uemura
art of hair

by

BUAISOU

holiday collaboration 2024

where ancient japanese tradition meets luxury haircare

pairing high-performance formulas and precious ingredients with the artistry of indigo dyeing to curate an exclusive, hand crafted gift for your guests holiday season.

The background of the image is a dark, moody photograph of two hands splashing in water. The water is dark blue or black, and the hands are light-skinned, creating a high contrast. The hands are positioned on either side of the frame, with fingers spread, creating a sense of movement and texture as water droplets are visible. Overlaid on this image is the text 'shu uemura by BUAISOU.' in a clean, white, sans-serif font. Below 'shu uemura' is the tagline 'art of hair' in a smaller, lowercase font.

shu uemura by BUAISOU.
art of hair

BUAISOU

celebrated japanese indigo atelier

buaisou embodies a deep reverence for the craft of indigo dyeing. from sourcing raw materials to meticulously placing each rope, their artistry is played out across every stage of creation.

this partnership showcases the commitment to artistry and passion to create, which connects the intricate process of an artists' collective with the craftsmanship of luxury haircare by shu uemura art of hair.



collaborations
trendy and wide-reaching

new balance

aesop

nike

new strategy 2024 holiday objectives

curated

our traditional holiday sets featuring a
curated assortment of best-selling
hairecare routines

customizable

a new salon initiative

allow guests to personalize their haircare routines
using our exclusive customizable gift sets

introducing shu uemura by BUAISOU

limited-edition holiday collection



izumi tonic
for fragile hair
rice water

\$95 SRP
\$128 value
26% discount



ultimate reset
for very damaged hair
japanese rice extract & peptides

\$95 SRP
\$128 value
26% discount



color lustre
for colored hair
sake kasu

\$87 SRP
\$118 value
26% discount



urban moisture
for dry hair
moringa extract

\$87 SRP
\$118 value
26% discount



salon container program
mix & match retail or travel size

salons responsible for product

luxury gift set launch offer

purchase

\$1,044 buy in
\$1,824 value
\$780 (43%) savings
**+26% set savings*

receive

48 shu paper gift bags
12 ultimate reset pillow mists

\$780 value

min qty	shu  breakdown
6	shu ultimate reset xmas set 24
6	shu izumi tonic xmas set 24
6	shu urban moisture xmas set 24
6	shu color lustre xmas set 24



paper gift bag | ultimate reset pillow mist

boutique gift set launch offer

purchase

\$522 buy in
26% set savings

min qty	shu [REDACTED] breakdown
3	shu ultimate reset xmas set 24
3	shu izumi tonic xmas set 24
3	shu urban moisture xmas set 24
3	shu color lustre xmas set 24



shu uemura by BUAISOU

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art of hair