The Business Opportunity

FRANCHISE OVERVIEW

CANADA



Franchise Investment Overview

FRANCHISE FEE

$30,000

LEGAL FEE

$2,500

ADMINISTRATION FEE

$2,000

AVAILABLE LIQUID CAPITAL

$150,000

WORKING CAPITAL

$100,000

ROYALTIES

6% of Gross Sales + 2% Media

4% of Gross Sales for the first 5 stores

BRAND APPROVED FOR SMALL BUSINESS LOANS

Up to $500,000

Capital Requirement: Eligibility Criteria

To be eligible for a Kris Atelier franchise, prospective franchisees should demonstrate: The balance of the required investment may be funded through approved financing sources, such as a commercial business loan or a home equity line of credit (HELOC), subject to the applicant demonstrating the financial capacity to secure the total investment required.

THE KRIS ATELIER BY L'OREAL - BUSINESS OVERVIEW

Multi-Unit Ownership

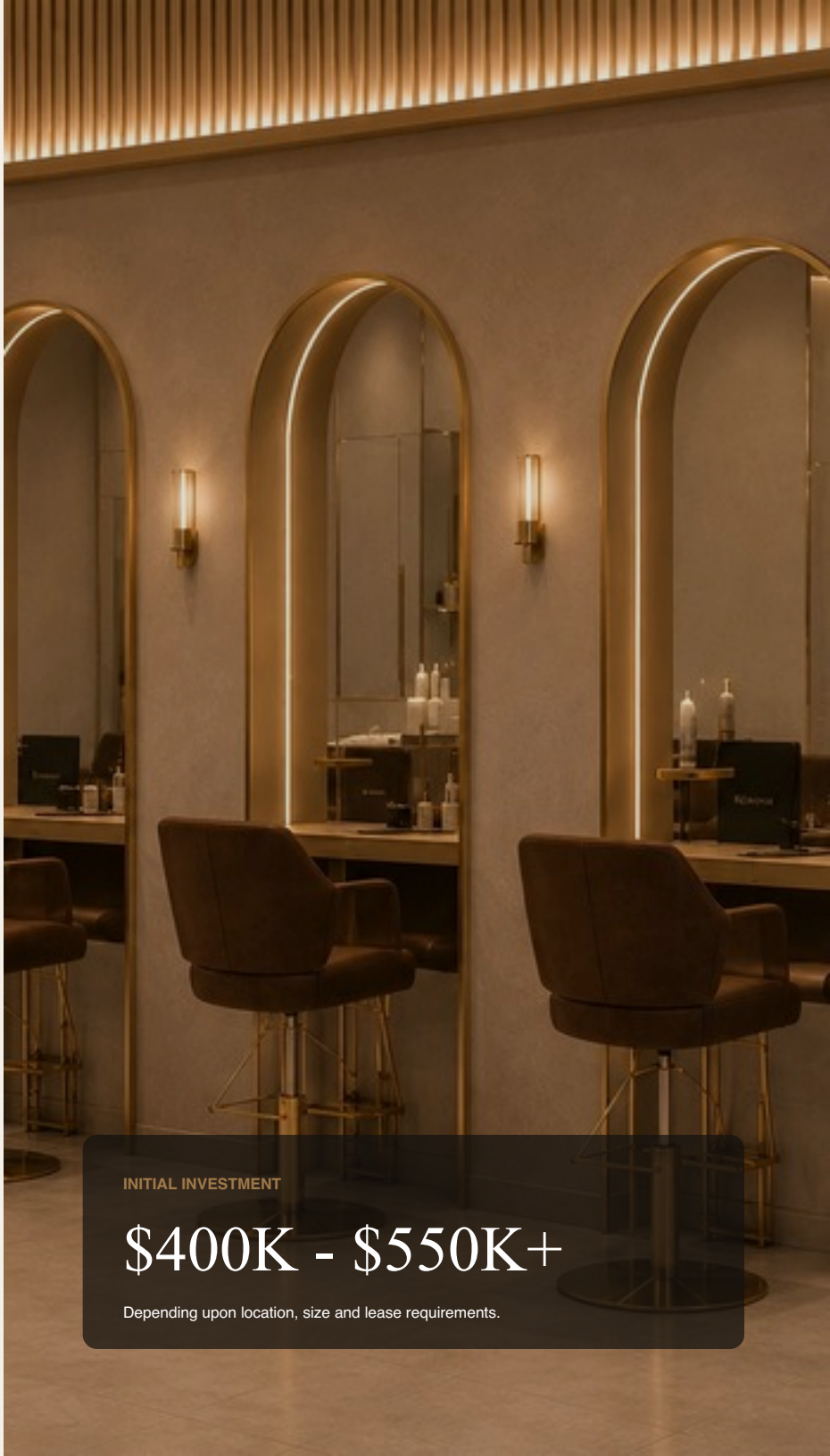
Kris Atelier's franchise model is designed with a strong focus on multi-unit ownership and long-term business growth. We actively encourage and support our franchise partners in expanding their portfolio by developing multiple Kris Atelier locations.

Our objective is to build long-term partnerships with ambitious entrepreneurs who share our vision of creating a leading luxury beauty brand. Franchisees benefit from comprehensive operational support, national education and training programs, marketing initiatives, business development guidance, and scalable systems designed to support successful multi-unit expansion.

As our partners grow, Kris Atelier remains committed to providing the resources, expertise, and ongoing support necessary to help them build a profitable and sustainable franchise network.

Initial Investment

A detailed investment estimate will be provided once the lease terms have been finalized and the proposed premises have been evaluated. The total investment may vary based on factors such as leasehold improvements, equipment, furniture and fixtures, initial inventory, technology, signage, and local market conditions.



INITIAL INVESTMENT

$400K - $550K+

Depending upon location, size and lease requirements.

Process and Opening Timeline

Once you officially join the team, it's time to kickstart your site. Below is a tentative schedule to opening.

01

Finance & Payment

$34,500 commitment, signed Franchise agreement, and funding approval.

02

Leasing & Design

Execution of lease, design development, and lease handover.

03

Salon Setup

Construction period, retail fixture installation, site handover.

04

Training & Handover

Franchise & team training, on-site support, final review.

15 WEEK SALON OPENING TIMELINE

FAQ's - Frequently Asked Questions

Do I need previous salon experience?

No. Business Partners come from a wide range of backgrounds. We look for leadership experience, paired with all the tools and training needed to succeed.

Who determines the right location?

Extensive research by our Franchising and Leasing team, considering market demographics and the success of other retailers in the trading area.

Who manages my salon's development?

Our support office manages design, construction, inventory and equipment, working only with vetted, approved contractors from start to staffing.

What locations suit Kris Atelier salons?

Kris Atelier locations operate successfully in power centre/street front and mall locations.

What is Kris Atelier's growth strategy?

A combination of attracting new clients, retaining existing ones, expanding services, optimizing operations, and leveraging marketing and technology.

Do multi-location investors get discounts?

Discounts vary depending on the location and specifics of the business.

COCO

Company Owned · Company Operated

COFO

Company Owned · Franchise Operated

FOCO

Franchise Owned · Company Operated

FOFO

Franchise Owned · Franchise Operated

Complete Retail Offering

Every Kris Atelier location provides a wide range of innovative grooming products, with all major categories well represented:

Kris Atelier carries a diverse range of beauty products from around the world, many exclusive to our stores - with personalized consultations to help every client choose what's right for them.

Services & Categories

- **Hair**
  Cuts, styling, colour, balayage, treatments & scalp care
- **Men's Grooming**
  Haircuts, beard care, scalp treatments & body grooming
- **Nails**
  Manicures, pedicures, gel extensions & nail art
- **Bridal & Makeup**
  Bridal packages, makeup & occasion styling
- **Skin**
  Facials, peels, acne, pigmentation & anti-aging treatments
- **Brows & Body**
  Threading, waxing & grooming services
- **Med Spa**
  Microneedling, laser hair removal & advanced skin treatments

Featured Brands

KÉRASTASE	L'ORÉAL PARIS	CASMARA
OA NAILS	DERMA SPARK	ALMA
Meline	DERMALOGICA	Dior



Global Brand Vision

CANADA

Phase 1 2026-2027

3 operational and 4 under construction

AMERICA

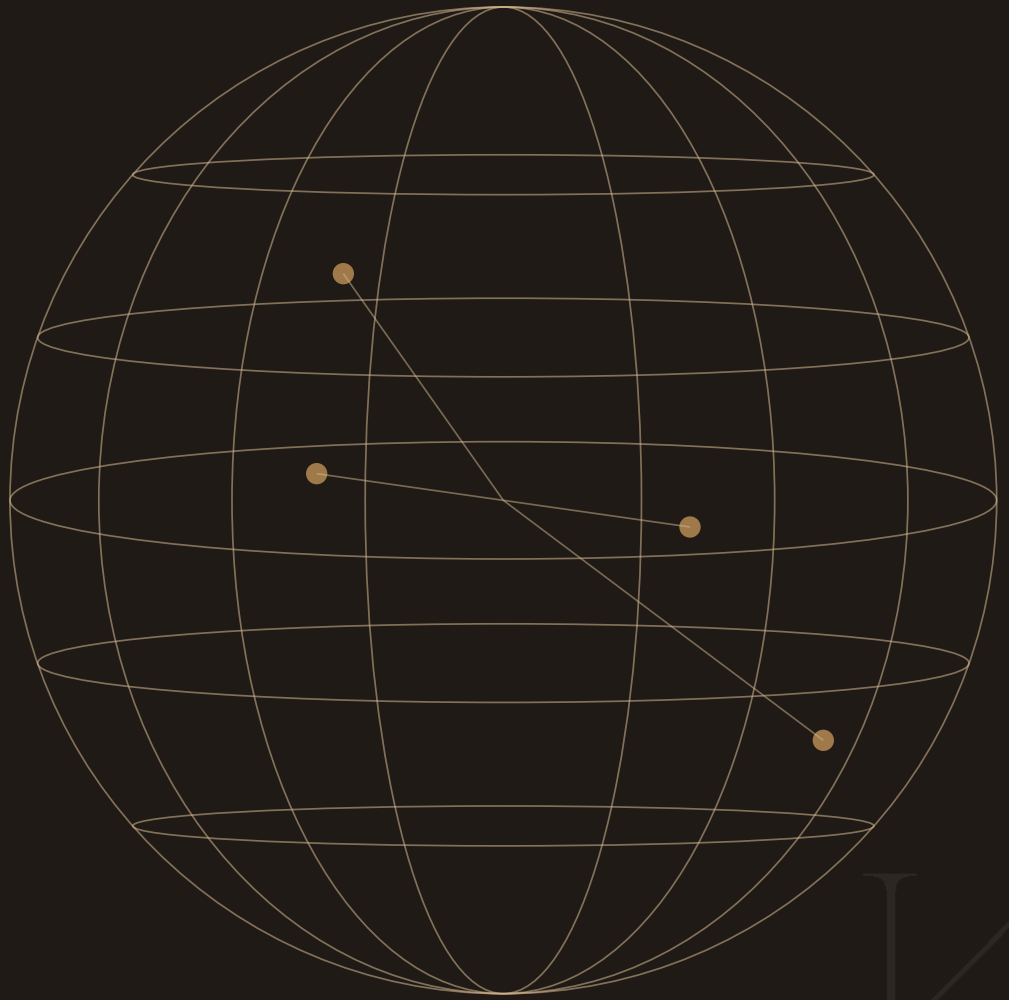
Phase 1 2026-2027

INDIA

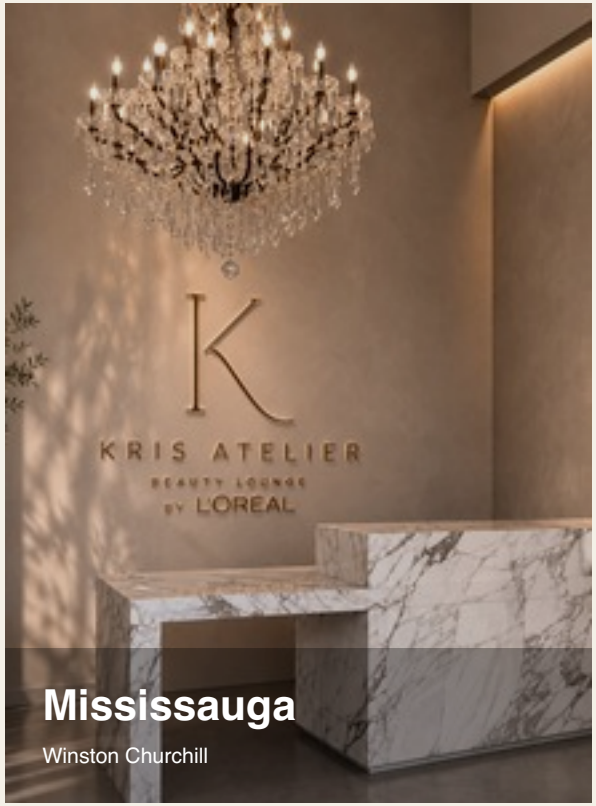
Phase 2 2026-2027

AUSTRALIA

Phase 3 2027-2028

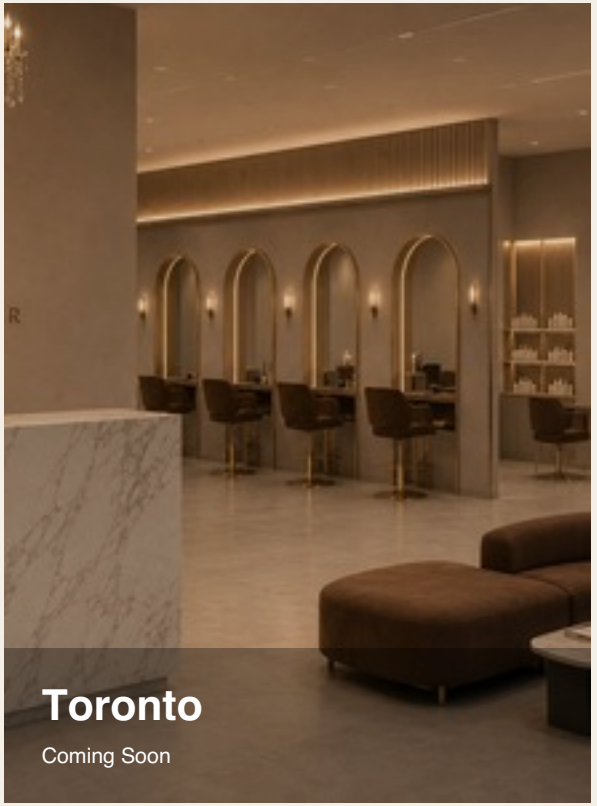


Operational & New Stores



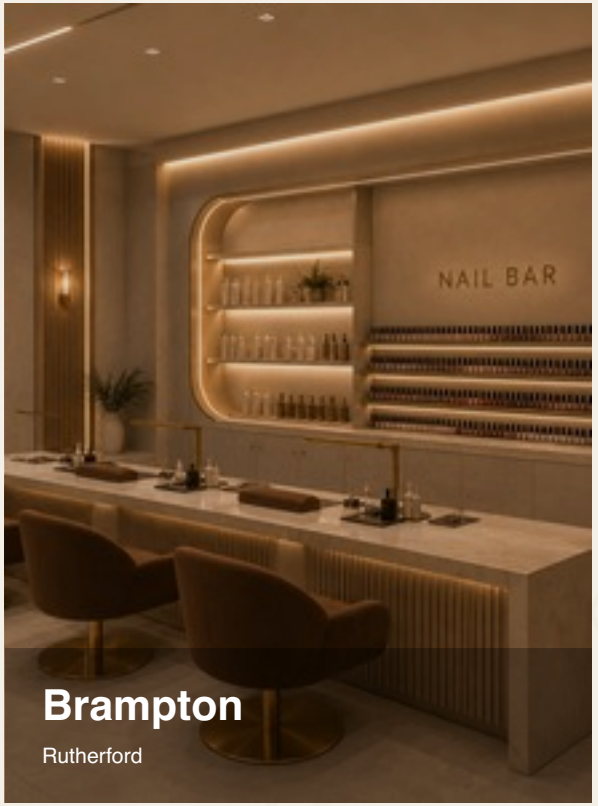
Mississauga

Winston Churchill



Toronto

Coming Soon



Brampton

Rutherford



Your Investment
Our Expertise
A Global Brand

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