**HAIRKRONE**

Hairkrone is a hairdressing and beauty salon founded in 2015 by the Martinez family. Well known in the sector, they had spent more than 40 years promoting their brand Rizos (founded by their father in 1975) before deciding it was time to advance their business to another level. Hairkrone is the result, and their technique and love for hairdressing is evident everywhere in this new venture.

A business must continuously evolve and develop new ideas. The concept conceived for Hairkrone is very clear that of to offer unique experiences. Its aim is to ensure that clients not only leave the salon delighted with the results but also with the experience itself. With eight salons in the capital and two training centres, Hairkrone offers quality and comfort as well as the confidence of being in the hands of the very best professionals. Above all, the Hairkrone team constantly strive to enhance the client experience whether it be beauty, health or personal care.

Recognitions:

* Winners **TREND VISION,** Colour category (2021).
* Winners **TREND VISION,** Cut category (2021).
* Finalists **TREND VISION,** Men category (2021).
* Finalists at the **AIPP Awards,** Best video category (2020-2021).
* **Alfonso Martínez**, pre-nominee at **Spanish Hairdresser of the Year 2021 category**, Fígaro Awards.
* **Alfonso Martínez**, finalist at **Spanish Hairdresser of the Year 2020 category**, Fígaro Awards.
* Finalists at the **AIPP Awards,** Best video category (2019-2020).

