

LA VELLA SOL



*Brand partnership portfolio*

JESS CRAWFORD

FOUNDER, LA VELLA SOL · CERTIFIED TRICHOLOGIST · 35 YEARS IN HAIRDRESSING  
HEAD SPA · SCALP HEALTH · PREMIUM EXTENSIONS · BUSINESS EDUCATION

*Karratha, Western Australia*

# 35

YEARS IN HAIRDRESSING

Certified trichologist

SCALP & HAIR HEALTH

Great Lengths certified

SINCE 2010

Salon owner & manager

TEAMS LED

Apprentices trained

HANDS-ON EDUCATOR

Founder

LA VELLA SOL & VALSIA

01

THE FOUNDER

## Thirty-five years on the *salon floor*.

*A certified trichologist, a Great Lengths certified extension stylist, and the founder of a luxury head spa built in the Pilbara.*

Jess Crawford's career began behind the chair and grew into salon ownership and management: leading teams, training apprentices, and building a reputation for premium extensions, colour and beauty.

After more than three decades in hairdressing, she qualified as a trichologist and went back to the root of it all, the scalp. La Vella Sol is the result: a private, one-practitioner atelier in Karratha, Western Australia, where every ritual begins with the scalp and the nervous system, and every detail of the experience is designed by Jess herself.

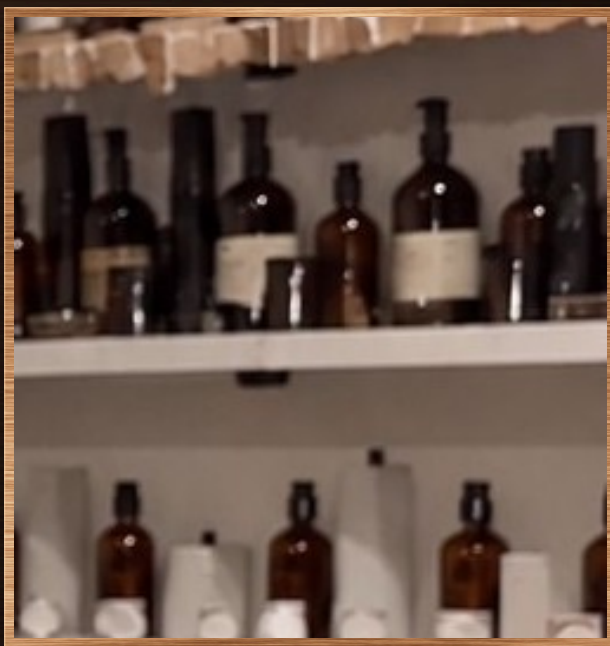
From that one room she has built a brand with its own rituals, an extension label, a boutique, digital scalp education and a developing Academy for professionals.

*One practitioner.*

*Always Jess.*



THE ATELIER · KARRATHA



THE PROFESSIONAL DISPENSARY

02

LA VELLA SOL

## A luxury head spa, *built in the Pilbara.*

*Botanical Immersion Atelier. By appointment, one client at a time, in a single private room.*

### THE ATELIER

Two-hour botanical head spa rituals, trichology consultations, colour and cutting.

### THE BOUTIQUE

Crystal Adornments, silk hair accessories, gift vouchers and at-home rituals, sold Australia-wide.

### THE JOURNAL

Scalp-health writing for the Pilbara and beyond, from hard water to hard hats.

### VALSIA

La Vella Sol's premium hair extension label, consulted, installed and colour-matched by Jess.

### DIGITAL SCALP CARE

The Scalp Reset guide, the Online Scalp Plan and a free scalp quiz, written by Jess.

### THE ACADEMY DEVELOPING

Head spa business education and mentoring for professionals, delivered online.

# Why partner with Jess.

*Not reach for its own sake. Credibility, craft and a working luxury business that puts your product in expert hands.*

*i*

## A WORKING LUXURY HEAD SPA

Your products and equipment are used in a real treatment room, on real clients, by the practitioner who designed it: not on a studio set.

*ii*

## HANDS-ON PRODUCT EXPERTISE

Thirty-five years of using, comparing and recommending professional products, with a trichologist's eye for scalp care and formulation claims.

*iii*

## AN EDUCATOR'S INSTINCT

Years of training apprentices means technique explained clearly, accurately and without hype, for professionals and clients alike.

*iv*

## PREMIUM CLIENT RELATIONSHIPS

A one-to-one, appointment-only practice. Every recommendation is made personally, by Jess, to clients who return for her judgement.

*v*

## EDITORIAL CONTENT, READY TO GO

An established copper-and-walnut identity, a complete brand website, boutique and digital range: a considered home for your product story.

*vi*

## AN AUTHENTIC AUSTRALIAN STORY

A regional founder in the Pilbara, where heat, hard water and shift work test every product, and an emerging national education platform.

Audience and channel figures are shared on request, current to the date of your enquiry. Jess does not quote estimated or projected reach.

# Ways to work together.

*Each collaboration is shaped around your product and goals, then quoted to scope, usage rights and timing.*

## PRODUCT DEMONSTRATION

*For professional haircare and scalp-care brands introducing a product or treatment.*

- Product used in a live atelier ritual
- Filmed demonstration, edited for short and long form
- Still photography in the La Vella Sol aesthetic
- Written practitioner notes for your education team

INVESTMENT ON ENQUIRY

## EDUCATIONAL VIDEO SERIES

*For brands that want their product explained, not just shown.*

- A short series of scalp and hair education videos
- Topics and scripts written by Jess, reviewed by you
- Accurate, claim-safe language
- Usage rights agreed in writing

INVESTMENT ON ENQUIRY

## BRANDED EDITORIAL CONTENT

*For brands seeking quiet-luxury imagery and an expert voice.*

- Photography and short-form video
- Disclosed posts on La Vella Sol channels
- Optional Journal feature on lavellasol.com.au
- Content delivered for your own channels

INVESTMENT ON ENQUIRY

## GENUINE PRODUCT REVIEW

*For brands confident enough to ask for an honest opinion.*

- An agreed trial period in the atelier
- Written professional review and feedback
- Publication only with clear disclosure
- Jess's opinion remains her own

INVESTMENT ON ENQUIRY

## MASTERCLASS & TRAINING

*For brand education teams, distributors and salon networks.*

- Live or online masterclass led by Jess
- Head spa ritual, scalp care or premium client experience
- Session outline and take-home resources
- Delivered in Western Australia or nationally

INVESTMENT ON ENQUIRY

## HEAD SPA EQUIPMENT SHOWCASE

*For manufacturers of head spa beds, shampoo units, steamers, tools and furniture.*

- Equipment featured in a working luxury head spa
- Walkthrough video and client-experience photography
- Practitioner feedback on ergonomics and comfort
- Case study for your sales team

INVESTMENT ON ENQUIRY

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## AMBASSADOR PARTNERSHIP

*A longer relationship, for brands Jess already uses and trusts.*

- Six- or twelve-month agreement
- Planned content calendar and launch support
- Product integrated into rituals and retail where suitable
- Education appearances and regular reporting

INVESTMENT ON ENQUIRY

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## PRODUCT LAUNCHES & EVENTS

*For brands launching in Western Australia or to the professional market.*

- Intimate launch events hosted at the atelier
- Live demonstration at trade and industry events
- Pre- and post-event content
- Regional launches across the Pilbara

INVESTMENT ON ENQUIRY

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## SPEAKING ENGAGEMENTS

*Keynotes, panels and podcasts for industry events, education providers and business audiences.*

- Building a luxury head spa in a regional town
- Designing a premium client experience
- Scalp health for the outdoor and shift workforce
- Pricing for profit in a beauty business
- Turning one room into a brand
- Earning beyond the treatment room

INVESTMENT ON ENQUIRY

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## HOW A COLLABORATION RUNS

1

You share your brand, product and goals through the enquiry form or by email.

2

Jess confirms whether the product is the right fit for her clients.

3

A written proposal: deliverables, timing, usage rights and investment.

4

Content and education produced in the atelier, to the agreed brief.

5

Delivery, approvals and a short wrap-up report.

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## HOW JESS PARTNERS

- Only products she has tried and would recommend to her own clients
- Paid, gifted and affiliate arrangements are always disclosed
- No unsupported medical or hair-growth claims
- Every quote is tailored to scope, usage and timing
- The La Vella Sol aesthetic is part of the collaboration
- Category exclusivity considered for ambassador terms

# The La Vella Sol Academy & mentoring.

*Head spa is arriving in Australia quickly. Most training teaches the massage. The Academy is being built to teach the business around it.*

## AVAILABLE NOW

BY APPLICATION

### MENTORING WITH JESS

Online, one-to-one business and brand guidance: The Brand & Business Review, The Head Spa Start and The Signature Ritual.

## AVAILABLE NOW

FREE

### THE PRICING CALCULATOR

A free online tool that helps professionals work out what a treatment truly costs and the price that pays them properly.

## IN DEVELOPMENT

### THE HEAD SPA BUSINESS TOOLKIT

Consultation and intake templates, a treatment menu template, a pricing workbook and client care cards.

## IN DEVELOPMENT

### RECORDED MASTERCLASSES

Pricing for profit, designing a signature ritual and the premium client experience.

## PLANNED

### STARTING A LUXURY HEAD SPA

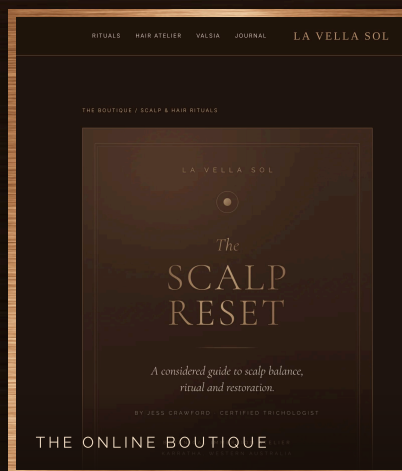
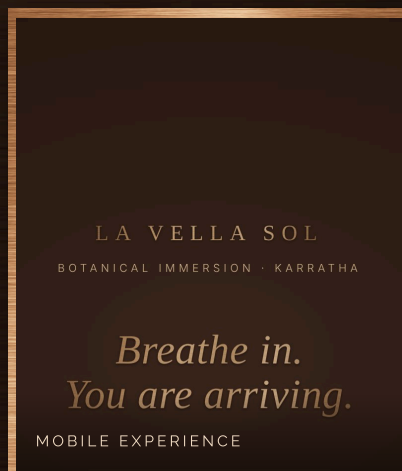
A self-paced flagship course: positioning, room and equipment decisions, menu design, pricing, retail and the first ninety clients.

#### PARTNER OPPORTUNITIES IN EDUCATION

- Education partner for a masterclass or module
- Equipment and products featured in course content
- Founding sponsor of the Head Spa Business Toolkit
- Co-hosted workshops for your salon network

Academy courses are professional business education. They are not a nationally accredited qualification and do not replace accredited training in massage, skin or hair services.

# The world of *La Vella Sol*.



Brand identity, website, boutique, digital products and photography from La Vella Sol: the visual standard every collaboration is delivered in.

LA VELLA SOL



## Begin a conversation.

*If your brand belongs in a luxury head spa, Jess would love to hear what you have in mind. Every enquiry is read by her.*

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EMAIL

[jess@lavellasol.com.au](mailto:jess@lavellasol.com.au)

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PARTNERSHIPS

[lavellasol.com.au/work-with-jess](https://lavellasol.com.au/work-with-jess)

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INSTAGRAM

[@la\\_vella\\_sol\\_](https://www.instagram.com/la_vella_sol_)

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FACEBOOK

[facebook.com/lavellasol](https://facebook.com/lavellasol)

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WEBSITE

[lavellasol.com.au](https://lavellasol.com.au)

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SEND A PARTNERSHIP ENQUIRY

*La calma è lusso. Ritorno a te.*