
C O M P A N Y
P R O F I L E



GRUPPO
PALMIERI
BEAUTY & DESIGN

Palmieri Group

The Palmieri Group has been operating for over 50 years at both national and international levels in the beauty industry, with several specialized business units in different areas..

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Our values

Mission

To be a reliable partner for beauty salons, hairdressers, and pharmacies, providing high-quality products that enhance the work of professionals in terms of effectiveness, speed, and safety.

Our commitment is to offer the end customer "the best," both in terms of product quality and service. We are dedicated to studying markets and technological advancements with the aim of continually raising the level of our offerings.

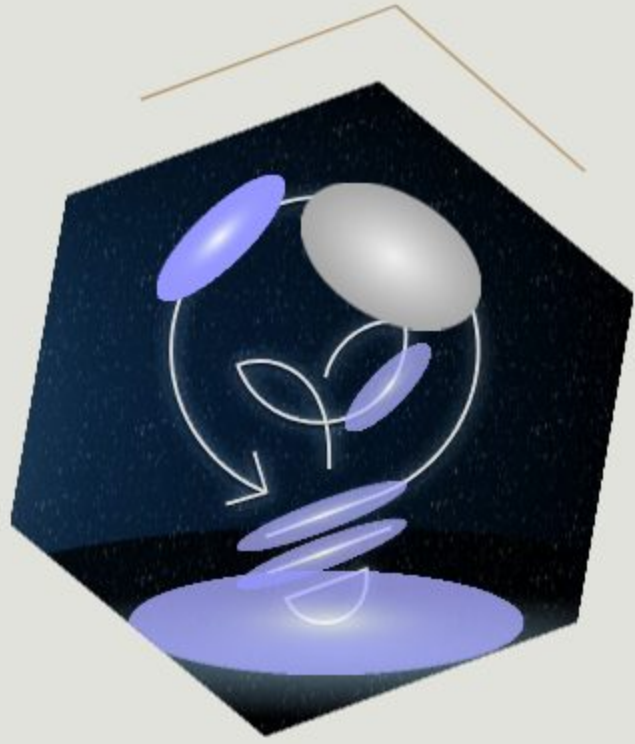
Vision

"Said and done."

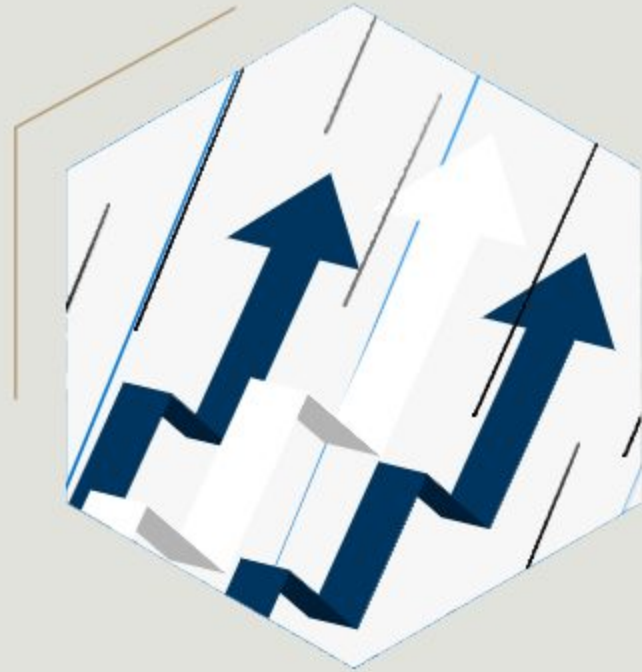
We believe that with concrete commitment, we can turn projects into reality, ones that others merely imagine, and do so in a short timeframe.



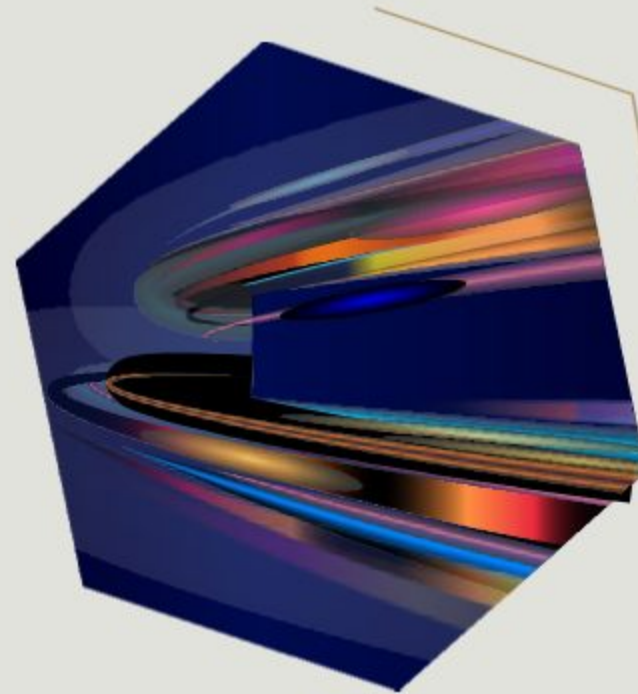
Our VALUES



Quality and
Efficiency



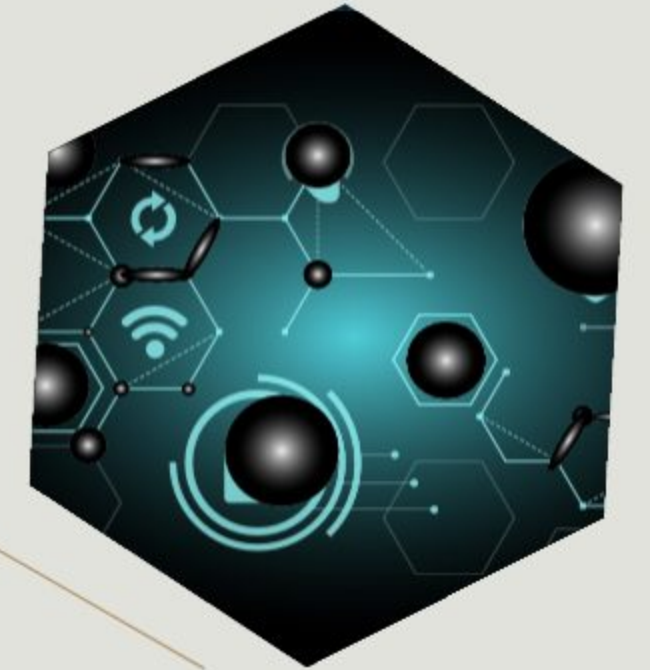
Evolution and
Growth



Speed



Innovation



Hygiene and
Safety

M i l e s t o n e s



1976

Antonio Palmieri
establishes Palmieri Srl



1996

Sergio Palmieri
becomes CEO



2005

the Academy
is born



2006

The Jean Claude Paris
brand is born with the
first store in Giugliano.



2018

Sergio Palmieri joins the
Board of Directors
of Takara Belmont



2020

Aveda Color Prime
is born



2021

Capello Pro and
D-Lab are born

Our story

It all begins in the 1970s when Antonio Palmieri starts his entrepreneurial journey in Naples with Palmieri Srl, focusing on the sale of high-quality chairs and furnishings for hairdressers. In the 1990s, thanks to his son Sergio, the company enters a phase of development and expansion marked by a passion for total quality and design. Owned salons are established, along with retail stores, followed shortly by the Academy.

Today, the Group collaborates with selected partners among the leading names in Italian and international design, as well as major global brands in hair care products.



Who we are

The Palmieri Group includes:

Takara Belmont: An international leader in professional workstations and furnishings for hair salons, barbershops, beauty institutes, and wellness centers.

Dec: Specialized in the distribution of brands throughout the national territory.

Jean Claude Paris: A leader in the hairstyling, aesthetics, and nails sector with 20 retail outlets nationwide, including flagship stores in Milan and Naples.

Aveda Color Prime: A B2B e-commerce platform dedicated to Aveda brand products.

Hair Deliveroo: A B2B e-commerce platform dedicated to the national distribution of major brands in the industry.

CapelloPro: A B2C company that sells hair products through an e-commerce website and a physical store.

D-Lab: A company that distributes professional equipment for aesthetics.

Palmieri Training: A recognized hairdressing academy by the Campania Region.



Takara Belmont

Founded in 1921 in Osaka, Takara Belmont designs and produces professional workstations and furnishings, as well as technical support, for hair salons, barber shops, beauty institutes, and wellness centers. The company focuses on prestigious design, reliability, durability, comfort, ergonomics, and functionality.

The group has 10 subsidiaries worldwide (USA, Canada, Brazil, Great Britain, Germany, France, China, Korea, Taiwan, and Singapore), 26 affiliates, and 84 business units, generating a global turnover of over 523 million euros.

With a production hub and commercial headquarters in Italy, Takara Belmont strengthens its consultancy and support services for professionals who design and renew beauty and wellness locations every day.

In 2018, Sergio Palmieri joined the Board of Directors of Takara Belmont Italia. As a minority partner in Takara Belmont Distribuzione, he manages the distribution of the Takara brand for the central-southern region and national clients.

**TAKARA
BELMONT**



Dec Srl

Company focused on the distribution of brands in the salon industry.

It Operational nationwide with a sales team and a training team within two Academies (Naples and Milan).

Dec Srl



Jean Claude Paris

Born in 2006 from the visionary thinking of the Group's owner, Sergio Palmieri, Jean Claude Paris is now a chain of salons, beauty centers, and hairdressers with direct partnerships with major multinational brands (L'Oreal, Redken, Matrix, Kerastase, Aveda). The main flagship stores are located in Milan and Naples.

This thriving enterprise boasts an annual turnover of 8 million euros and employs around 120 people. The brand's 20 stores are strategically positioned in city centers or within shopping malls, known for their clean aesthetics and unwavering commitment to the hygiene and safety of customers.

Jean Claude Paris is a growing company dedicated to meeting the most discerning needs of its clients, promoting the quality of services and products offered.

30 proprietary stores in Italy and 100 affiliates

 Jean
Claude
COIFFEUR • ESTHÉTIQUE



Aveda Color Prime

Born in 2020, the year of the pandemic that accelerated the already-growing B2B commerce, Aveda Color Prime is an easy-to-use and constantly updated electronic catalogue that provides information on product availability and technical specifications.

This platform, dedicated to the multinational brand Aveda, saves time for professionals, many of whom are accustomed to placing orders using phones, emails, or even faxes.

AVEDA
color PRIME



Hair Deliveroo

Hair Deliveroo is the intuitive and effective app designed and developed exclusively for hair-beauty professionals, aiming to provide them with direct access to high-quality products without intermediaries.

Through a personal and autonomous management dashboard, it's possible to order new products at affordable prices and replenish your business with just a simple click.



DELIVEROO
HAIR



D - L a b

The essence of D-LAB lies in the pursuit of innovative and cutting-edge solutions for the most sought-after treatments in aesthetics, aesthetic medicine, and dermatology.

As a young and dynamic entity, D-LAB specializes in the development of highly performing electromedical devices for aesthetic use, designed to meet the demands of the most discerning professionals.

 **D-LAB**TM



Palmieri Training

Drawing on the well-established experience in the hairstyling industry and distinguished partnerships with leading brands in the trichology world, the Palmieri family founded the Academy in 2005.

The aim is to provide high-level training not only to aspiring hairstylists but also to industry professionals for whom continuous education and innovation are indispensable factors for professional success.

The Palmieri Academy, with locations in Naples and Milan, is recognized by the Campania Region, boasts double capacity, and comprises 5 classrooms covering X square meters, with a total capacity (pre-COVID) of 99 people. In Milan alone, the number of individuals trained is 1,500.



CapelloPro

National leader in the sale of haircare products in collaboration with all major international brands.

CapelloPro is online, with a highly specialized website offering innovative solutions to consumers, but it is also offline with stores, specialized corners in department stores, and shop-in-shops in the main Italian perfumeries.

2 flagship stores

5 in-store locations

10 department stores

capellopro

YOUR HAIR, OUR CARE

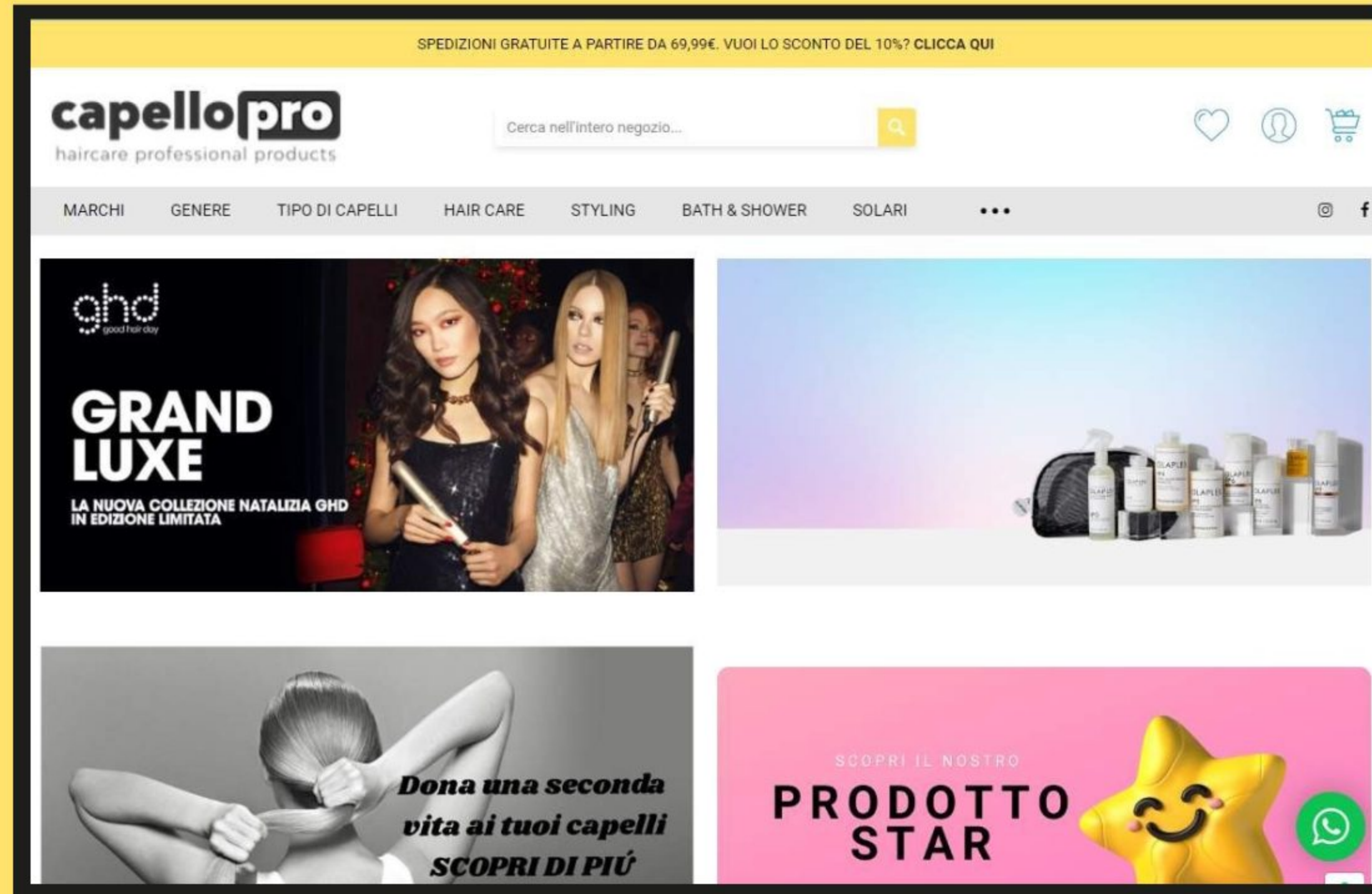


Capello Pro is multichannel

Its e-commerce is specialized
in the world of hair care.

Items: 400 shipments per day

Average receipt: 50 euros



CapelloPro STORES

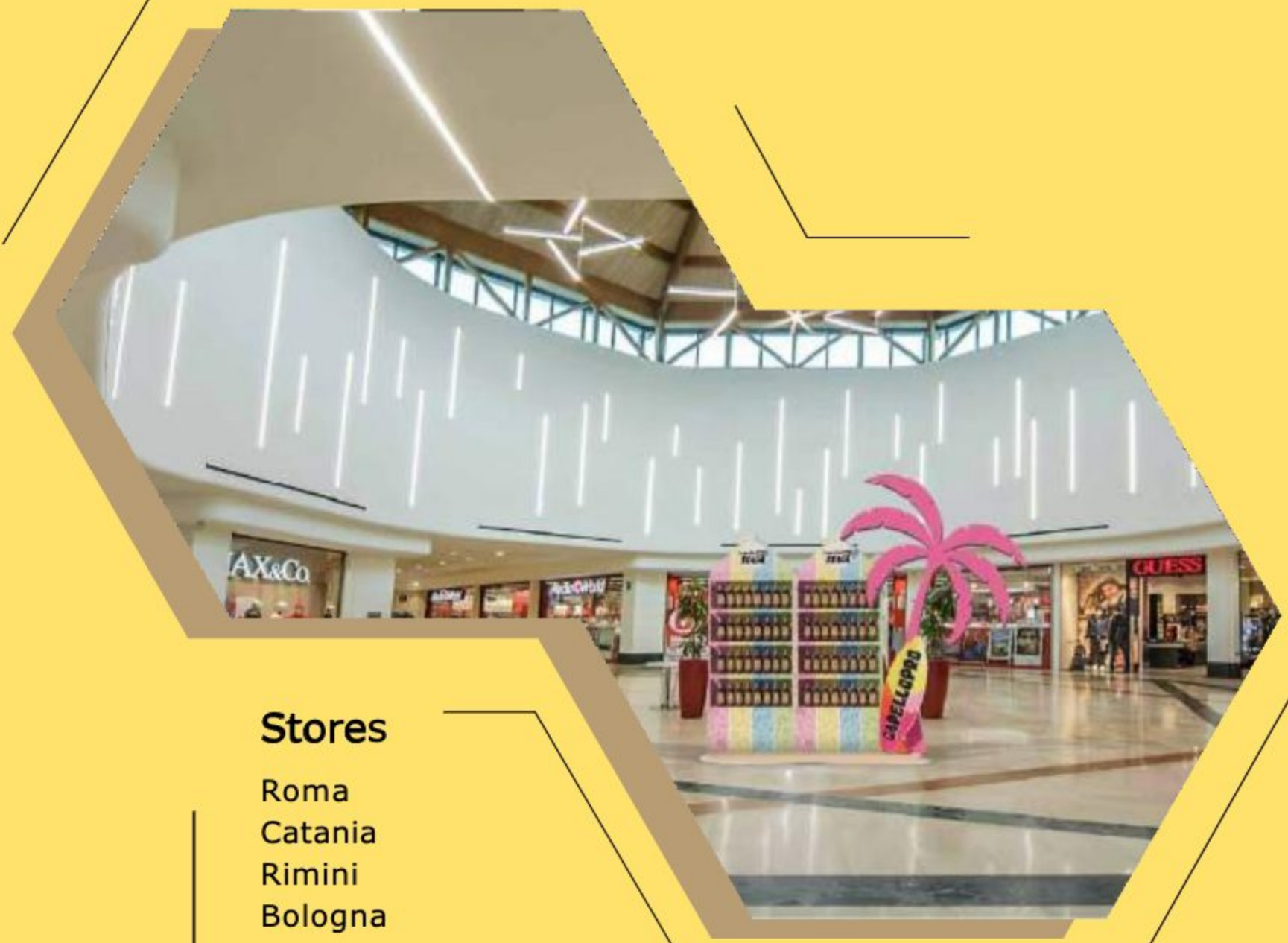
Milan



Naples



Corners in Department Stores



Stores

- Roma
- Catania
- Rimini
- Bologna

Shop-in-Shops in Perfumeries



Shops

- Bari
- Chieti
- Udine
- Roma
- Latina

diventerai una **star**

capello pro
haircare professional products



Our Partners

L'ORÉAL
PARIS
PROFESSIONNEL

REDKEN
5TH AVENUE NYC

matrix

KÉRASTASE
PARIS

AVEDA

Bb.
Bumble and bumble

shu uemura

k KEVIN.MURPHY
SULFATE FREE PARABEN FREE CRUELTY FREE

ALFAPARF
MILANO

TIGI®

ELEVEN™
AUSTRALIA

BIOLAGE

WELLA

Australian Gold

ghd
good hair day

BALMAIN
PARIS
HAIR COUTURE

OLAPLEX

WAHL®
PROFESSIONAL

NEXXUS®
NEW YORK SALON CARE

KÉDAN®
PROFESSIONAL



Store

Via Massimo Stanzione
Napoli
Piazza Gramsci
Milano



Department Store

Coin Bologna
Coin Catania
Coin Roma



Store in Store

Naima Cc San Severo
Naima Cc Commerciale Lanciano
Naima Cc Udine
Mallardo Cc Jambo