



MAGIC MIRROR KIDS' HAIR SALON

Where the Kids Go

JULIAN SHIU knows the spell that transforms a family's stressful ordeal into a delightful and memorable experience.

Magic Mirror is a one-of-a-kind concept hair salon inspired by and created especially for kids. Since opening its doors in 1992, it has provided professional haircuts for thousands of young children and satisfied countless parents along the way. It is easily the city's most popular kids' hair salon, famous for outstanding service and the magic touch of its child-friendly staff.

The idea for Magic Mirror began with a father's struggle to give his young son a haircut. After realizing that using a bowl and a pair of scissors at home was not a good idea, he went out in search for a hair salon that could handle his restless child, soon discovering that no salon in Hong Kong catered to children.

Magic Mirror opened at Caroline Centre (now Lee Gardens Two) to much fanfare. "Many people today still remember our iconic carousel horses which serve as seats for the children," says Shiu. "The inspiration for the theme originates from a line in the nursery rhyme, Humpty Dumpty: 'All the King's horses'. Today, you can find us in Causeway Bay and Mong Kok."

Shifting Attitudes

"The demand for kids' hair salon services is greater than ever thanks to changes in how parents make purchasing decisions for their children. For example, increasingly fashion-conscious parents sometimes transfer their own preferences to their offspring. The modern-day child has become just as stylish as their parents when it comes to clothing and hair-styles," says Shiu.

"Another fundamental change is how the current generation of parents values the emotional benefit gained from consumption just as much as practical utility. Previously, when time came for their



Magic Mirror Managing Director, Julian Shiu.



kids' haircut, parents had a 'let's just get this over and done with' mentality; having to put up with incessant tantrums was accepted as an inevitability. These days, parents want to ensure more enjoyable experiences for their children and themselves. They look for the best place to get a great haircut for their kids while making it a fun family outing for all."

Traditional hair salons are neither willing nor well equipped to accommodate the safety requirements and emotional considerations that come with handling kids. Shiu shares that many parents cut their own children's hair because they find a lack of suitable alternatives. Kids' hair salons, such as Magic Mirror, seek to fill this gap in the market by providing parents with a novel solution to an age-old problem.

Building on the Legacy

"As pioneers of our industry, we distinguish ourselves through our know-how, training methods, reputation for safety, and brand loyalty built-up for more than 20 years. We design every facet of our business to be as child-centric and family-friendly as possible by paying close attention to the full customer experience. This starts from the moment someone goes on the Internet and searches 'where to get kids' haircut' to booking an appointment, visiting the salon, and finally, to spreading the word.

If parents or even the little ones say they can't wait to come back, then we know we've done our job!"

For the longest time, the market has catered to a very large demographic with relatively few players. The competitive landscape is quickly changing however, with new kids' salons opening around Hong Kong, Mainland China, Singapore, Indonesia, and Taiwan. At this stage in the industry, Shiu explains, more competition plays an important role in increasing the size of the pie as more parents are exposed and catch on to the concept. With this, the company currently seeks suitable partners interested in extending the brand's reach.

"Magic Mirror's mission is to become a key player in the kids' hair salon industry by leveraging on our brand reputation and over-two-decades' experience through our franchise program for the Mainland China market that will be launching at the beginning of 2016." ■

For additional information please visit www.magicmirror.com.hk

