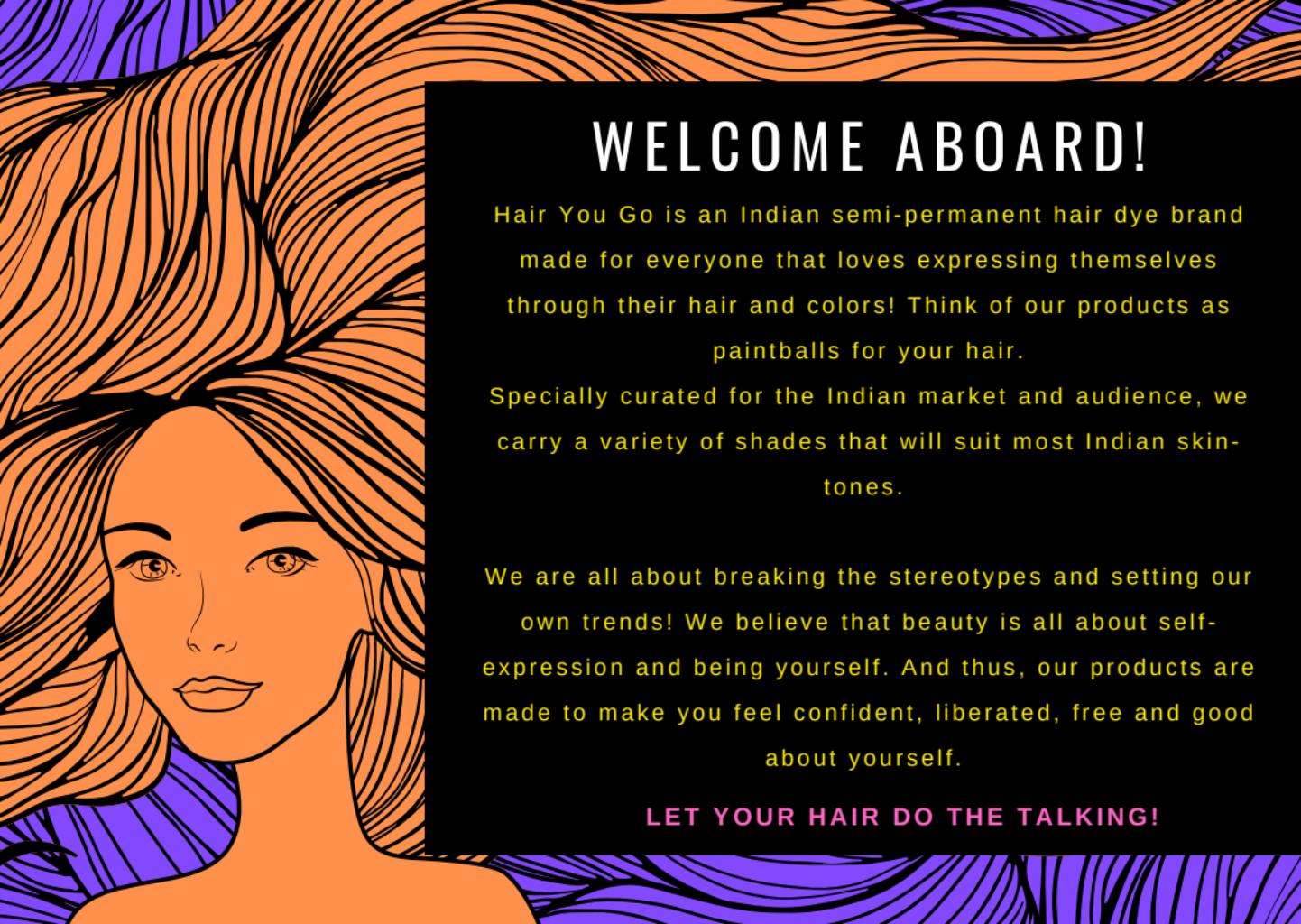


Hairyougo

BRAND VISION JOURNAL



WELCOME ABOARD!

Hair You Go is an Indian semi-permanent hair dye brand made for everyone that loves expressing themselves through their hair and colors! Think of our products as paintballs for your hair.

Specially curated for the Indian market and audience, we carry a variety of shades that will suit most Indian skin-tones.

We are all about breaking the stereotypes and setting our own trends! We believe that beauty is all about self-expression and being yourself. And thus, our products are made to make you feel confident, liberated, free and good about yourself.

LET YOUR HAIR DO THE TALKING!

ALL ABOUT WHO WE ARE

"Somethings are basic, but your hair shouldn't be! Live your life in color."

We see you using hair colour as a medium of self expression, and we are here for it!
Hair you go was created for people that like to let their hair do the talking.

We are here to give your hair a HUG!

Our paintballs are specially curated for the average Indian consumer that's bored of their natural hair color and wants to experiment.

YOU ASK? WE PROVIDE!

OUR VISION

We know what you've been waiting for...

And we're here to give you just that! Our brand Hair You Go, aims to be the best in the Indian market and open new doors for the Indian consumers in terms of hair color.

We aim to cater to and create a community of like minded people in the beauty space. A space and community that equips people to express themselves freely and unapologetically.

Our aim is to create products that are easy to use and are also conscious at the same time. We want to provide our consumers with products and tools to help them express themselves freely and feel truly confident!

OUR MISSION

A community of strong, free and empowered individuals!

At Hair You Go, we aim to create a strong community of individuals that want to create their own identity, are free-willed and empowered.

We strongly believe that beauty is a form of self-expression that enables individuals to feel confident, empowered and good!

We wish to give everyone a chance to express themselves freely and have fun while doing it!

WHY US?

What makes us special in a spectrum of many?

Hair You Go aims to bring in a fresh splash of colour into the rather unsaturated Indian hair colour market. We are homegrown and desi and we embrace where we come from! We bring to you a range of vibrant vegan and cruelty free water activated hair dyes to give your hair the hug it needs!

We care about you and our planet, hence we're free of any nasties unlike most hair dyes in the Indian market.

We do not believe in photoshop and filters, all our campaigns have real people and real experiences! We aim to bring something unfiltered, real and authentic to the table. To help you feel confident each time you use our products and refresh your hair!

HUGS FOR EVERYONE!



TARGET AUDIENCE

Everyone deserves a good hair day!

Our products are for everyone! We do not differentiate. If you are old enough to bleach your hair and colour them, we are here to assist you!

We cater to anyone and everyone that loves a splash of colour in their life and wants to let their hair speak for themselves.

Love hair colour, vegan beauty, and want to have a good time? Hair You Go is your place to be!

OUR TARGET AUDIENCE

Demographic:

Gender: Male & Female, caters to anyone and everyone interested in hair care and beauty products

Income: Middle to higher income

Age: 18 years and above

Occupation: Varies

Education & Value set: Consumers with fair knowledge of sustainability, animal rights and environmental issues.

Generation: Anyone!!

Psychographic:

Social: Middle to upper middle class

Lifestyle: Sustainable, woke, striving, liberated & inclusive

Behavioral:

Occasions: Regular to semi-regular use

Benefits: Inclusive, one of a kind, breaking stereotypes!

WHAT DO WE OFFER?

We support impulsive hair decisions!

Hair You Go offers a range of semi-permanent hair dyes, designed in the shape of paintballs that contain water activated dyes.

Our products promote self-expression and enables you to break stereotypes and embrace your own identity while being environmentally conscious and sound.

Our hair bombs come in an easy DIY format where you do not need a hair stylist and can dye your hair in the comfort of your own home!

OUR PRODUCTS



Our hair bombs are like paintballs for your hair, these come packaged in an outer covering made up of cornstarch. For safety purposes, we also use air pillows made out of 100% recyclable material to provide cushioning to our products while transport.

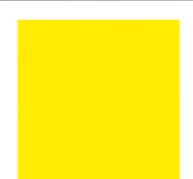
Our products are priced at an affordable range of 850 rupees and once dissolved, makes around 150gm of hair dye.

Product illustration by Deepti Sharma
@deep.tee

COLOURS WE OFFER



FIRE RED



SUNNY YELLOW



LUXE BLUE



EARTHY GREEN



STRIKING VIOLET



QUIRKY ORANGE



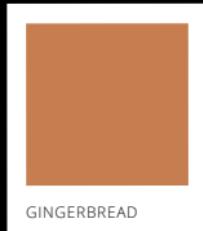
WAVY AQUA



HOT PINK



RICH BURGUNDY



GINGERBREAD



BERRY PURPLE



CHOCOLATE BROWN

PACKAGING



At Hair You Go, we aim to use as many recyclable and eco-friendly materials as we can. Our hair bombs will come wrapped in paper made up of corn-starch.

These hair bombs will be packaged in small cardboard boxes, cushioned with air cushions made up of recyclable material.



Both these materials work as great alternatives for your typical plastic packaging. Another incentive to shop from us!

TYPOGRAPHY

Hair you go

Logo: Custom made handwritten
font by Deepti Sharma

A B C D E F G H I J K L M N O

Headers: Oswald

A B C D E F G H I J K L M N O

Body text: Arimo

SUSTAINABILITY

We love the planet, as much as we love colour!

Hair You Go believes in sustainability above all. we have done our best to make sure our packaging is as eco friendly as it can be.

Our water activated dyes are molded in spherical structures and wrapped in biodegradable cornstarch paper.

The packaged product is delivered in cardboard boxes filled with air pillows to prevent any damage during shipping.

All the products are ultimately recyclable, and cardboard can be utilized again until it wears down.

PURPOSE BEYOND PROFIT

A fresh splash of colour in an dull world

Hair You Go was started to serve a purpose, the Indian hair colour market was rather under-saturated and sad. Not just that, the concept of hair colouring in India was rather alien.

Hair you go wants to enable everyone that loves colour, and self-expression through colouring their hair to be able to do so with confidence while being safe and conscious.

We want our customers to be able to break all stereotypes and feel confident looking at our visual imagery. While we strive to be the best in the market, nothing makes us happier than our confident customers! We want our customers to feel liberated, confident and happy. We aim to bring in a fresh splash of colour in the Indian hair colour industry!

