

# JEAN YIP GROUP



## MARKET

For the Jean Yip Group, beauty means business. Singapore's leading – and largest – beauty lifestyle chain takes care of customers from head to toe by offering quality solutions that include hairdressing; hair and scalp care; skin care; slimming and body care; spa and wellness; nail care, as well as in-house solution-based personal care products. Its service range naturally attracts females aged 21 and above, but it also enjoys a strong secondary market among males for its hairdressing, and hair and scalp care brands.

The company has nine brands under its umbrella: Jean Yip Hairdressing, Jean Yip Beauty & Slimming, Jean Yip Hub, Jean Yip Academy – The School of Hair & Beauty, Oriental Hair Solutions, Herb De Orient, Jean Yip Loft, Super White Skin Lab, and the brand new Jean Yip Hairdressing & Hair Spa.

## ACHIEVEMENTS

The Jean Yip Group has earned Superbrands status in 2002, 2010, 2011, 2012 and 2013, as "Singapore's Most Favourite Salon". A local brand, for more than 30 years, it was also celebrated as recipient of the Singapore Prestige Brand Award - Heritage Brand, in 2012. That same year, it received the Reader's Digest Most Trusted Brands award. The company achieved Platinum status in the 2009 Reader's Digest Trusted Brand Awards for the Beauty Centre category; it was the only beauty lifestyle services provider to be selected. In 2010, consumers reaffirmed this status when Jean Yip Group won

the Reader's Digest Trusted Brands (Gold) award.

Company founder, Jean Yip, was personally nominated for the 1999 ASME-HP Woman Entrepreneur of the Year award. Mervin Wee was awarded Personality of the Year 2002, as well as Order de la Chevalerie (Order of Knight) Intercoiffure 2003 from ICD Intercoiffure Mondial in Paris.

The Jean Yip Academy is an Approved Training Provider for National Institute of Technical Education Certificate (NITEC) courses, as well as a Certified On-the-Job Training Centre for hairdressing, and spa and aesthetic therapy apprenticeships.

## HISTORY

At age 16, Jean Yip had her sights set on a hairdressing career. Despite her father's objection, she enrolled secretly in a local school that offered an American hairdressing programme. When her father eventually found out, he advised her to "learn from the best". This led her to London's prestigious Allan International to pursue her dream. After graduation, she continued to hone her professional skills in London, for a year, at various leading hair salons. Once back home, she helped with the family business before, at age 23, establishing her first hair salon at Katong Plaza in 1982.

Mr. Mervin Wee, who would become her husband, joined the salon in 1984. In 1990,

Jean's younger siblings, Dawn and Oliver, joined the flourishing business, and that same year, Jean Yip Salon Pte Ltd was incorporated.

Jean and Mervin still handle hairdressing aspects of the business, while Dawn runs the beauty and slimming brands, as well as the group's overall marketing and business operations. Oliver oversees research and product development, on top of developing new businesses.

The company ventured abroad in 1995 with its first Malaysian outlet in Johor. Today, Jean Yip Group owns more than 70 branches in Singapore, Malaysia, Indonesia and China, with over 800 employees. The company has anchored itself successfully as Singapore's leading beauty lifestyle provider with its own training school and personal care products.

## PRODUCT

Jean Yip Group specialises in providing total beauty lifestyle solutions. Each of its nine brands offer different solutions for specialised care.

The mainstay, and Singapore's leading hair salon, Jean Yip Hairdressing, has a robust team of professional artistic hairstylists handling a comprehensive range of services including O3 oxygen treatment. It utilises Jean Yip Group's proprietary hair care products that include Maximo, BioSpa, Super Silk, and its latest innovation, Super Shine.

Another core business entity, Jean Yip Beauty, provides beauty and skin care services, where therapists use advanced, innovative products and technologies that have been researched and developed by Jean Yip Group. One of the latest applied technologies is the R6 Skin Revolution, a state-of-the-art skin care regime that uses in-house developed cosmeceutical ingredients to combat major skin problems.

Jean Yip Academy – The School of Hair & Beauty was established in 2000. It offers its own courses as well as those approved by the Institute of Technical Education (ITE). The academy is the only approved NITEC training institution offering both hairdressing, and spa and aesthetic therapy courses under one roof. As a quality training provider, it has been Case Trust-certified under the Private Education Organisations category for good business practices. In 2012, ITE collaborated with Jean Yip Group to further enhance authentic learning opportunities in hairdressing for NITEC students enrolled in the Hair Fashion and Design course at Gorgeous@Epitome, located at the new ITE College at Ang Mo Kio.

In 2003, the first-of-its-kind, Jean Yip Hub was established in Plaza Singapura. This flagship concept store comprises a full suite of services including hairdressing, beauty, nail care, and spa care. There are now nine Jean Yip Hubs in popular suburban malls island-wide.

The company's Herb De Orient natural solutions product range for skin, body and hair was launched in 2006. Produced in Singapore, and made with ingredients from over 100 herbs, it is specifically tailored for Asian skin and hair conditions, positioning Jean Yip Group with a competitive advantage over market rivals.

Another brand, Oriental Hair Solutions, made its debut in 2009 with the flagship Ngee Ann City store, endorsing local veteran artiste Thomas Ong as its spokesperson. The brand, which has since expanded to five outlets island-wide, uses salon-grade Herb De Orient products to treat hair and scalp problems - for both males and females – that include hair loss (premature, pattern, and post natal), greying hair, as well as sensitive/oily/dandruff scalp.



Jean Yip Loft, established in 2011, is an exclusive all-in-one beauty lifestyle centre conveniently located in Chinatown near Outram MRT station. The seven-storey business targets weary city-dwellers and tourists, transforming and rejuvenating them with services such as hair and scalp care, beauty care, and spa treatments. It also houses entertainment options, product showrooms, and a rooftop pool and bar.

The newest brand, Jean Yip Hairdressing & Hair Spa, was established in 2013, and offers a relaxing, one-stop destination for hair and scalp healthcare. It utilises more than 100 western botanicals, infused with luxurious aromatherapy, in treatments that prevent various hair and scalp problems. In just one year, Jean Yip Hair Spa has expanded to three outlets at NEX Mall, Bedok Mall, and West Gate.

## RECENT DEVELOPMENTS

Oriental Hair Solutions opened its first overseas outlet in Johor Bahru, City Square in 2013; this increased the brand's total number of outlets to six.

In 2012, Jean Yip Group celebrated its 30th anniversary with a series of events and campaigns that ended with a Masquerade Ball in 2013 for invited guests and staff. The year also marked the opening of its fourth and fifth wholly-owned outlets at Kuala Lumpur and Johor, Malaysia, and as well as its first China outlet.

## PROMOTION

To augment its positioning as a market leader, Jean Yip Group has commissioned television programmes to share its unique hair and beauty care solutions. It is also an active sponsor of high-profile events, television programmes, and dramas.

The company invests heavily in print, television, and outdoor media advertisements, as well as below-the-line collateral. It takes part in joint promotions with merchant partners such as group buying websites, credit cards, shopping malls, and leading brands of various industries. The company also uses electronic newsletters, social media platforms, and



Oriental Hair Solutions

its websites to reach out to internet-savvy customers and newer generations.

Giving back to the community continues to be of great importance to the Jean Yip Group, which has been the official stylist sponsor for the annual Children's Cancer Foundation fundraiser, Hair For Hope, since 2011.

## BRAND VALUES

With a vision to help customers develop a stronger sense of self-image and confidence, Jean Yip Group offers effective, quality services, that use state-of-the-art applied technology, as well as superior products that provide value-for-money. It has made itself accessible by establishing outlets at convenient locations island-wide.

The group's success also comes from a desire to build close relationships at all levels – from employees and business partners, to customers and the community. It regularly participates in CSR activities that provide services free-of-charge to the underprivileged.

[www.jeanyipgroup.com](http://www.jeanyipgroup.com)

## THINGS YOU DIDN'T KNOW ABOUT JEAN YIP

- Cheryl Wee, the brand's ambassador was the second runner-up in Miss Singapore Universe 2009; overall winner in China-Asean Image Ambassador 2011, with a subsidiary title of "Peach Blossom Princess"; Miss Singapore Chinese 2011; and first runner-up in Miss Chinese International 2012; she is also the eldest daughter of Mervin Wee and Jean Yip.
- Cheryl Wee's debut extended play music album with the song "Make My Day", released in 2010, is the theme song for Jean Yip Group's TV programme of the same name. She released her debut mandarin album "One Fine Day" in 2012, marking her foray into the music industry.
- Cheryl Wee has acted in various Mediacorp dramas such as "MataMata" and "The Caregivers".