

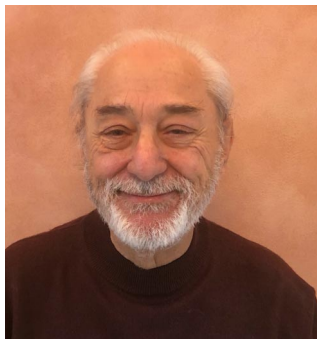
Piermarco Group Imports pioneers exclusive brands

When you think of professional beauty distribution in New York and New Jersey, **Piermarco Group Imports** immediately comes to mind. Known for pioneering exclusive professional beauty brands from around the world, Piermarco embodies the classic independent distributor that offers personalized service and education, knows its salon owner and hairstylist customers by name and has helped them grow and succeed, often for generations.

Beauty Industry Report has known owner **Geppe Enfiomusi** for more than a decade. He has represented several of our clients over the years and he, his vice president **Vincent Costanzo** and their entire team have given those brands first-class concierge service, introducing them to the best salons in their territory. One important characteristic that gives them a leg up is that Enfiomusi and Costanzo have both been hairdressers for decades. They can test any product personally

that a manufacturer brings to them. They know the questions their customers will ask—because they are their customers. And they understand their customers' challenges. **Beauty Industry Report** recently sat down with Enfiomusi and Costanzo to discuss topics ranging from what makes a brand successful in their market to the news they have to share for 2024—plus how brands can work with them to reach salons and offer them first-class service. We are delighted to share this interview with our audience.

BIR: Welcome, Geppe and Vincent. What makes your market so different?



Geppe Enfiomusi (left), president, and Vincent Costanzo (right), vice president of Piermarco Group Imports, a Linden, NJ-based distributor of exclusive professional brands.



Geppe Enfiomusi: Distributing beauty products in New York and New Jersey today—we also cover Connecticut and Pennsylvania—is like playing Survivor. Every product is already available here. The competition is fierce—both between brands and between salons. You must have a sustainable point-of-difference at every level to succeed.

We have an advantage because as hair stylists ourselves, we think like our clients—whether it comes to deciding what lines to offer or which classes will benefit them the most. I was a salon owner and worked behind the chair for many years before opening Piermarco. So was Vince. He then worked for L'Oréal for many years before joining me and my late wife, Anna, who was the heart and soul of our company. We speak our customers' language, we've been in the trenches, and we know how to climb out through education, education and education!

We've made our name and reputation by pioneering exclusive, boutique, professional brands that don't conflict with anything else we have. That's the only way to stand out in a rapidly evolving industry. Today, we're representing top brands from the United States, Europe and Australia to bring our customers something they can't get anywhere else. Is it harder work? You bet! But we're used to that. And we appeal to those brands who want to stand out to salons.

Vincent Costanzo: As we continue to search for boutique brands with a unique point-of-difference, it means that we're pioneering every brand that we represent to



Leyton House Professional's Craig Shepherd and Piermarco Group Imports' Geppe Enfiomusi celebrate the NY/NJ distributor's launch of the Australian professional hair color brand.

our market. We'd rather put in the effort to pioneer a brand, than to sell the same brands as everyone else. We believe we have that responsibility to our loyal customers.

BIR: What types of brands are you seeking as partners?

VC: We're favoring brands that offer clean beauty that use refined ingredients in their products. Our customers appreciate streamlined portfolios without hundreds of SKUs. They want products with modern ingredients, sensible science and marketing campaigns that take a step outside the traditional and expected, so they stand out, and in turn, the salons that use and sell them stand out.

GE: Transparency is our new buzz word. It's not always about price. Our customers want value. So we offer a range of brands with price points that appeal to everyone.

One of our newest brands is TMT. It's a full line of shampoos, conditioners and stylers from Italy. We're very happy with them.

Last year, we launched **Difiaba**. I've known **Enrico Baldovini** for 40 years, and we have a great relationship. I love having strong relationships with my business partners. When we take on a brand, we commit to their success long term and expect the same commitment from them.

One of our newest brands is **Leyton House** from Australia. This color-strong brand is for the hairdresser or colorist who appreciates a top line of color. Our entire team wears the color, so they see the wear and tear on a daily basis and can show our customers what to expect first hand. Craig Shepherd was introduced to me by a close friend, and it's a perfect match for our strengths.

Next month, we're launching **Nook Eco-**



Piermarco Group Imports' vice president Vincent Costanzo leads a sales meeting at the distributorships' Linden, NJ, headquarters.

Inspired Products, a line with formulas fortified with organic, eco-certified plant ingredients that condition the hair beautifully. It has a great story on the bottle itself, with its label and the inks used. So for someone who is really into the natural genre, it's perfect for them. Nook lives and breaths every claim they make. They're also focused on true partnerships.

BIR: We've waited long enough. What's the big reveal you teased?

GE: We are delighted to be launching **HSA Nouvelle's** 10-minute hair color. We've been watching it for several years and have tested every brand of fast-processing hair color in the category. We're educating stylists that when using a 10-minute haircolor, the appointment is 30 minutes total. You must apply it quickly, because you can only process it for 10 minutes before rinsing.



Difiaba's Enrico Baldovini (left) recently tapped Piermarco's Geppe Enfiomusi (right) to represent his line to top salons in New York, New Jersey, Connecticut and Eastern Pennsylvania. After 32 years of friendship, they are working together again and couldn't be happier.

Clients and stylists alike love the 30-minute appointment. It's important to remember that it's only for a 1 to 1.5 level color change. It doesn't replace any color we already offer—or any service a salon offers. It's completely different, and provides our customers—and their clients—a new service that's in high demand. Plus, of course, it's a new revenue stream for salons.

VC: Consumers want quick services today. But they don't want to give up the results of a full service. When they can get in and out faster, no one is thinking of price. When we are transparent and honest and let them know what is done and doesn't do, it's a no-brainer.

BIR: What else sets you apart?

GE: As I alluded to earlier, our true point-of-difference is our education. I am never going to try to "sell" a product to a salon. I am going to explain how it works and how it will help the stylist. The decision is theirs.

We have two education teams—one that teaches in English and the other in Spanish. Post-pandemic, our customers are hungrier for live education than ever.

To that end, we recently flew in Difiaba's **Juan Carlos** from Costa Rica for an oversold class in a hotel in Queens with 61 stylists in attendance. They stayed two hours past the end of the class!

At the same time, we had another class going in English with 50 stylists at our headquarters. We not only help them technically. We teach them how to earn more money, and we make it fun! When you do that, they stay loyal.

If you're interested in partnering with Piermarco Group Imports, contact Vincent Costanzo, vice president, at 908-474-0059 or vincent@piermarcogroup.com. Visit www.piermarcogroup.com.