

# Glam STYLE

*At the intersection of fashion and wellness lie a few select companies that in-the-know salons follow. We sat down with Managing Director of GlamPalm, Koen Verelst, to get the scoop on their latest tools and technology, writes Chloe Falivene.*

**K**nown among the leaders in technology globally, GlamPalm products hail from Seoul, Korea, where the company manufactures all of their own products, in a factory known as Unil – one of the world’s most reputable. This provides GlamPalm with a key point of difference; as Koen puts it, it separates them from other companies which outsource manufacturing, and provides them with their proprietary Healing Stone technology. “The Healing Stone is derived from deep within a mountain located on our property. As we own the mountain and we are the manufacturer we can keep all ingredients and formulas behind closed doors, which makes the Healing Stone Technology™ unique,” said Koen.

This unique, controlled point of difference can be seen in everything that GlamPalm does. In June, at Hair Expo, GlamPalm will release four long-awaited tools that address a range of market needs. Koen says the biggest innovation is their SimpleTouch flat iron – the fastest iron in the world, it can heat up in ten seconds. “A lot of time and money went into its research and development. Apart from the lightning fast heat up time, the iron is motion-activated through our SENSE™ Technology. No buttons or switches are present, you just clamp it on and off you go!” Even better? The product contains an inbuilt sensor that shuts the tool off within 35 seconds when not in use.

Joining the SimpleTouch are three other creative products. The Magic Wand is specifically designed to help stylists achieve that beachy curly look that clients are constantly seeking, with an emphasis on curls that hold and an ease of use with a helpful swivel cord. The AERO hairdryer is the second hairdryer in GlamPalm’s range, and is specifically designed for stylists who want power and inspiration in one ergonomic package.

To round out the exciting new options, GlamPalm (in characteristic market leader fashion) partnered with one of the leading Italian brush brands, Acca Kappa, as soon as they recognized a gap in the market. “We listened to our salons as they were crying out for a good brush. With Acca Kappa being so excellent in their craft and us being the leaders in our field we knew it would come together in a winning formula.” True to form, the pneumatic paddle brush is high-quality and lightweight, perfect for medium to long hair, and has a unique shape designed to tame unruly hair.

These stellar products join a range of tools that are well loved by salons in Australia. Koen points to the brand’s CLASSICS range, already a popular option. “Salons love the quality of the iron in combination with the extra-long 3D swivel pivot cord, the heat settings and so many other small features.” GlamPalm has made a name for themselves with this high attention to detail and focus on innovation, but this approach puts them



in high demand, which might cause trouble for the rapidly-expanding brand. “The biggest challenge for us is to get the word out slowly. Although the brand is growing quickly, we want to stay that exclusive hidden gem.”

This desire to get things right seems to be a hallmark for GlamPalm’s process. The company spent a long time studying and waiting for the right moment to break into the Australian market. “The first two years after the brand launched in Australia we had to get used to how things work here. It is totally different to in America, Europe or Asia. This year we have fantastic brand ambassadors coming on board, and with this team we will tour around Australia, educate and share the world of GlamPalm.”

Be sure to keep an eye out for GlamPalm – its unique and high-powered focus is sure to keep innovating and solving common hair concerns for years to come. **IN**