



Press Release

With the Prime Minister's announcement of a second national lockdown. Hair salons across the UK will be in crisis. PENNEYS Hair Group with salons in Essex and Suffolk have come up with a way of supporting salons on the run up to christmas.

Jeff Letter MD of PENNEYS Hair Group and its subsidiary Blueprints luxury hair supplies wants to support all salons at this difficult time. So the team at PENNEYS have launched www.supportyoursalon.shop

Salon clients can support their favourite local salon when they purchase their normal salon professional products and christmas gifts from the website. The website acts as the online shop for the salons normal website. Clients simply type in the name of your favorite salon and it's postcode into the website at point of purchase and the salon will receive a share of the money as if they sold your products to you themselves.

This is to enable the salons to still have an income and not lose out on sales they would have lost to large internet suppliers.

Jeff Letter said "This would have been a busy retail time for salons. A large percentage of retail sales come between now and christmas. And if nothing is done to help salons they will lose out on a large percentage of their retail sales which for some salons could mean the difference between being in business or not."

"The profitability of hair salons has been constantly squeezed over recent years, and this is in no small part due to online retailers selling, what on occasions, have been counterfeit products and we are hoping this project goes some way to reversing that trend."

Salon owners are being encouraged to contact and register to be able to take advantage of the website to better support their business. They can go to SupportyourSalon.shop and fill in the salon owners form to start to benefit from this project.

Editors Notes:

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