

10. Create your brands blueprint

Look at the Fowler35 beliefs and values and compare them to yours.

fowler35 Belief

Bespoke styling that transforms beauty from the inside out, to not only give our clients beautiful hair, but empower them with an 'anything is possible' attitude. Because great hair matters.

fowler35 Values

The GB Cut British hairdressers are masters in cutting design and this is something we're dedicated to continuing. Because we believe that a great cut lies at the heart of every great style.

Global Trends We're one step ahead of creative trends, influenced by the world's Fashion Weeks. We love to share our knowledge with clients by always offering something new, exciting and personal to them.

Democratic Discipline We believe that great hair should last longer than just a couple of hours after the salon. Which is why we take time to show clients how to recreate their new look - every time. This is our Democratic Discipline.

Personal Results Understanding our clients' individual needs is key to unlocking beautiful bespoke hair to suit their lifestyle, their personality and their style - to make them look and feel great. We help them discover, unlock and create their very own character - that can change like the seasons.

Informally Intimate We believe that every style consultation should be a wonderful moment, in a comfortable and friendly environment. It's a chance for our clients to have some well-deserved 'me time'. This moment is treated with the reverence it deserves

Your Belief:

Your Values: