



A·S·A·K·U·R·A®



ASAKURA

=A professional hairdressing team
leading Chinese fashion

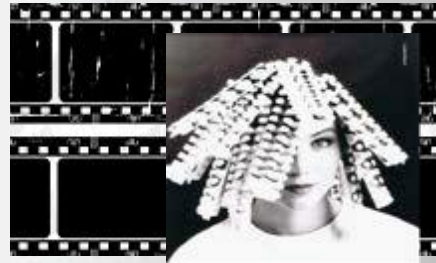
The History of ASAKURA Brand

1975



On the world Congress sponsored by Schwarzkopf company as as representative of Japan invited . We announces hair collection every year in London, in Milan. We take part in the highest peak of hair world naming the world hairdressing every year.

ASAKURA has been started to sell the original Beauty Equipment in Europe . The goods which subvert the common sense of the beauty industry, and revolutionary, lastly got a big hit. Then, it has the capable of maintaining a stable high technology, developed instruments for hairdresser one after another, which has led to the current ASAKURA method.



1988

1995



ASAKURA ONEDAYSPA was established. The building of 3300 square meters , which makes us remind a tropical resort , from hair to the facial body , as a largest facility of Japan getting a total beauty , sweep the big topic of the Japanese beauty industry ,and a lot of Japanese media came in swarms,

The History of ASAKURA Brand

2004



ASAKURA BEIJING was founded. And by overwhelming technical strength, the produce power, which collected in one pole the attention of the Chinese media, and run up the road to star stylist group. It awarded Best Asian salons and so on, and got a large number of awards.

2005



ASAKURA SCHOOL was opened. Special Japanese technology stirred up in the Chinese beauty industry. Monthly Beijing School and the others receive the training requested by hairdresser across the country.

2008



V I V I × ASAKURA HAIR STYLE BOOK / TECHNICAL DVD and so on play an active part in the publishing industry. "ASAKURA style" has spread the whole of China, and stir up the Japanese style boom.

2010



There is a coverage request always from Japan and China media a total of more than 30 companies. And it is as the epicenter of the epidemic, which jumped over the frame of the hair salon like on hair salon collection shooting monthly, events, show, and so on. And at the same time, it continues taking a hot attention from the fashion world.

2016



Premium perm rod

JAPAN

ASAKURA INTERNATIONAL



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CHINA 北京朝仓时尚形象设计有限公司

Beijing



The ASAKURA is set up in Beijing in July 2004 and always attracts attention in hairdressing field.

In July 2007, The ASAKURA won “Most Investment Value Salon of Asia” in 2007, and become the top hairdressing brand in Beijing. The ASAKURA published the first book on hairstyle for common girls in July 2008, which was unprecedented in hairdressing field in China.

In July 2009, The ASAKURA took home four awards, including “Beijing Top Ten Most Influential Hairdressing & Beauty Brand Shop”, “Beijing Top Ten Most Popular Hairdressing & Beauty Brand Shop”, “Beijing Top Ten Most Outstanding Hairdressing & Beauty Figure”, “Beijing Top Ten Hairdressing & Beauty Brand Training School” at Beijing Brand Summit.



PR Source

ASAKURA, cooperating with plenty of fashion magazines of “ViVi”, “Ray”, “VOGUE”, “CanCam”, “Madame Figaro”, “ELLE”, “SELF”, “TRENDS HEALTH”, designs hairstyle for models and artists, meanwhile, it also participates in magazine shooting.



瑞丽(Ray), 昕薇(Vivi), 米娜(mina), 昕薇 风采美妆(Voce), 卡娜(SCawaii), 今日风采(Oggi), UP美容(BeasUP), 悦己(SELF), 嘉人(marieclaire), 时尚(COSMOPLITAN), 时尚芭莎(BAZZER), 秀媛尚(ANECAN), 秀美的(BITEKI), 费加罗(FIGARO), VOGUE, 《智族(GQ), SIZE 等

电视、网络媒体:

CCTV, 旅游电视台, CCTV、中央电视台、北京电视台、湖南电视台、sina 等



Karl Lagerfeld



高圆圆



胡可



蒋雯丽



张歆艺



杨坤



刘翔



刘亦菲



米原康正



徐静蕾



朴树



宋丹丹



佟大为



王学兵



杨澜

成方圆, 邓超, 刘孜, 张靓颖等等众多明星艺人到店里设计发型。

EVENT

FASHION

● TOKYO CREATIVE COLLECTION

Mintdesigns DRESSCAMP suzukitakayuki

TARO HORIUCHI The Viridi-anne

● 展会 Exhibition

ASH&DIAMONDS

irie life

earth music & ecology

● 博主座谈会

ASH&DIAMONDS

irie life

earth music & ecology



EVENT

MEDIA

- **VIVI 昕薇中国女孩 FASHION SHOW (2010)**
hairmake / 'Mornin'Garage' PR
- **VIVI 昕薇中国女孩 模特彩排活动 (2010)**
hairmake / Fashion Styling
- **S'Cawaii 卡娜 Girl's night (2010.2011.2012)**
hairmake / VIP GUEST
- **Men's Joker 型男志 (2012) WEB EVENT**
hairmake / Styling

PUBLIC

- **COOLBIZ in 上海万博**
EVENT综合制作/SHOW出演
- **隋行**
化妆师展位制作/活动出演



EVENT

BEAUTY PRODUCTS

- L'OREAL (2010) @上海/青島/杭州
专业烫发液「XTENSO」
STAGE 演示

- 施华蔻 Schwarzkopf (2012) @北京
一般用造型剂「OSSIS」
STAGE 演示

- 資生堂 プロフェッショナル @ 北京/南昌
专业用 烫发液
定型剂 STAGE 演示

- Milbon 美丽盼@上海
专业用 彩色剂
STAGE 演示

- 宝贝 TAKARA Belmont @上海/広州
专业用 烫发设备「空气波」
STAGE 演示

- 圣薇娜 SEA VENUS @全国各地
专业烫发液/颜色剂
STAGE 演示

- 博柔 BEAVER @全国各地
专业烫发液/颜色剂
STAGE 演示

- 莱欧 LEO @全国各地
专业烫发液/颜色剂
STAGE 演示

- 兴博隆 NEOSHINE @ 北京
专业烫发液/颜色剂
STAGE 演示



EVENT

OTHER

●世界车展 @北京(2008/2012)

BEIJING Motor Show for NiSSAN

日产展位 美发制作/

●中日亲善大使 选秀

hairmake/ EVENT SPACE RENTAL/ 进行支持

●ORBIS宣传册拍摄

Magazine for the exclusive use of ORBIS members

ORBIS会员的宣传册封面 负责拍摄工作

●北京大学讲座

Lecture for Peking University

在北京大学举行的美妆讲座

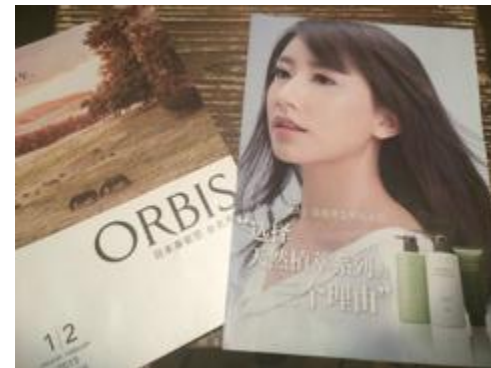
ARTIST

JPN

米原康正 ALAN CICA

FIREBALL

蜷川美花 Etc...



SCHOOL

ASAKURA course = vivid course

During the growth of China's market, devoted research will merge with Japanese technology to create a set of advanced and reasonable method which suits students better. Including various skills, such as cutting, crimping and dyeing hair. Taking multiple classical and representative Japanese hairstyles as examples, it carefully illustrates concepts and various basic knowledge of Japanese hairstyle to students!

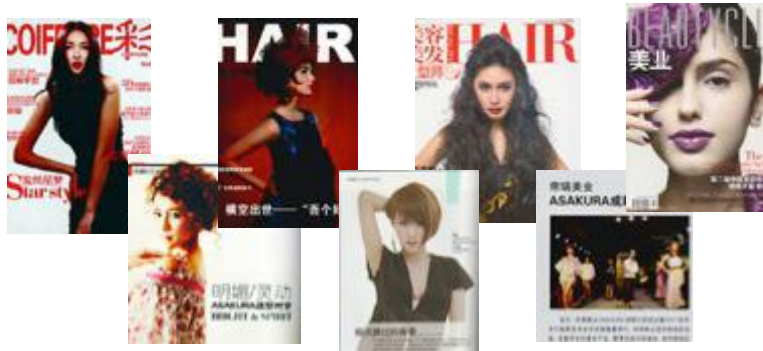


current activities :School business

The educational activities in all over China to promote the whole of China beauty industry
ASAKURA SCHOOL



SCHOOL / Press for Professional



- 彩
- 美容美发
- 翦仕 发型师
- 台湾版 hairmode
- 美业
- 时尚发友
- 美业777



ASAKURA

leading Chinese beauty industry

Developer's Introduction



創造と革命

朝倉 博美

HIROMI ASAKURA

ASAKURA proprietor

Worked on cosmetology after graduating from Electronic Industry Specialty of Doshisha University. After working at TOP salon of Ginza, went to Vidal Sassoon in London for further learning hairdressing technology. In 1975, created his own brand 「ASAKURA」 widening development space in New York, and went to Milan and London for publishing new hair style every year . Be invited to attend authoritative [World congress hairdressing] in the world as a representative and have been invited to attend the world congress for over 20 times so far.

In addition, was praised as innovation character, continuously developed and invented professional appliances and have pushed out numerous appliances to plenty of salons up to now and now. Sales volume of Such appliances is amazing in the area where Europe and America serving as center which is a glory. As hairdressing standard nowadays, innovation has happened to the history.

And innovation accumulated by HIROMI ASAKURA has been systematized. It only takes half a year to cultivate high standard and practical technology leaders. Development program-core system of ASAKURA will be released recently.

System, theory, image, etc. leaping over hair-dressing industry and hair-dressing revolution continuing to surpass current concept of HIROMI ASAKURA by virtue of 「new-style tools」 .



A.S.A.K.U.R.A.

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ASAKURA

Il CPA
nuovo programma di formazione
LUNEDÌ 8 OTTOBRE 1991
ore 19.00
ASAKURA
a cura della collezione MODA CAPPELLI
Assistenti: Barbara Berti

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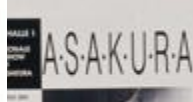
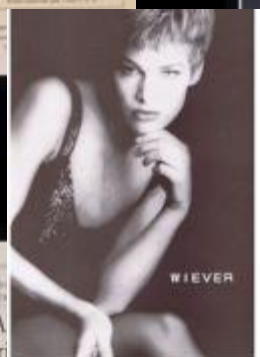


THE WORLD HAIRDRESSING CONGRESS 1991

MONDAY

10.00 AM
11.00 AM
12.00 PM
1.00 PM
2.00 PM
3.00 PM
4.00 PM
5.00 PM
6.00 PM
7.00 PM
8.00 PM
9.00 PM

THE WORLD HAIRDRESSING CONGRESS 1991
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HIROMI ASAKURA
Magie d'ori

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ASAKURA

TONI & GUY.

MONTAG 16. SETTEMBRE '91

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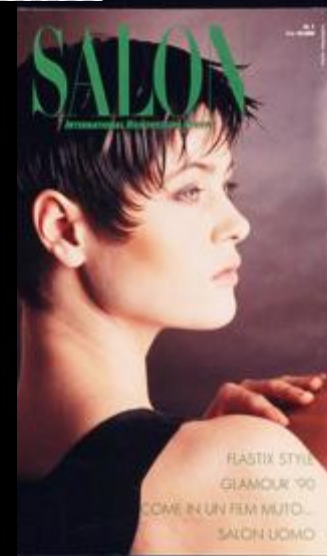
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ASA KURA BEIJING COO

International Ambassador of Kagawa prefecture
Japan International Consultant of (CN Edition)VIVI

went to England and was admitted into the most famous art college—Saint Martins College in European, which has cultivated larger number of world's top designers, such as John Galliano, chief designer of Dior.

After returning to Japan, He acted as chief planner of ASAKURA Hairstyle Show from 1999 to 2002, with more than 6,000 attendees being in the action. The attractive and contagious show is concerned by all medias. He is called “Princes in Hairdressing Field” by Fuji Television and many medias.

He came to Beijing and set up Beijing ASAKURA Fashion Image Design Co., Ltd. (ASA KURA Beijing)
In July, ASAKURA SALON BEIJING opened up.

When the Salon opened up, it held the largest hairstyle show in China, which attracts broad attention in hairdressing field. Many medias, such as TV station and publishing house visited the site and reported on this hairstyle show.

魅せる才能

朝倉 禪 ZEN ASAKURA





ZEN ASAKURA is one of most famous Japanese in China.

Official/representative micro-blog(weibo)fans

Above **150,000 fans**.

先鋭緻密な技術

朝倉 朋美



TOMOMI ASAKURA

ASAKURA Art Director

Studied in one of Europe's most prestigious universities of the arts- 「LONDON COLLEGE OF FASHION」, which enjoys a reputation throughout Europe in the field of hairstyle and cosmetics and cultivates a large number of internationally renowned make-up artists.

Working in [KAKIMOTO ARMS] and became a famous top dyeing hairstylist upon back in China.

In June 2006, Asakura Kotomi came to ASAKURA in Beijing, Acting as a dyeing guidance for many artists in Salon. Meanwhile, she carried out dyeing skill course for Chinese hairdressers and was specially invited to undertake the hair dye and make-up of many popular magazines.

She offered a large number of unique new proposals about color, inserting popular elements she captured in dyeing skills and combining the foundation of chromatology and the color of the dye, which were highly popular Make-up guidance offered according to the different color of the guests' hair won consumer's love.

The History of ASAKURA Products



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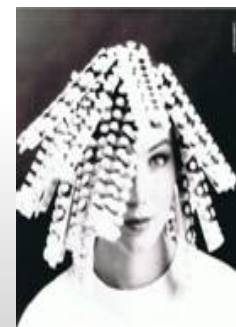


Cut Gauge

Tool for practice for hairdresser confirming scissors inclination. We can know that more correct inclination of haircut line can be remembered by virtue of body instead of feeling based on usage of it.

Permnet Panel

As for the person with thick hair, if perm is done for him/her, fluffy problem will arise. However, if using such tool for perm, such situation won't occur. And only one tool is needed to complete various neo waves based on controlling size of neo wave and hair curling method.



Long rod

In the past, balanced hair roller of long hair from barrette to hair root cannot be realized.

But balanced neo wave of long hair can be realized by virtue of using this long hair thick stick.

PREMIUM PERM ROD

- This new-style perm rod can easily create Japanese super popular curly hair, making hair more soft, root more fluffy and layering.
- Create foreign-like natural soft waves !
- No need for complicated practice and skills !
- No need for assistance of other perm rods !
- Shorten the curling time a half !



A·S·A·K·U·R·A®

the current trend of ASIA

ASAKURA established in 2004 proposed “ the style of Japan +style which are seeked by the women from China = ASAKURA Style” , as the existence which can lead the beauty industry in China, on the front lines continued to build the trend of China.

ASAKURA become one the latest trend of the place of dispatch in China, will continue opening up the leading edge which is seeked by the era of China.



CONTACT

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Thank you!



ASAKURA美发沙龙微信