

Haircut with your necklace madam?

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Kitsch jewellery store Tatty Divine have joined forces with East London's hairstylist to the stars, Charlie le Mindu in a bid to offer their consumers an increased range of products and services. Charlie's pop-up salon is located within the store itself and each style comes with its own free Tatty Devine/Charlie Le Mindu hair accessory.

Why it matters

Retail therapy combined with beauty services has to date been reserved for department stores, but the concept now appears to be being adopted by much smaller stores. Not only does the idea have an air of novelty around it, but also works on a practical level. Will all retailers eventually take on the idea of bringing together two contrasting industries to work alongside one another in a bid to differentiate?

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