

🌸 BRAND UPGRADE PROPOSAL ———

Help March Ginza sell more.

Stores · e-commerce · WeChat · March launch



22 counters



15 cities



October 2026

三月銀座

March Ginza

⚡ IN ONE SENTENCE ———



"Is March Ginza a legitimate brand?"

Customers ask Baidu this about you every day.

Our plan: make them trust you, buy with confidence, and come back. Every counter sells more.

✓ Data first, then design

💰 Every item tied to sales

🌸 Launch on 8 March

Good stores. But customers are not sure they can trust the brand.



✓ 22 counters in 15 cities, in good department stores

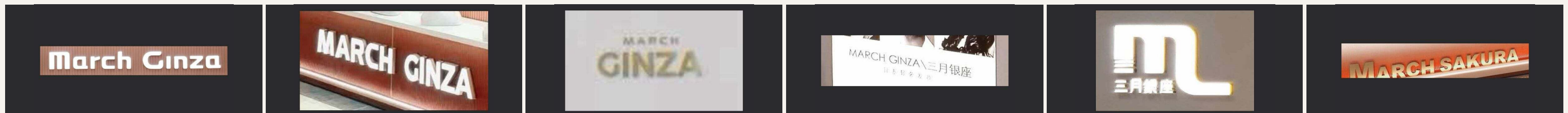
⚠ The name is written 6 different ways

⚠ 3 brand colours: peach in stores, wine red online, magenta on WeChat

⚠ 5 of 10 Baidu suggestions are trust questions

⚠ 0 official Douyin, Xiaohongshu or Tmall account

👉 **Customers not sure = fewer sales.**



The same brand, written 6 ways in your own stores.

Customers buy when they see someone like themselves.

❌ Today: European models and doll-faced mannequins



Your customer is a Chinese woman of 45–70. She can't see herself here.

✅ The leaders: real women of the right age



FONTAINE · Japan



Daniel Alain · US



Hairdreams · Austria

💡 Our plan: real customers in lightboxes, product photos and videos. A real before-and-after is your best salesperson.

The market is moving toward you.

323M

people aged 60+ in China, 13 million more every year

👉 Your customer base keeps growing.

NBS 2026 · 国家统计局

¥3,000+

average full-wig order in malls, vs ¥200–300 online

👉 Your counters are the money engine. The experience there is worth paying for.

Jiemian 2023 · 界面新闻

7×

more revenue from returning customers than new ones (Artnature, Japan)

👉 A care membership = steady cash every month.

Artnature IR 2026

+76%

Douyin orders from people over 50 around 520 (2026)

👉 Children buying for parents = festival peaks.

New Express 2026 · 新快报

Spend on the store and the experience, not on ads.



Aesop	US\$2.5bn	Hims & Hers	+59%	Warby Parker	323
👁️ Spent on stores, not on ads: every store is designed.		👁️ Talked about hair loss calmly and directly, no fear.		👁️ Made trying on in store the reason to visit.	
💰 Sold to L'Oréal for US\$2.525bn (2023).		💰 US\$2.35bn revenue in 2025, up 59%.		💰 323 stores, US\$872M revenue in 2025.	
👉 Your 22 counters are free advertising space.		👉 Speak to grey and thinning hair with respect.		👉 Make your fitting mirror the star of the counter.	

Real people and after-care bring customers back.



Nutrafol

Unilever

👁️ Hair wellness, not a clinic: one colour, one symbol.

💰 Unilever bought a majority stake (2022).

👉 One look customers recognise in every city.



FONTAINE · Aderans

👁️ Real mature women and seasonal collections.

💰 Aderans group: about 650 salons in 17 countries.

👉 Real customers and a new collection every season.



Artnature · Julia Olger

~650

7x

👁️ After-care is the engine: washing, styling, renewal.

💰 ¥32bn from returning customers vs ¥4.7bn from new.

👉 A care membership that brings customers back.

Everyone looks the same. The first to look trustworthy wins.



Rebecca



IREMY



Artnature (China)



Rebecca (new store)

👤 Walls of faceless mannequin heads

💖 Pink, white, gold and marble

👤 Borrowed European faces

🚩 Red discount banners

🏆 The open seat: a calm, trusted hair-makeup house with real customers and a care promise. Nobody in China holds it yet.

Data first. Then design. Then sell.



1

Data diagnosis

🕒 2 weeks

Find where the money is.



2

Pick the direction

🕒 2 weeks

You choose the direction that sells most.



3

Design & roll-out

🕒 4 weeks

Stores, e-commerce and WeChat, all one brand.



4

Launch & sell

🕒 8 March

三月发妆季: the March sales peak.

Before designing anything, we find out what makes customers pay.

🕷️ 5,000+ customer reviews collected: Dianping, Douyin, Xiaohongshu, Tmall, JD

🏢 10 competitors and industry leaders compared

🏷️ 1 price-band and best-seller analysis

😡 Top 10 complaints and top 10 compliments in the category

🔍 1 search report: what customers search and ask on Baidu and Douyin

📄 1 brand check-up: 22 counters, website, WeChat, e-commerce

🎯 3 directions ranked by how much more they can sell, with data

💡 1 results meeting (2 hours)

¥35,000

🕒 2 weeks · 📦 8 deliverables

🎯 Result: the direction that makes the most money, proven with numbers.

✓ Already done for this proposal: 5 research reports, 6 name versions found, 3 colours, trust searches on Baidu.

💰 EVERY ITEM = MORE SALES

Every yuan you invest is tied to a sales number.

 Counter design	💰 More walk-ins, more try-ons	 Walk-ins, try-ons, closes
 One brand	💰 Trust, higher ticket	 Baidu suggestions, Dianping rating, ticket
 Real-people photos	💰 Online conversion	 Detail-page conversion
 Gift box & gift card	💰 Festival sales from children	 Gift cards sold
 WeChat & membership	💰 Repeat visits	 Care visits per customer
 E-commerce pages	💰 Conversion, fewer returns	 Conversion and return rate
 三月发妆季	💰 A March sales peak	 March sales vs last year

Brand, stores, real-people photos and gifting.

📦 6 services · 22 deliverables, each with a quantity

 Identity 3 logo routes → 1 final logo 4 lockups: horizontal, vertical, Chinese, English 1 brand graphic system 5 brand colours 2 type systems: Chinese and Latin 12 icons ¥74,000	 Counter design (SI) 1 counter prototype: fascia, counter, fitting mirror, material display, lightbox 6 design-intent drawings 1 roll-out manual for all 22 counters ¥70,000	 Real-people photography standard 1 photography guide 5 standard angles: front, side, back, hairline, cap 1 fixed in-store camera set-up 1 casting brief for real customers ¥23,000
 Brand manual & basics 1 brand manual (about 60 pages) 12 basic applications: cards, badges, bags, price tags, member card... ¥31,000	 In-store graphics 3 lightbox visuals with real customers 1 set of price tags and shelf labels 2 window graphics ¥23,000	 Packaging & gifting 1 wig box 1 gift box 1 care card 1 gift card ¥50,000

E-commerce, WeChat, web and the March launch.

8 services · 19 deliverables, each with a quantity

 E-commerce listings  Main-image template: 5 images per style  3 detail-page templates  3 store homepages: Tmall, JD, Douyin ¥35,000	 Website design  6 responsive pages (development quoted separately) ¥58,000	 Short-video system  4 video templates  1 set of cover templates ¥19,000
 WeChat Official Account  1 avatar  2 cover templates  3 article templates  1 menu  1 welcome message and auto-replies  4 festival covers: 3·8, Mother's Day, Double Ninth, Spring Festival ¥23,000	 Mini-program UI  3 modules, about 15 screens: booking, membership, gift card ¥54,000	 Live-stream corner  1 backdrop wall  1 lighting plan  1 set of product and price cards ¥23,000
	 Campaign landing page (H5)  1 landing page, about 4 screens ¥17,000	 March launch campaign  1 key visual  20 adaptations: posters, WeChat, e-commerce, Douyin, store ¥54,000

Four ways to start.

Prices in RMB.

Data diagnosis

¥35,000

8 deliverables · 2 weeks

100% credited if you sign any package.

Data diagnosis & market research

Brand Refresh

¥132,000

16 deliverables · 5 weeks

Pays back with ≈3 more wigs per counter a year

Save ¥8,000

Data diagnosis & market research

Identity

Brand manual & basics

★ Recommended

Brand + Stores + E-commerce

¥306,000

39 deliverables · 8 weeks

Pays back with ≈6 more wigs per counter a year

Save ¥58,000

Data diagnosis & market research

Identity

Brand manual & basics

Counter design (SI)

In-store graphics

Real-people photography standard

Packaging & gifting

E-commerce listings

WeChat Official Account

Full launch

¥500,000

49 deliverables · 12 weeks

Pays back with ≈10 more wigs per counter a year

Save ¥89,000

Data diagnosis & market research

Identity

Brand manual & basics

Counter design (SI)

In-store graphics

Real-people photography standard

Packaging & gifting

E-commerce listings

WeChat Official Account

Website design

Mini-program UI

Campaign landing page (H5)

Short-video system

Live-stream corner

March launch campaign

Monthly design support

After launch: up to 20 design pieces a month (posters, WeChat covers, listing updates, new styles).

¥35,000 / month

Payback = package ÷ 75% gross margin ÷ ¥3,000 average order ÷ 22 counters. Printing, fabrication, models and studio are separate.

Add what sells most for you, on top of any package.

 **Full store interior design** **+¥80,000**

Upgrade from counter SI (¥70,000 → ¥150,000)

 More sales per m², more try-ons turn into sales, privacy for hair-loss customers

 1 floor plan and customer flow
 2 formats: island counter and in-line store
 1 private fitting room
 1 wash-and-care corner
 1 lighting and materials plan
 1 set of furniture and display props
 8 3D renderings
 1 set of construction drawings
 1 site check at the first build

 **Full packaging system** **+¥48,000**

Upgrade from packaging (¥50,000 → ¥98,000)

 Gifts worth filming on Douyin, higher ticket with care kits

 2 wig boxes (large and small)
 1 hair-piece box
 1 gift box
 1 silk storage pouch
 2 shopping bags
 4 care-kit labels: shampoo, conditioner, spray, brush
 1 set of stickers and seals
 Dielines and proof checks

 **Style catalogue** **+¥58,000**

New

 Staff close faster; the mother takes it home and shows the daughter who pays

 1 printed catalogue, 40 pages
 1 digital version for WeChat and mini-program
 1 style book for the fitting chair
 1 seasonal update template

 **Trade-show booth & mall pop-up** **+¥68,000**

New · design only

 Franchise and wholesale leads at hair fairs; walk-in sales in mall atriums

 1 modular 36 m² booth that also works as a mall pop-up
 6 3D renderings
 1 set of construction drawings
 1 set of booth graphics
 1 leaflet
 1 screen loop video
 1 staff ID set

🎯 Fits: China Hair Expo (Guangzhou, August) · Spring Hair Fair (Zhengzhou, March) · mall atrium pop-ups · Everything on top of the full package: ¥500,000 + ¥254,000 = ¥754,000

Start 19 October. Launch 8 March.



 LOW RISK FOR YOU

Start small. Decide at every step.



Start with the ¥35,000 diagnosis. If you don't like it, you stop.



The diagnosis fee is 100% credited if you sign a package.



Nothing moves on without your OK.



Pay 50% to start, 50% on hand-over.



2 rounds of changes at every stage.



All final files belong to March Ginza.

Yiertek: a Dongguan audio factory turned into a brand people remember.

📄 Logo & guidelines

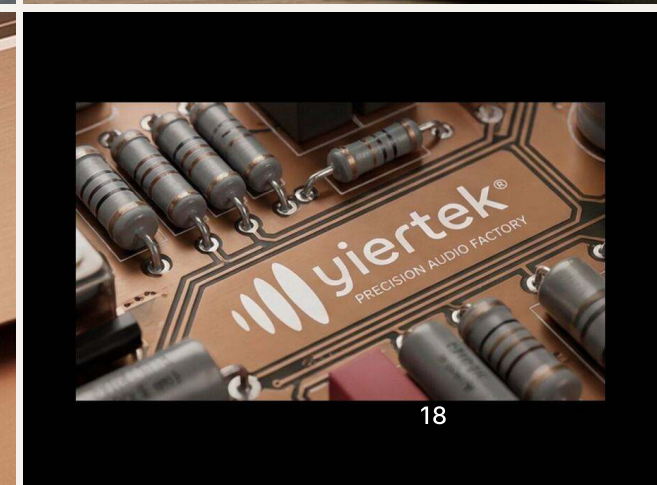
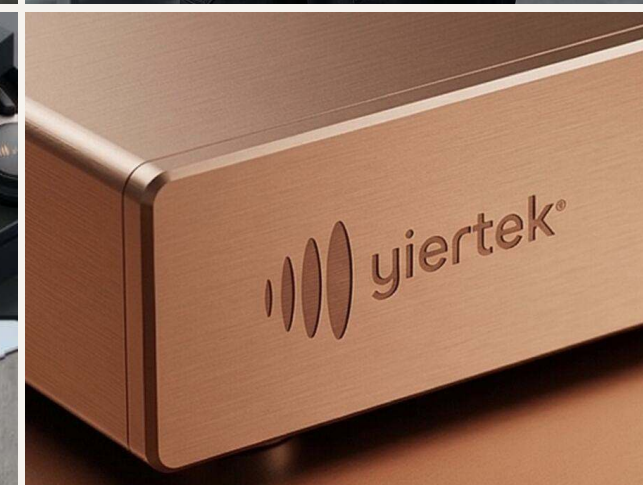
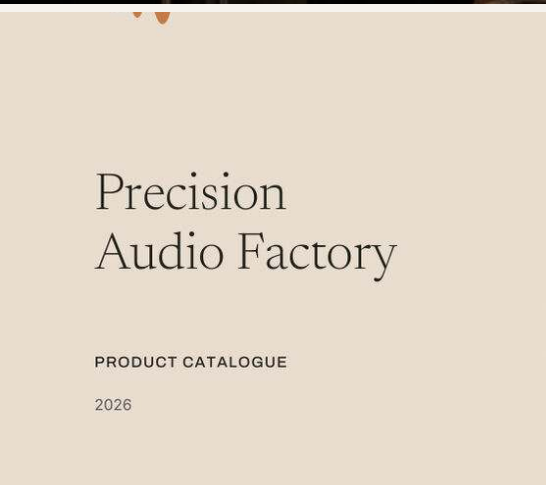
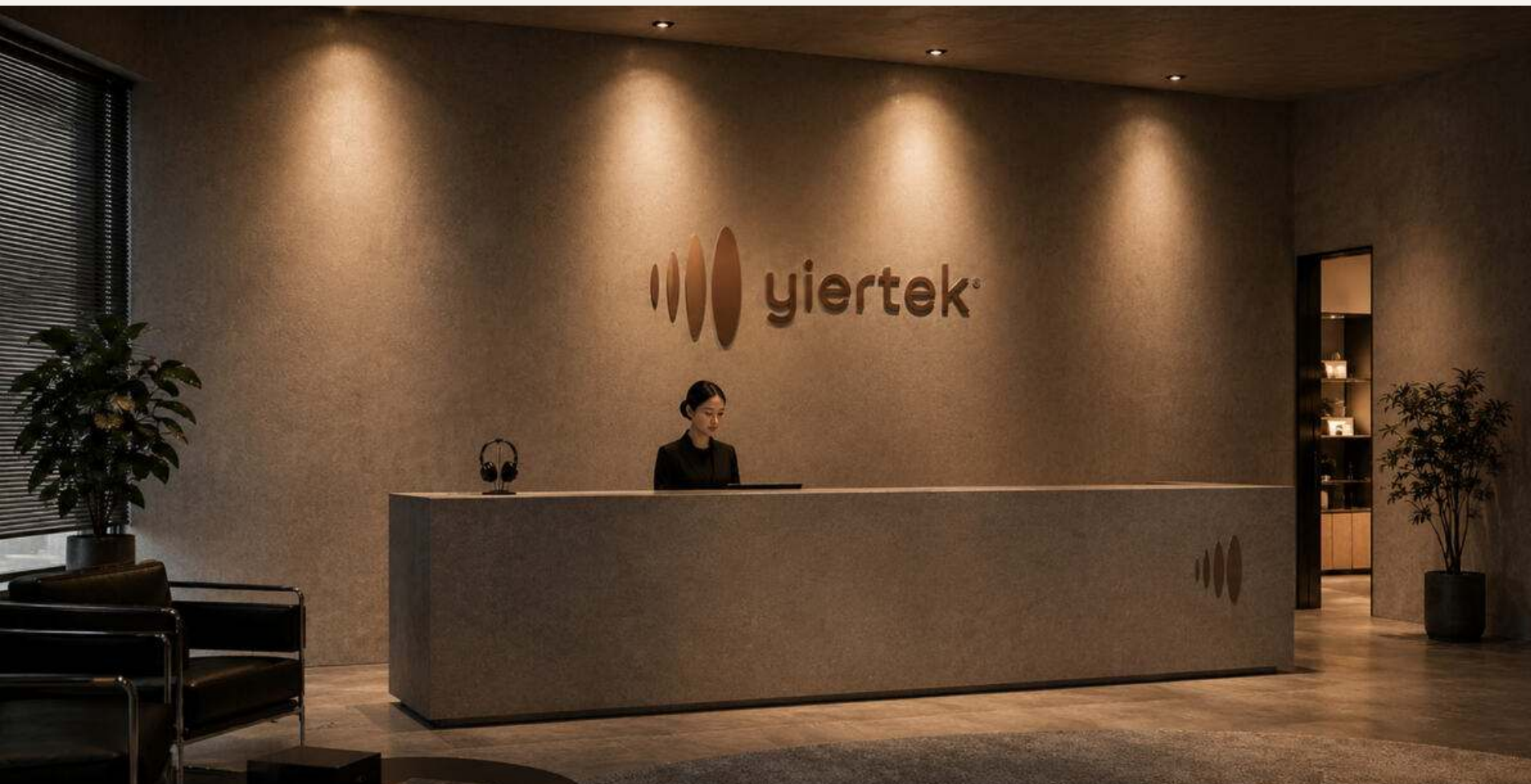
🏢 Entrance hall

👕 Staff & workshop uniforms

📖 42-page catalogue

🌐 Website EN/中文

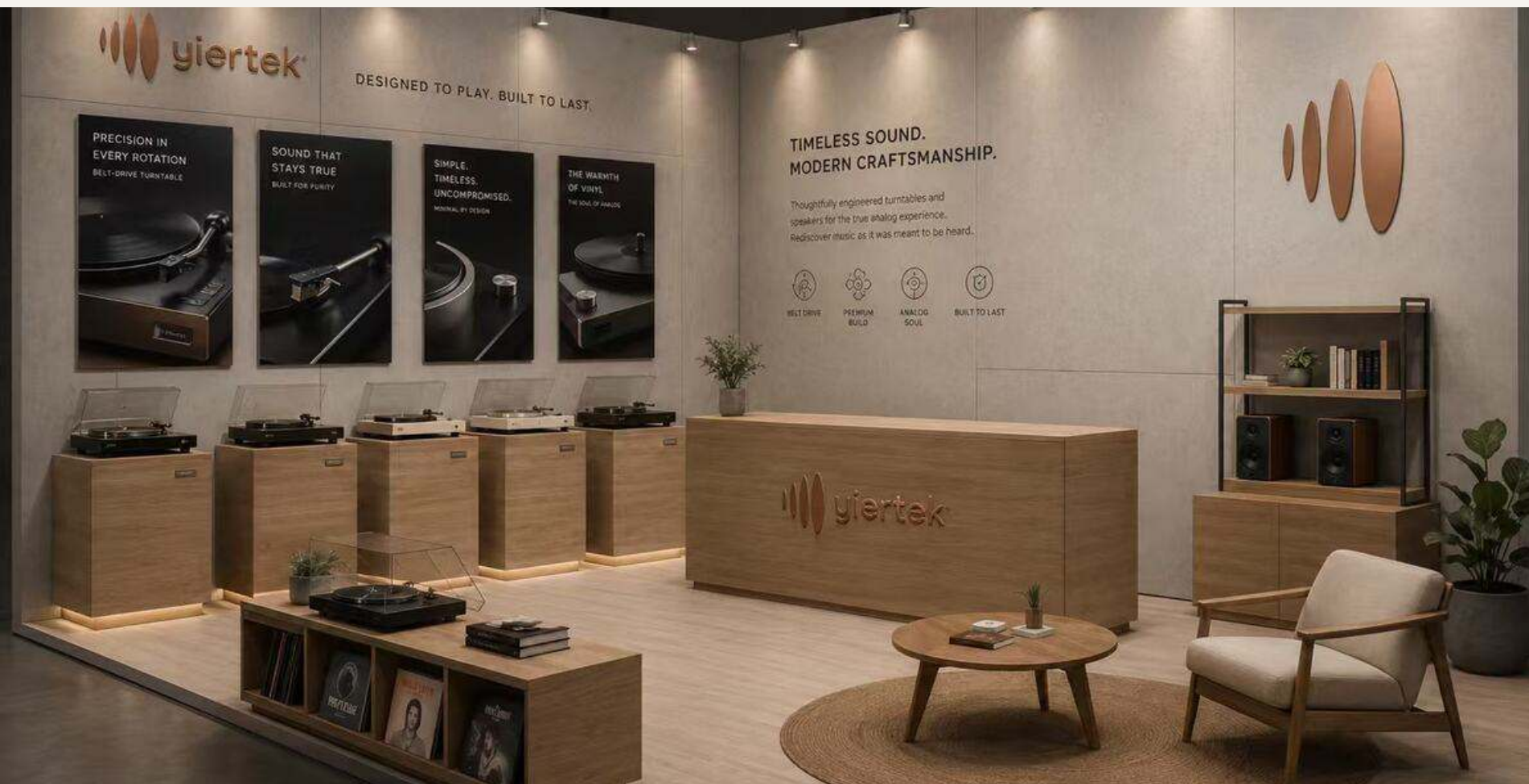
👉 One system for all your 22 counters, uniforms included.



Two booth concepts for Yiertek: the Listening Room and the Open Studio.

🔥 2 booth concepts 3D renderings 🖼️ Booth graphics 📦 Brand objects

👉 This is what the booth & mall pop-up add-on looks like.



DREMMA: a new consumer brand, from the name to the box.

- 👉 Naming
 - ™ Trademark check
 - 📘 Brandbook
 - 📦 Packaging
 - 📷 Campaign
- 👉 Real people, warm light, a box worth unboxing: the same craft for your gift box.



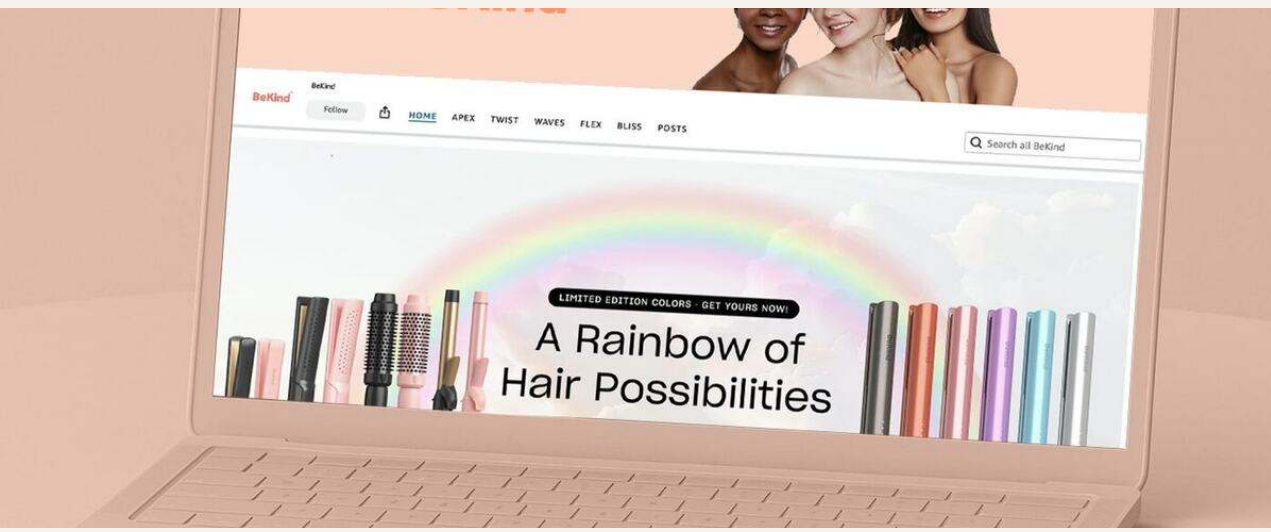
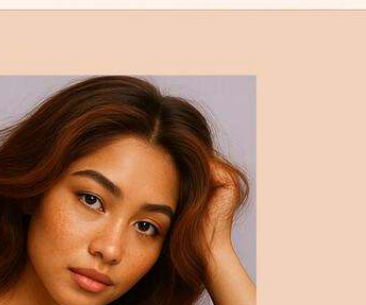
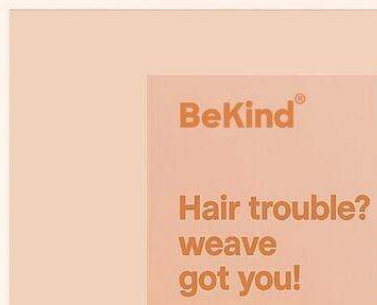
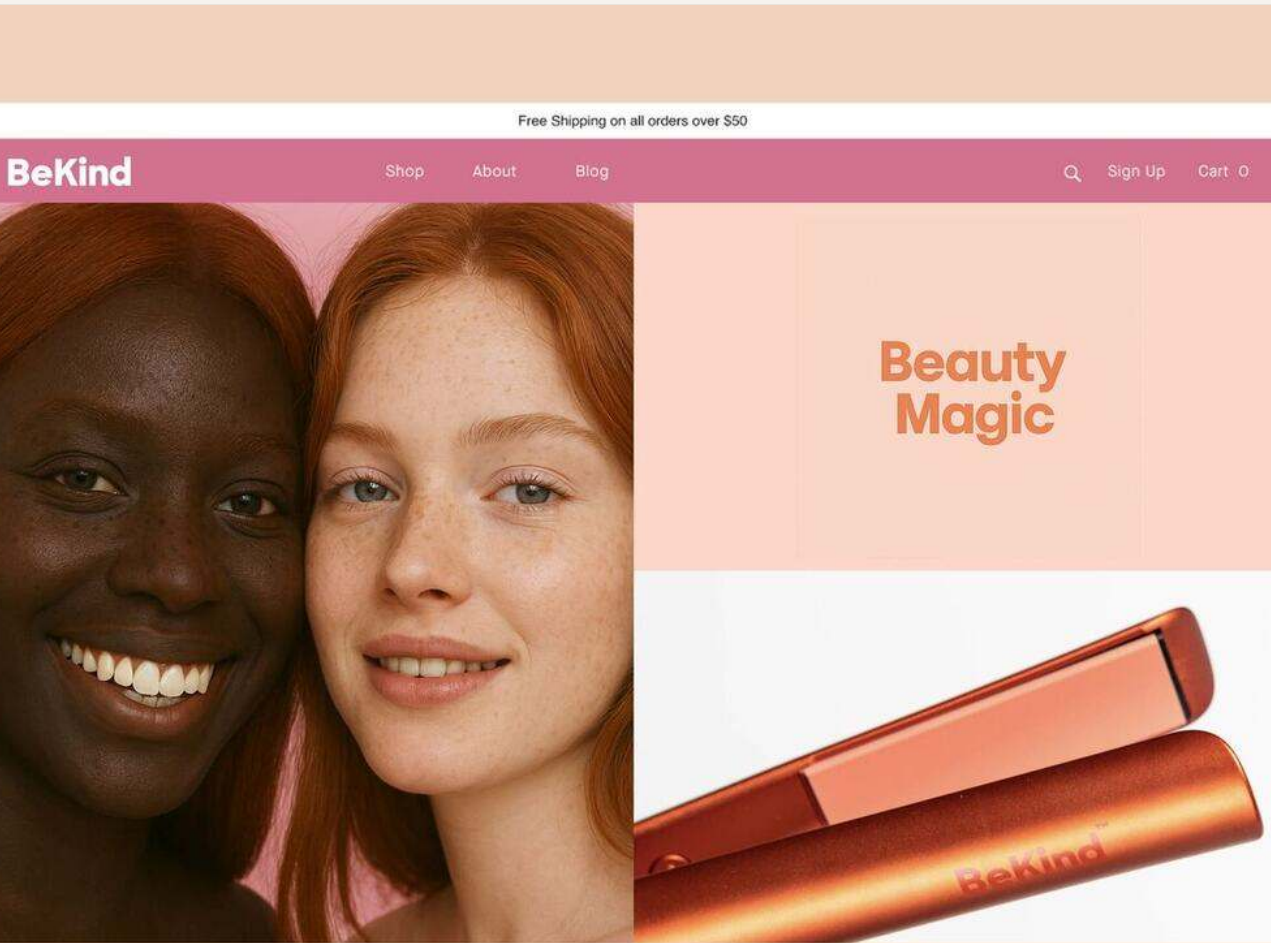
Campaign, product photography and colour stories.

- 📍 Outdoor ads
- 📷 Editorial photo sets
- 🎨 Colour lines (CMF)
- 🏠 Lifestyle scenes
- 👉 How we would shoot your wigs: real homes, real light, real people.



BeKind: a hair-care brand from zero. The same category as yours.

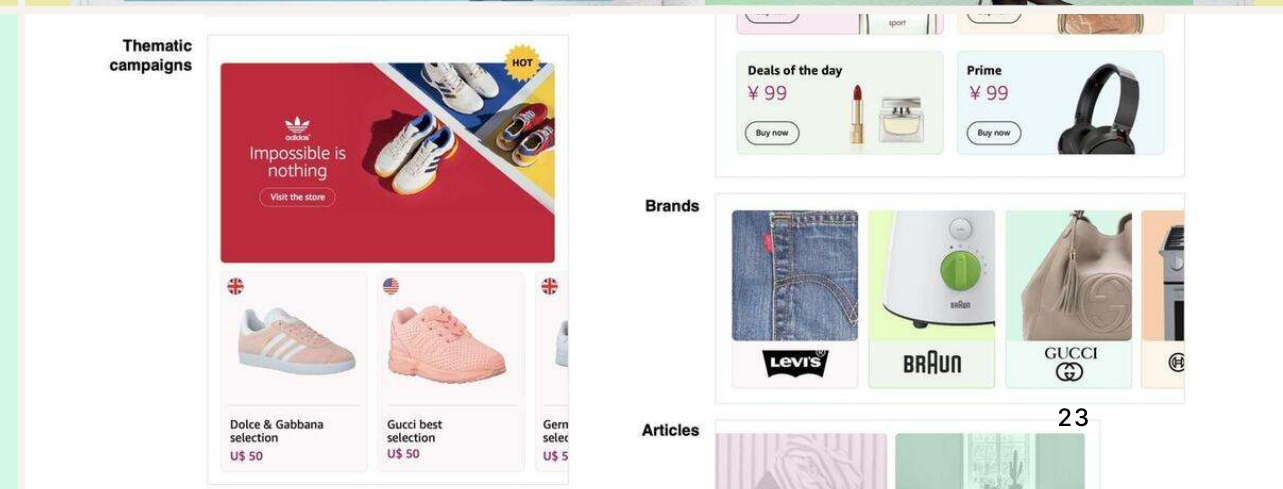
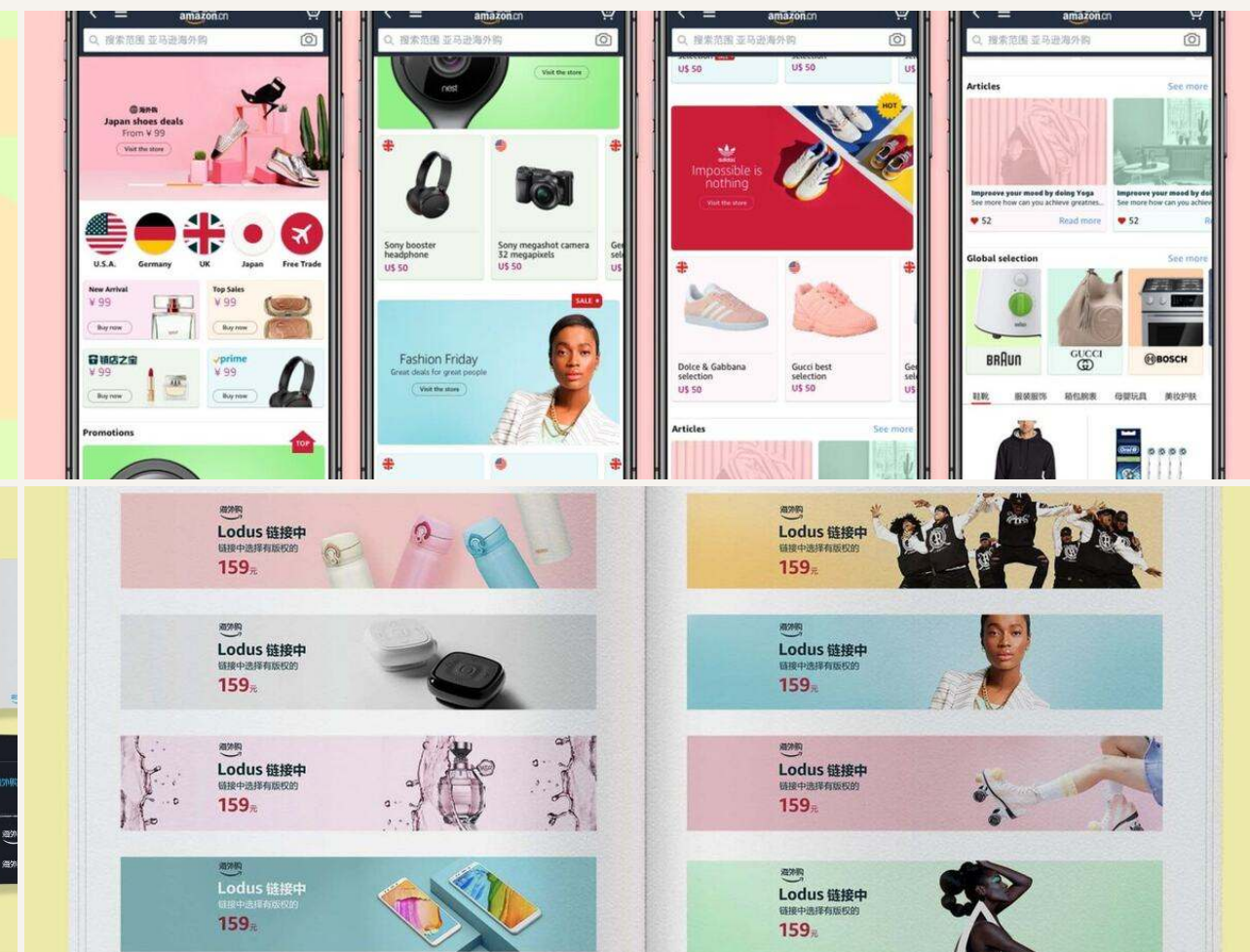
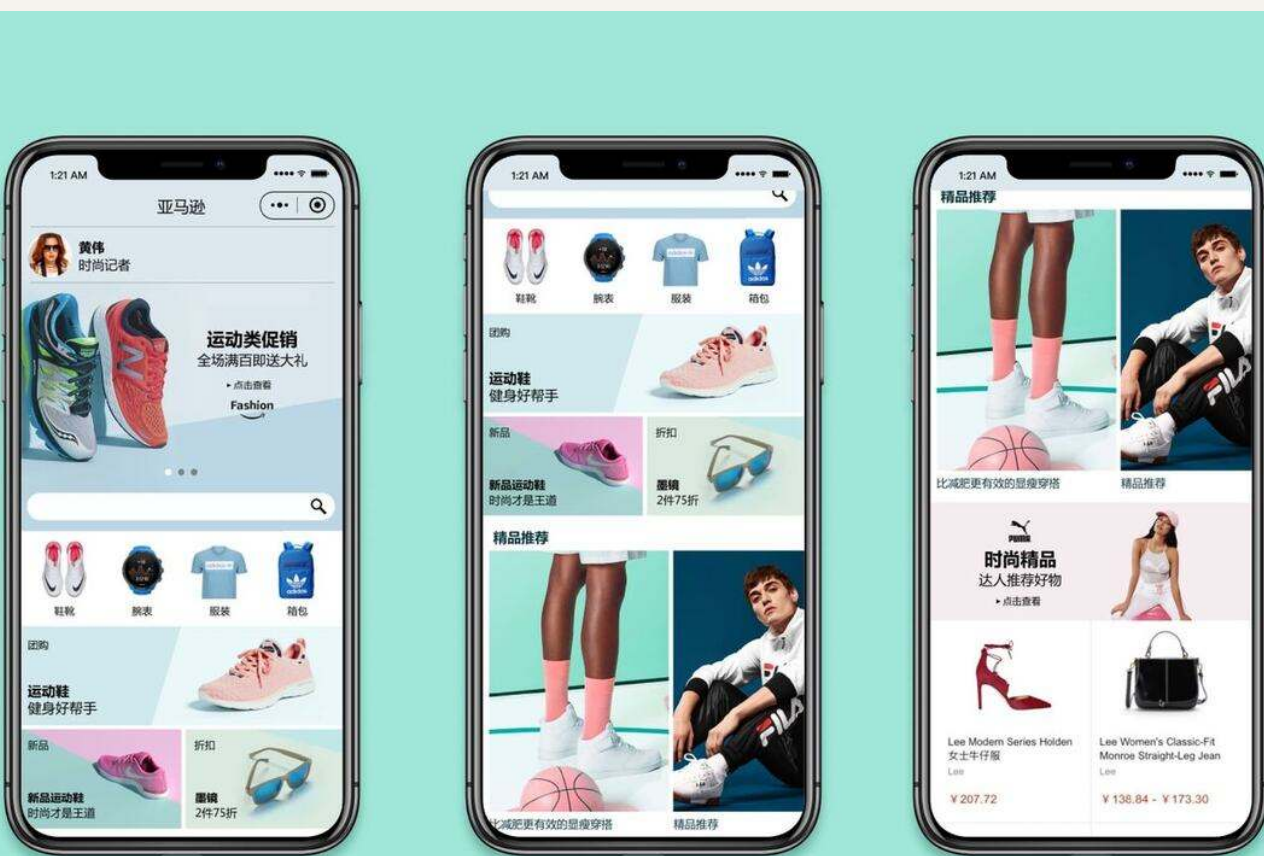
- abc Identity
- 💧 6-product line
- 📱 Social & short video
- 🛒 E-commerce site
- 📺 Billboards
- 👉 Real faces, warm colour, products people want to film.



Amazon China 亚马逊海外购: brand experience for Chinese shoppers.

App & campaign pages Style guide Bags & boxes Promotion system

👉 We know how Chinese shoppers read a page: what makes them click and buy.



One identity across 24 pieces, from the stage to the badge.

🔑 Stage & screens 📄 Badges 👤 Roll-ups & posters 📷 Photo wall & keepsakes 🖨️ Print-ready files

👉 Built to roll out: one kit, many places. Like your 22 counters.



🏆 OUR WORK

28 brand marks
we designed,
from factories to
beauty and AI.



✓ NEXT STEP

Start with the data diagnosis.

¥35,000

price

2

weeks

8

deliverables

100%

credited to any package

✓ Confirm the diagnosis and the start date (19 October).

🕷 We collect the data: reviews, prices, searches, your 22 counters.

💡 Results meeting after 2 weeks: 3 directions ranked by sales.

📦 You choose the package that fits.

🙏 Thank you. We look forward to growing March Ginza together.