

FRIENDS & FAMILY

Private Circle.

An invitation from Valentín Ignat.
Reserved for 30 of our regular clients.



PERSONAL GROOMING. PRIVATE OCCASIONS.

Five full-service visits per month.
Eleven private events across eleven months.
One individually numbered card.

THE DAILY PRIVILEGE

Your complete ritual.

Up to five appointments per membership month, with the complete service available at every visit. A private annual arrangement created for our existing clients.

Haircut CHF 85

Consultation, cut and finishing.

Big Beard Treatment + Peeling CHF 75

Beard shaping and care with peeling.

Nose Waxing CHF 17

Waxing of nose hair.

Ear Waxing CHF 17

Waxing of ear hair.

Eyebrow Grooming CHF 19

Shaping and tidy-up.

Regular full-service value CHF 213

A complimentary house drink accompanies each visit: coffee, water, a soft drink, champagne or another selected house beverage, from the available selection.

Each visit can be tailored to the services you wish to receive. Choosing fewer services still counts as one visit. Retail products, colour services, home visits and unlisted services are separate.

ELEVEN PRIVATE OCCASIONS

A year within the circle.

Admission to 11 private Maison Ignat events during your 12-month term, planned across 11 different months. One month has no scheduled event; your monthly grooming allowance continues throughout all 12 months.

The worlds we intend to explore

- | | | | |
|----|----------------------------|----|---------------------------------|
| 01 | The Maison Ignat gathering | 07 | Business & personal connections |
| 02 | Cigar culture | 08 | Wine |
| 03 | Selected spirits | 09 | Tailoring |
| 04 | Automotive design | 10 | Niche perfumery |
| 05 | Fine watches | 11 | Caviar & gastronomy |
| 06 | Jewellery | | |

The themes above are a proposed programme, not confirmed brand collaborations. Dates, hosts and the exact programme will be shared in each private invitation. Attendance and the programme expressly listed as included in that invitation are covered by the membership.

A place is reserved for each member until the RSVP deadline. Invitations are personal; accompanying guests are not included unless expressly invited by Maison Ignat. Products to take home, purchases, transport and extra consumption are not included unless explicitly stated.

PERSONAL ATTENTION

Priority, clearly defined.

01 Appointment requests

Members receive priority handling of appointment requests and priority on the cancellation waiting list. Confirmed appointments of other clients are not displaced. Advance booking remains necessary; a particular time or barber is not guaranteed.

02 Private events

Members receive the programme and invitations directly. Capacity is planned for all 30 members, with a place held until the stated RSVP deadline. After that deadline, attendance is subject to remaining capacity.

03 A personal membership

The numbered card belongs to one named member. It cannot be lent, resold or shared. If it is lost, contact the salon so the membership record can be secured.

04 A twelve-month relationship

The five-visit allowance applies to each monthly period counted from activation, not the calendar month. Unused visits expire and do not roll over. The membership does not renew automatically.

THE PRIVATE ANNUAL RATE

Friends & Family.

CHF 5'000

Total price for 12 months. By personal invitation only.

Numbered memberships	30
----------------------	-----------

Maximum grooming visits	5 per month / 60 per year
-------------------------	----------------------------------

Included private events	11 across 11 months
-------------------------	----------------------------

Maximum annual grooming value	CHF 12'780
-------------------------------	-------------------

Maximum grooming saving	CHF 7'780 / 60.9%
-------------------------	--------------------------

The maximum saving compares 60 complete visits at CHF 213 each with the annual membership price. It assumes full use of all visits and services. Actual savings depend on use. Drinks, events and priority benefits have not been assigned a monetary value.

Friends & Family is reserved for regular clients invited personally by Valentín. This private rate applies to your first twelve-month term. The complete signed agreement sets out activation, booking, cancellation, event access and other membership conditions.

You receive your numbered card, a personal welcome letter signed by Valentín Ignat, this benefits dossier and a copy of your completed membership agreement.