



## Press Release

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Digital brand experience at the House of Schwarzkopf

### Henkel opens its first D2C concept store in Berlin

Düsseldorf – In October, Henkel opened its first D2C concept store – the [House of Schwarzkopf](#) – in Berlin. Together, the company's business unit Beauty Care, its digital unit Henkel dx and the agency Solidsense GmbH created an interactive retail space and hair salon with new digital applications for a unique customer experience. These worlds are combined under one roof: Schwarzkopf's rich brand heritage and Henkel dx digital expertise which together result in a space for inspiration and craftsmanship that offers personalized products, services, and experiences.

"The House of Schwarzkopf is not only the new home of the most iconic hair care brand of our time but also creates a bridge from the past to the future – located in the heart of Berlin where Hans Schwarzkopf laid the foundation stone, its new home now combines more than 120 years of expertise in hair with state-of-the-art technology, creating a place where the brand and its values, promises, products and history are not only represented but can be truly experienced," says Rik Strubel, Chief Marketing Officer Henkel Beauty Care.

Besides a broad range of professional hair care products, limited editions, as well as a new flagship brand, exclusively available in the House of Schwarzkopf, customers can personalize products and get inspired at various interaction points. By integrating personalization and augmented reality in the customer experience, the House of Schwarzkopf is combining brand heritage with innovative technologies.

#### Cutting-edge digital technologies

"With the House of Schwarzkopf, we want to establish Schwarzkopf as a consumer-centric player by creating a platform that invites consumers to experience Beauty Care products and applications in a completely new and digital way. With the 'Make-over-Mirror', for example, our first-ever completely inhouse developed Augmented Reality application that is assisted by an Artificial Intelligence, we are leveraging one of the major trends we are currently seeing –



the shift towards more personalization and the wish of consumers to try products before buying them,” says Michael Nilles, Chief Digital and Information Officer at Henkel.

The ‘Make-over-Mirror’ enables consumers to test hair colorations via state-of-the-art Augmented Reality in an interactive way. New styles and colors are thereby available at the consumer’s fingertip, enabling a smooth change of hair color and supporting the consumer in its purchase decision.

### **Pioneering the Salon of the Future**

“We are delighted to inspire our clients with a unique experience featuring product innovations, digital technologies and best-in-class hairdressing services by the internationally renowned hair stylist Hauke Schmidt who is managing the new salon. We trust him and his team to provide a professional hairdressing experience to the clients of the House of Schwarzkopf – his salon concept fully reflects Schwarzkopf’s aim to support hairdressers in offering a professional and unique hairdressing experience that brings the craftsmanship and the salon of the future to life,” says Stuart Hamid, General Manager Henkel Beauty Care Professional Germany, Austria & Switzerland.

In the House of Schwarzkopf consumers can also experience the innovative [Schwarzkopf Professional’s SalonLab Smart Analyzer](#). The award-winning SalonLab Smart Analyzer and Consultation App is providing scientific hair diagnosis that complements hairdresser’s expertise to enable best-in-class and truly personalized color and care consultation. The innovative SalonLab Smart Analyzer is an integral part of the House of Schwarzkopf offering. Depending on the individual need, consumers can choose from a broad range of Professional products.

SalonLab was developed under the guidance of Henkel Beauty Care’s scientists and hair specialists and is evolving further in close collaboration with Henkel’s digital unit “Henkel dx”, infusing more than 120 years of hair expertise, research, and consumer insights into the proprietary algorithms.

### **The virtual House of Schwarzkopf & RAQN**

The personalized experience and various interaction formats of the House of Schwarzkopf are powered by [RAQN](#), Henkel’s consumer & customer digital business platform, and its Consumer & Customer (CQ) Intelligence engine. RAQN also powers the launch of the [virtual House of Schwarzkopf](#), which accompanies the opening of the concept store. Here, visitors can virtually explore the House of Schwarzkopf interaction points, register for exclusive House of Schwarzkopf events and access treatment booking for the inhouse hair salon. The virtual House of Schwarzkopf is also home to the online shop where customers can find the Schwarzkopf flagship brand, limited editions, and special heritage products.

**About Henkel**

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2020, Henkel reported sales of more than 19 billion euros and adjusted operating profit of about 2.6 billion euros. Henkel employs about 53,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel's preferred shares are listed in the German stock index DAX. For more information, please visit [www.henkel.com](http://www.henkel.com).

**Photo material is available at [www.henkel.com/press](http://www.henkel.com/press)**

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