

FAQS

BE SELECTED.
BE SELECTIVE.
SELECT ULTIMATE LUXURY.

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1. What is The Leading Salons of the World?

The Leading Salons of the World™ (LSW) is an exclusive Global Circle of Beauty Talents.

Over the past 3 years, LSW has become the authority for discerning people around the world to rely on to have their Beauty needs met. In all our Members and Partners, we look for Excellence across the board, passion for their work, and genuine desire to give the “gift of Beauty”.

Leading Salons of the World represents the world’s finest hair styling salons and expert styling talent. LSW is headquartered in Manhattan and dedicated to delivering exceptional value to its showcased member salons, as well as consummate services to its discerning clientele. Leading Salons of the World was created to fill the need for salon clients to easily find and schedule beauty and styling appointments at exceptional hair salons that meet their standards. With this in mind, LSW has created stringent and rigorous salon membership criteria covering all aspects of the ultimate salon guest experience. 200 Salons in 55 cities passed the demanding LSW accreditation process and are now forming the exclusive global Circle of the LSW Salons. Anywhere in the world, you are assured to experience the same premium quality service in a select environment, with a personal that speaks English if you desire to.

In parallel, we have identified and built exclusive relationships with the best Beauty/Wellness/Fitness/Fashion/Design/Stylist Influencers in the world. Each one contributes through their own body of knowledge, and trademarked approach to the advancement of their field, and brings a whole world of exciting possibilities to our search for real Beauty. We partner with each of them to offer you Tailored Services exclusively available through our platform.

Discover more about [WHO IS LSW](#)

2. What is the domain name of the site?

www.leadingsalons.com

3. Do I need to register on LSW to visit your website?

No you don’t. Access to our exchange guide of salons and our Cercle of Beauty influencers, the online magazine In the Know and the Beautique is open to all.

However by registering you will receive our newsletter. Salons and Beauty-related Businesses have to register to access the BtoB side of our platform: Beautique wholesale prices, industry events, Talent Exchange.

4. Where to register or login?

Simply click on this icon  and follow the steps.

5. What can I contact you for?

We are always happy to hear from you for any purpose.

You can contact us to get information about a salons or an influencer, your membership, your business or regarding advertising opportunities and press inquiries. We are also really glad to receive your feedback on our articles.

Email us: contact@leadingsalons.com

6. How can I become a member of LSW?

1. Fill out the application Form on www.leadingsalons.com by clicking on the "Become a member" link in the footer of the homepage
2. We will review your application in a timely manner
3. After a thorough evaluation, we will let you know if you passed our standards requirements and are approved
4. The following basic information is needed from you to start your LSW online profile:
 - Salon description (max 400 words)
 - Company's Logo
 - High resolution pictures of salon and if desired style looks
 - List of stylists to be featured (including short profile and photo)
 - List of services including costs
 - Any current promotion you wish to feature at this time
 - Style and look pictures you want to feature
 - Videos featuring a stylist, event, styling method etc.
5. We will create your LSW profile and send it to you for validation before uploading it

7. What are the benefits of becoming a member of LSW?

As a selected salon member, Leading Salons of the World will increase your worldwide visibility and exposure to new clients on an international level through proper SEO (Search Engine Optimization) and marketing influence to affluent clients looking for the very best in beauty.

LSW will continually capture and deliver new salon clients for your staff to service through online visibility, premiere marketing services, social media outreach and continual search engine optimization. LSW has created a truly accessible and ultra convenient way for new clients to locate your salon.

Our unique influential platform enables your salon to promote your hair styling and beauty services while dynamically capturing new clients through innovative new channels including social commerce and mobile-based applications.

LSW members will also get an exclusive access to our B to B platform, offering you preferential access to our Beautique, a Talent Exchange platform, exclusive events and seminars related to the Beauty Industry.

8. Are there any other benefits and opportunities when becoming a member of LSW?

The LSW brand is recognized internationally as representing the ultimate in salon luxury, quality and leadership. For many salons, the value of this affiliation is the primary basis for seeking membership.

We assure you:

More visibility for your salon and special news via our online magazine In the (K)now and Facebook page.

Access to a broad network of Beauty professionals dedicated in their field generating potential business opportunities.

Access to the business side of our platform: agenda of Seminars and Events around the world and Talent Exchange, which allows the connection between highly qualified job seekers and hiring entities.

We continuously work to offer you new opportunities and services.

9. I already have a website and I have great reviews on Yelp and City Search, so why do I need to become a member of LSW?

Congratulations and yes we acknowledge that there is a wide assortment of salon sites and vast amounts of information on the web that may or may not drive new clients to your salon. LSW will enhance your position because your salon will be showcased among the very best and only the best in beauty; from the smaller and more intimate styling ateliers to well-known, celebrity names with a carefully edited selection offering the ultimate salon experience.

LSW makes it much more convenient and trustworthy for new salon clients who are frustrated with the ongoing, sometimes disappointing search to find the very best hair stylists, colorists, extension specialists and makeup artists in their city. If a salon is on LSW, the clients are assured that they will be in good hands in this salon. At LSW we chose quality of the reviews over quantity and that is why our clients trust us and our members.

On the other hand, you have a say in the content of your salon's profile. You can add pictures to the look section, news, services, change the description ect. The clients can also book appointments in your salon. This is your profile, not a simple list of reviews.

Moreover, LSW does not just review salons. Thanks to the newsletter (sent to thousands of potential clients), the social Medias and our partners, LSW promotes its members.

10. What are the criteria for being selected? How do I know that only the best will be chosen?

- The salons in the LSW consideration process must be recognized as one of the best, if not the best, in their city and/or local region
- The selected LSW Salon client service should be exceptional as well as personalized, efficient and prompt with attention paid to the smallest of details
- The selected LSW Salon staff should consistently deliver beautiful cut, color and cosmetic services by a talented staff of highly trained individuals
- The newest technology, treatments, techniques and trends should be offered on the salon's menu of services with world-class service delivering 100% client satisfaction
- Professional hair products as well as coloring and styling tools must be of the highest quality and expertly used
- Design and décor and overall salon esthetic must be well maintained with stringent attention to client comfort and attention to detail
- The selected LSW salon and staff must offer a luxurious experience to each and every client
- The selected LSW Salon staff should be able to offer full service in English

11. Who is reviewing the salons?

To ensure that the exceptional standards of excellence are maintained, LSW has a carefully monitored 'mystery guest' program which relies on valuable reviews from inspectors who importantly are also clients.

12. How can I trust LSW choices?

To guarantee the exclusivity of member salons, LSW has developed a catalogue of stringent and rigorous salon membership criteria, covering all aspects of the ultimate Salon guest experience to ensure that only those salons with the highest standards are accepted into membership.

The LSW quality standards are continually being further enhanced. Experts from different beauty sectors will work together across disciplines to ensure the consistent quality of the system.

We value quality over quantity.

Each of the Brand Partners, products or services offered or listed have undergone a rigorous research and testing on our end. They have shown effectiveness and fit our conception of Real Beauty.

13. Worldwide Web Presence

Leading Salons of the World is an unrivaled network of the best in beauty that reaches millions of modern, sophisticated consumers daily. LSW will help build your online reputation and create international awareness and demand for your salon brand.

14. LSW Member Benefits at a glance

- Professional Salon Recognition
- Leading Salons of the World Logo Affiliation
- Online Membership Directory/website presence and SEO benefits
- Privy access to salon client research and surveys
- Newsletter
- B to B Beautique wholesale prices
- Inclusion in Leading Salons of the World VIP Membership Email Newsletter
- Talent Exchange services to develop job opportunities
- Privy access to Beauty related seminars and events

And for those salon members looking for additional marketing and advertising opportunities, LSW offers –

15. Advertising Placement

Embracing new technology, LSW will feature advertising opportunities for select brands, services or products enabling them to reach the world's savviest and style-seeking women and men.

16. Public Relations and Marketing Opportunities

LSW offers a full calendar of programs, events and opportunities that can help your salon brand build worldwide recognition and influence.

Additional PR & Marketing Opportunities include:

- Exposure to an extensive database of international media and PR opportunities
- Strategic messaging in consumer and trade press through the ongoing creation and distribution of press releases to international media
- The sharing of story angles to luxury media with the goal of communicating the diversity of the LSW brand and individual salon members
- Distribution of a series of monthly email newsletters to a continually expanding database of salon clients as well as beauty and salon trade media
- Building mutually beneficial relationships with luxury high-end media through regular meetings and the sharing of salon member experiences and events

17. Editorial Features

LSW publishes inspiring beauty, fashion and style content featuring the newest trends. Fresh and current editorial coverage targets women and men seeking reliable Beauty care news from you, the industry's expert insiders.

We want to encourage people to take a fresh look at Beauty. A kind of Beauty that is "real" vs. shallow or artificial. Beauty that empowers. We mean to inspire and invite people to make the best choices for themselves so they actually leverage their #1 Asset.

- "Influencers Columns": Beauty through the eyes of our Beauty Influencers.
- "Salons Press Room": the news and accomplishments of our Salons Members - New Talent, Award, Opening? We are happy to promote their news.
- News in the Beauty World: Beauty-related News from around the world, Beautiful Lifestyle...

18. Trend Reports

Double knots, top knots, braids, waved bobs, fringed bangs, ultra volume, pixie crops, white blonds, bombshell reds – whatever the newest trend in cut and color, Leading Salons of the World will be one step ahead of the rest, reporting the latest looks from couture catwalks with insider interviews on how to take that style from the runway to the real way.

19. LSW Salon Events

From intimate affairs for VIP members to more extravagant events that help raise awareness and funding for worthwhile causes, LSW will host exclusive gatherings that will deliver meaningful marketing partnerships with symbiotic lifestyle brands in the fashion and beauty marketplace.

20. How will my salon be listed within the LSW website? How do I know I will have a premiere listing?

Salon members will be listed by city, salon name or stylist affiliated with the salon to make it very easy for a potential salon client to locate your business on leadingsalons.com.

For the selected luxury salon owner, LSW will highlight each individual member salon's complete menu of services and noteworthy press, awards and achievements.

Salon client guests may search for a salon by city, salon name, stylist or specialties. Once the client selects their city and their service, they may select their stylist, colorist, makeup artist and/or additional talent.

Salon Members wanting additional exposure on Leading Salons of the World may choose to purchase advertising on the site, consider inclusion in our editorial content, opt in for our marketing and PR opportunities, sign on to host special events as well as work with our editorial team on annual trend reports.

21. What are the prerequisites for my LSW membership?

The only prerequisite for LSW membership is access to internet and e-mail. A minimum of six (6) hi-resolution photographs must be supplied in digital form for use with authorization to publish by LSW. Images and accompanying salon profile text must be received within fifteen (15) days of signing the membership agreement. Salon profile updates are free of charge. We ensure our Salons a frequent update of their page.

22. Do I need a website to become a member?

No. Just daily internet access and email at your salon. Your salon will premiere on LSW's well designed website with individual and personalized pages that include your staff's full details, including areas of expertise, press mention and attention, awards, accolades and styling photographs as well as exceptional online booking capabilities.

Your LSW Web page includes:

- Five to six pages of rich content with vibrant photography
- Easy to use reservation tools on all salon pages
- An engaging photo gallery with unlimited images
- Location maps using Google technology
- News and VIP member promotional offers

23. Is there a long-term commitment? What is the cancellation policy?

Membership starts on the day on which your salon profile goes online. LSW Members agree to an initial term of six months and will be automatically renewed for subsequent terms of three months unless terminated by LSW or you with a 30 day written notice prior to the end of the chosen billing cycle.

24. Why some salons are not available to book online?

We apologize for any inconvenience but some salons prefer to speak in person to their customer and get detailed information to know and serve their special needs the best way.

25. How can I be listed as a Talent on your Talent Exchange platform?

To be featured on our B to B platform as a talent please email us at contact@leadingsalons.com with your expectations, resume and some pictures of your work. We will review it and, once approved, meet you to finalize your LSW Talent Exchange page.

26. How can I have my event or seminar listed?

To be featured in the Events or Seminars agenda, please send us an email contact@leadingsalons.com with all the event details. We will review and approve.