

Product analysis and timeline for GHD hair straighteners

Background

GHD (Good Hair Day) is a hair tools and products company based in the UK. GHD launched in 2001 with the aim of revolutionising styling tools for both professional hairdressers and individuals styling their hair at home (ghdhair.com 2018).

2001: First product launches – GHD i Styler

GHD's first product uses a new flat-iron technology developed in South Korea and enables both stylists and individuals to straighten and style their hair in ways they couldn't before (GHD 2018).

How does this change customer's user experience and interaction with the brand?

Straightening tools on the market at this time were generally ineffective at straightening hair, especially if you had thick, coarse, or curly hair. They also often left hair damaged and frizzled because you needed to run them through your hair many times over to try to get it straight. GHDs on the other hand were able to straighten hair in just a few strokes and enabled users to achieve the same kind of finish they could get at a hairdressers.



Image source: ghdhair.com

2003: GHD II classic, mini, and salon stylers launched

GHDs straighteners now come in three different sizes catering to both short and long hair, and offering the ability to create a variety of different styles, not just straightening (GHD 2018). By now GHDs stylers were becoming very popular and attracting a celebrity following (ghd Compare 2012).

How does this change customer's user experience and interaction with the brand?

Different variations of the product gave users more choice to select a styling tool that would better suit their individual styling needs, for example the mini straighteners for those with shorter hair, enabling them to achieve more precision in their styling and still experience a salon-standard finish.

The popularity of the GHD stylers with celebrities may also have appealed to some customers in being able to use the same beauty product that their favourite celebrity was using.



Image source: ghdxrepairs.co.uk

2004: First limited edition 'pink' GHDs launched

The first limited edition of pink GHDs were launched in aid of breast cancer research and for each set of pink stylers sold a £10 donation was made to breast cancer research (ghd Compare 2012)

How does this change customer's user experience and interaction with the brand?

The limited edition pink GHDs would appeal to those customers with a love of all things pink and at the same time offer the feel-good factor knowing that their purchase was supporting a good cause. In addition this particular version of the product would appeal to those who would



Image source: elle.co.za

2007: GHD IV stylers launched

This version of the straighteners introduced a rounded barrel making it easy to create curls and waves as well as straighten hair. In addition the straighteners now came with an automatic switch-off function if they were left unused for 30 minutes and were now also multi-voltage (Give as you live blog 2017).

How does this change customer's user experience and interaction with the brand?

Customers now have an enhanced user experience thanks to the new design features and specifications. As well as straightening hair, users can now easily create additional styles with the same tool, negating the need for multiple tools and opening opportunities to create styles they might have otherwise been only able to achieve by visiting a salon.

In addition, the automatic switch-off function provides peace of mind in the event of forgetting to switch the straighteners off before leaving the house, as a pair of unattended, hot straighteners are a fire risk.

Finally, users can now take their GHDs on holiday with them, meaning that they can ensure their looks just as good



Image source: ghdhair.com

2010: Launch of GHD V classic styler

This version of the product introduced smoother, gold plates and cooler body along with a protective guard to place over the straighteners after use (GHD 2018).

How does this change customer's user experience and interaction with the brand?

The smoother gold plates meant that the stylers glided even more easily through the hair making it even quicker and easier for users to straighten or style their hair.

The cooler body and protective cover solved a really big problem for lots of users – enabling them to pack up their straighteners right after use. Before this users needed to leave their straighteners out for a while to let them cool down before being able to pack them away, which if you needed to put them in your suitcase and leave for the airport in a hurry could be quite annoying!



Image source: ghdhair.com

2015: Launch of GHD Platinum styler

Claims to be a “ground-breaking styler that takes the guilt out of heat styling”. Using something called “tri-zone” technology the stylers are maintained at an optimum temperature for styling claiming to reduce hair breakage and increase shine (ghdhair.com 2018).

How does this change customer’s user experience and interaction with the brand?

The new technical specifications of this version of the product tackle a huge problem in terms of the user experience of using heated styling tools – damage to the hair. All heat-based styling tools cause damage to the hair and this can become problematic with repeated use. By designing a product that aims to reduce damage to the hair whilst at the same time speeding up the styling process is a huge plus as users can still achieve the styles they love whilst also keeping their hair in better condition.



Image source: ghdhair.com

References and image sources

References

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Give as you live blog 2017 *GHD hair straighteners, which are the best?* Available at: <http://www.giveasyoulive.com/blog/best-ghd-hair-straighteners-buyguide/>

Image sources

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ghdxrepairs.co.uk

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