

Oribe Hair Care breaks into travel retail



Oribe Hair Care will offer exclusive on-the-go sets in travel retail, from cleansers and stylers to body washes and crèmes

Luxury haircare brand Oribe Hair Care is set to debut its products in Cannes this October.

The company's success in the luxury retail market, along with the increased global demand for Oribe Hair Care, makes travel retail a natural next step for the brand, as Sid Katari, General Manager, Oribe, explains: "As we are in more than 40 countries worldwide, there is an increased global demand for Oribe Hair Care. Many of our customers are well traveled, making travel retail a natural progression for our brand."

"Oribe Hair Care has a strong presence in North America, Asia and Europe, and we are always looking to expand our footprint within additional regions," he says. "With our robust product offerings, we plan to curate exclusive on-the-go sets for the well-traveled consumer, from cleansers and stylers to body washes and crèmes. This can include an assortment of full- and travel-size products in customized packaging."

Oribe Hair Care is distributed in high-end salons and spas, premier retailers and apothecaries as well as luxury e-commerce sites. The brand will be previewing its collection at the J.W. Marriott hotel in Cannes.



Sid Katari, General Manager, Oribe: “We wanted to create a new kind of hair company for the professional market; one that was designed with the most talented hairdressers, the most sophisticated salons and the most discriminating customers in mind”

A new category in haircare

Over the past decade, Oribe Hair Care has aimed to set the standard for professional haircare in the prestige market. The lifestyle brand seeks to blend styling heritage with award-winning packaging and a signature Cote d’Azur fragrance. It is described as “part product line, part innovation, part community, part individuality”.

Developing Oribe Hair Care was a labor of love, says Katari. “We wanted to create a new kind of hair company for the professional market; one that was designed with the most talented hairdressers, the most sophisticated salons and the most discriminating customers in mind. We wanted a brand that wove itself through the fabric of our industry - from providing the highest-performing products to delivering forward-thinking education that inspires teams and individuals.”

He continues: “Our vision was shaped by a collective century of experience in the hair industry, as innovators, artists, educators and business owners. When developing the line, we didn’t want to compromise on any detail. We leveraged skincare technology and worked with scientists and artisans to develop a treatment-grade, best-in-class collection. The brand fuses craftsmanship and performance to create a new category in haircare. Today, Oribe is a best-selling, award-winning brand that has sparked deep connections with its consumers.”

Oribe Hair Care products contain top-quality ingredients sourced from locations around the world. Its formulas fuse natural actives and skincare ingredients with advanced technology. The formulations are described as clean and modern, and formulated without parabens and sodium chloride. All products are gluten-free, cruelty-free, color and keratin treatment safe, and have UV protection for hair.



Oribe Hair Care is available in more than 40 countries worldwide and has a strong presence in North America, Asia and Europe

At the outset, professional hair stylist Oribe Canales felt strongly that his products should push the boundaries of performance. He wanted the stylists and consumers to see and feel the difference. The result is a line of luxurious products that aim to be distinctive in every category. They include gels that condition, oils that hold, sprays that don't flake, skincare-grade shampoos that prep hair for styling and gently balance the scalp, and masques with the richness and body of a lavish moisturizing cream. Each product is tested extensively backstage and on set to ensure that it outperforms everything else in the stylist's kit.

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