

# HOUSE OF ENSPA

## *About House of Enspa*

---

Established by Shabana Karim, one of the UAE's most entrepreneurial businesswomen, House of Enspa is a leading light in the UAE beauty industry. Formed in 2013 as a holding company for two grooming concepts and a retail distribution and training company, House of Enspa operates 11 spas and salons comprising 20,000 sq. ft. retail and operating space. The award-winning House of Enspa collection comprises more than 500 members of staff, each dedicated to offering a flawless, consistent and holistic customer experience; a true differentiator in a competitive market.

## *The Collection*

---

### *House of Enspa comprises of the following innovative brands:*

Established in 2002, The Nail Spa was the region's first spa solely for hands and feet, and has now expanded to offer an extensive range of complementary spa and grooming treatments.

Marquee, a premium chain of hair salons that delivers red carpet ready hair in a vibrant and inspirational setting, launched in 2013.

A design house for nails, artbar is a concept created for genuine beauty aficionados. Founded by Sehr Karim-Jaffer, Creative Director of TNS, it is a true innovation lab, approaching nail design as an extension of style and a platform for self-expression.

Espai is the group's dedicated marketing, distribution, training and franchising arm for upmarket retail beauty products, and was founded in 2009.

## *Our Awards*

---

- 'Favourite Nail Bar' by What's On Dubai Awards (2015, 2016)
- 'Best Nail Bar' by VIVA Magazine (2008, 2009, 2010, 2016)
- 'Corporate Social Responsibility Label' by Dubai Chamber (2011, 2012, 2013, 2015)
- 'Best Salon' Grazia style awards 2017
- Middle east colorist of the year 2017
- Best Hair salon - Viva 2016
- Favorite Hair Salon – What's On 2015
- 'SME Top 100 Business (ranked 35th)' by Dubai SME 100 (2013)
- 'Admirable Woman Entrepreneur of the Year' (Shabana Karim) by SME Stars of Business Awards (2011)
- 'Industry Award Winner for Health & Wellness' by SME Stars of Business Awards (2011)
- 'Best Salon of the Region' by Essie (2011)
- 'Business Woman of the Year' (Shabana Karim) by Dubai Quality Group (2010)

## *Our Vision*

---

*Our vision is to empower people, customers and employees, through beauty.*

## *Our Mission*

---

*House of Enspa makes those it touches more beautiful through delighting all its stakeholders with amazing experiences underpinned by trust. Our mission is to:*

Delight and rejuvenate our customers with first-class grooming experiences, every time.

Set the bar for industry standards – and continue to raise it through innovation, thought leadership, education, and training.

Deliver unrivalled opportunities to our stakeholders and suppliers by operating in a professional and ethical manner.

# HOUSE OF ENSPA

## *Our Values*

---

### ***Respect***

It makes the world a nicer place to live in

### ***Integrity***

It's why we sleep soundly at night

### ***Communication***

It's good to talk

### ***Excellence***

If something's worth doing, it's worth doing well

### ***Fun***

If something's worth doing well, then let's make sure it's enjoyable

## *What Makes Us Different?*

---

### *We believe in 'quintessential beauty'*

*A core attribute which exudes from within through an attitude, a feeling, a state of mind. This natural beauty is brought to life by the light touch and carefully honed skills of our therapists and stylists.*

*Our reason for being is to empower people by enhancing this quintessential beauty, and this ideology is at the centre of everything we do.*

## *At House of Enspa, we*

---

### ***Make the customer radiate***

We want our customers to exude confidence. We live to develop their natural beauty and vitality, and we do this with the same care and respect we would show a loved one.

### ***Believe a customer is for life***

We respect and revere our customers, and carefully develop an on-going beauty relationship with each and every one – both B2B and B2C – in the form of consultations, proactive beauty management and loyalty perks.

### ***Love our people***

We know that our people are our greatest asset, which is why we are a people-business first, a beauty-business second. Happy, well-cared for team members make for happy, well-cared for customers.

### ***Possess insatiable curiosity***

To achieve our vision, we need the latest knowledge, the sharpest skills and the most impressive expertise. This is why we prioritise training, and why we love people with a desire to learn.

### ***Promote professionalism***

We uphold the highest standards of quality, knowledge, accountability and transparency in everything we do, setting the standards for professionalism in the grooming industry.

