

Japanese Hair Salon Pricing

Melbourne & Sydney Comparison — February 2026

Salon	Location	Positioning
Akala Hair	Ultimo, Sydney	Budget-friendly Japanese salon
ASSORT Melbourne	Collingwood, Melbourne	Mid-range, tier-based pricing
REVE Hair	Melbourne CBD	Boutique, mid-range
Yoshiko Hair	St Kilda, Melbourne	Premium cuts, moderate colour
Maison Tsumiki	Emporium, Melbourne	Luxury Japanese salon

Cut

Service	Akala	ASSORT	REVE	Yoshiko	Maison Tsumiki
Ladies Cut	\$85–\$105	\$100–\$140	\$75–\$85	\$135–\$150	\$119
Men's Cut	\$65–\$85	\$100–\$140	\$58	\$82	\$119
Kids Cut	\$50	\$50	\$40	\$60–\$105	\$77–\$99
Fringe Trim	\$25–\$35	\$20	\$17	—	\$29
Eyebrow Cut	—	\$20	—	—	—

• ASSORT & Maison Tsumiki: flat-rate across genders. Akala & ASSORT price by stylist tier. Most include shampoo & blow dry.

Colour

Service	Akala	ASSORT	REVE	Yoshiko	Maison Tsumiki
Regrowth	\$95–\$100	\$120	\$135–\$165	\$135	\$149–\$209
Full Colour	\$135–\$160	\$150	\$155–\$175	\$130–\$180	\$199–\$399
Half Foils	\$120–\$150	\$230	\$190–\$220	\$190	\$299
Full Foils	\$200–\$220	\$270	\$220–\$250	\$285	\$399
Balayage	\$160–\$200	—	—	from \$310	\$550–\$650
Toner	\$80–\$100	—	—	\$65	\$109–\$160
Bleach (full)	\$150	incl. double proc.	\$120 (add-on)	—	\$350–\$550
Double Process	—	\$300	—	—	—
Triple Process	—	\$400	—	—	—

• Maison Tsumiki is the premium end. Akala the most affordable. Long hair surcharges common (\$10–\$60).

Perm & Texture

Service	Akala	ASSORT	REVE	Yoshiko	Maison Tsumiki
Cold Perm	\$130–\$230	\$200	\$175 (incl. cut)	—	\$249
Digital Perm	\$200–\$230	\$250	\$250	—	\$399–\$459
Air Wave Perm	—	\$250	—	—	—
Spiral Perm	—	\$250–\$350	—	—	—
Fringe Perm	—	—	—	—	\$149
Roots Perm	—	—	—	—	\$220

• Digital perm is a distinctly Japanese technique — \$200 to \$459. ASSORT has the most variety.

Straightening

Service	Akala	ASSORT	REVE	Yoshiko	Maison Tsumiki
Japanese Straightening	\$240–\$270	\$350–\$450	\$285–\$345	from \$650	\$499–\$699
Keratin Treatment	—	—	—	from \$380	\$599–\$699
YUKO Straightening	—	—	—	—	\$699–\$799
Nano Plasty	—	—	—	—	\$699–\$1,099

• High-margin signature service. Akala cheapest (\$240), Maison Tsumiki / Yoshiko premium (\$650+). Retouch typically 70–85% of full price.

Treatment

Service	Akala	ASSORT	REVE	Yoshiko	Maison Tsumiki
Basic / Express	—	K18 \$50-\$60	Milbon 3-step \$60	Olaplex from \$50	AVEDA Botanical \$35-\$75
Mid-tier	Shiseido 3-step \$80	—	Milbon 3-step + cut \$145	—	Milbon Aujuwa 4-step \$129
Premium	Tokio Inkarami \$120	—	Tokio 5-step + cut \$170	—	Shiseido F Program \$199
Luxury	Kamishitsu \$130	—	—	—	Luxury Treatment \$390

• Japanese salons name specific branded systems (Shiseido, Tokio, Milbon). Multi-step count is a selling point.

Head Spa

Service	Akala	ASSORT	REVE	Yoshiko	Maison Tsumiki
Head Spa	\$80	—	\$40 (add-on) / \$95 (standalone)	Shiatsu \$40	\$220
Scalp Spa / Detox	\$100	—	—	—	AVEDA Scalp Detox \$99

• Distinctly Japanese category. Ranges \$40 add-on to \$220 luxury. Positioned as relaxation/wellness.

Styling & Blow Dry

Service	Akala	ASSORT	REVE	Yoshiko	Maison Tsumiki
Wash & Blow Dry	\$60-\$80	\$60	\$55	\$80-\$120	\$79-\$119
Formal / Event Hair	—	—	\$100	from \$140	\$180
Bridal Hair	—	—	—	from \$150	—

Common Add-ons & Surcharges

Add-on	Typical Range
Olaplex / Bond Repair	\$30-\$50
Long Hair Surcharge	\$10-\$60 (varies by length tier)
Extra Long Hair	\$20-\$60
Wash & Blow Dry (add to service)	\$20-\$55

Positioning Summary

Salon	Tier	Best Reference For
Akala	Budget	Price floor, especially colour & straightening
REVE	Mid-range	Closest comp to a boutique suburban salon
ASSORT	Mid-range	Clean tier-based structure, perm variety
Yoshiko	Mid-Premium	Premium cuts, moderate colour
Maison Tsumiki	Luxury	Price ceiling, branded treatments, nano plasty