

PAMPER YOUR HAIR

The leader behind the brand revolutionizing the hair care industry reveals the ingredients of the master formula: a perfect balance between product and business.

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In 2002, Jorge Rubín, together with Chiara Scudieri, created I.C.O.N. His business vision, combined with the brand's innovative products, has made it a leader in the hair care sector.

You were born into a family of hairdressers. Was choosing this profession a natural path for you? One might think so, but I like to define myself as an accidental hairdresser. When I was about to continue my studies, I had to help in the family business. My vision was to transform the concept of a barbershop into a unisex salon. I didn't want to just cut hair; I wanted to revolutionize the sector, implement conceptual systems in the salon, and turn it into a business that offered a complete experience.

How did I.C.O.N. come about? It was born with the same inspiration: to grow the hair salon business. I was the number one international distributor for Sebastian. Chiara was in charge of product development in the United States and was part of its

creative team. When Wella acquired Sebastian it no longer was the company that inspired us. At that moment, we joined forces: Chiara's passion for product development and creativity and my drive for education and the salon business.

Where does the success of your products lie? They are designed with the latest technology and carefully selected ingredients. They contain no harsh ingredients and are ideal for daily use. We prioritize innovation and quality, subjecting our products to rigorous testing to meet the highest standards of perfection.

Which of your products are the most revolutionary? Supercharged Mask has won an award for its ability to nourish the hair in seconds; Power Peptides restores hair structure; and 5.25 promotes hair growth by feeding the follicle. Additionally, we are excited to launch innovations with exosomes, plant stem cells, and placenta.

What is the key to succeeding in this sector? You need to be relevant in innovation,

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business, knowledge, education, and product development. It's crucial to improve technical skills, stay updated on trends, and understand different hair types, textures, and products. Additionally, business development needs to be in the forefront.

How do you adapt to market changes? We constantly evaluate and evolve our products and services by incorporating the latest technologies, scientific studies, and advanced sustainability practices.

And what about your beauty salons? A haircut is a complete experience that starts when the client is greeted by the reception staff, the concierge. Our Touch Therapy service elevates the shampoo experience, providing relaxation and rejuvenation to the scalp and mind while delivering the necessary nutrients. Regarding cut and color, our stylists are highly qualified and take the time to understand the client's needs. The final step is ensuring that the client knows how to care for their hair at home with a personalized 'Regimedy.'

You have received many awards. What is your secret? Our goal is to create a perfect balance between products and business. Chiara's experience in product development and ingredient research leads to innovative products. My focus on business development and market knowledge contributes to business growth. We've found the formula for success 📌



Jorge Rubín
photographed on 26
June at the Hotel Ritz
in Madrid.