




CARRIAGES
OF HARLEY STREET

MOBILE AESTHETICS CLINIC
Franchise Opportunity Prospectus



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Carriages of Harley Street is a revolutionary service bringing the Harley Street aesthetics experience to the customer.

Customers can say goodbye to crowded waiting rooms and public transport, as they step inside their own private clinic onboard a "Carriage", all on their schedule.

Procedures are only performed by fully qualified medically trained clinicians, so customers know they're always in safe hands.

SERVICES

- **ANTI-WRINKLE INJECTIONS**

To reduce the appearance of facial wrinkles by temporarily relaxing muscles
Botox, Dysport, Bocoture, Azzalure

- **DERMAL FILLERS**

Enhance facial features or reverse the signs of ageing by restoring volume loss
Gel-like substance that is composed of Hyaluronic acid

- **SKIN BOOSTERS**

Hydrate and rejuvenate skin texture
Profhilo, an injectable moisturiser, Sunekos, Polynucleotides

- **CORRECTIVE TREATMENTS**

Dissolves undesired filler
Hyalase

THE MARKET

The global aesthetics industry is a large and growing market, with a value of around £55 billion in 2023.

It is projected to reach a value of £155 billion by 2032, indicating a significant growth potential, with a growth rate of over 12% per year.

The UK alone contributes a substantial portion of this, with an estimated value of £3.2 billion.

THE OPPORTUNITY...

Carriages of Harley Street is looking to expand its operations across the UK, Europe and the World – to have "carriages" servicing customers on their doorsteps and become the go to brand for mobile aesthetics.

BECOMING A CARRIAGES OF HARLEY STREET FRANCHISE PARTNER MEANS...

Owning and maintaining a carriage

Receiving training and guidance on how to set up the carriage and run the business

Having access to use the Carriages of Harley Street brand and reputation

Following the proven systems and processes that you'll be trained on

Receiving assistance with marketing and selling to potential customers

Providing all services to your customers

Operating across your defined territory to maximise the potential opportunity, for a minimum of 3 years



THE BUSINESS MODELS...

THERE ARE 3 BUSINESS MODELS AVAILABLE:

01 An owner operator franchisee – you'll be 100% involved in the business.

Owning the carriage and providing the services to customers yourself.

02 A management franchise – building a team.

Owning multiple carriages and using a team of clinically trained medical professionals to deliver the services to customers.

03 A bolt on franchise – expanding your current beauty/aesthetics business.

Owning a carriage and providing the services to customers as an extra to your current aesthetics or beauty business and your customer base.

Whilst the business has been built on carriages operating across a Central London territory, it is the belief of the directors that it will be even more successful operating in suburban towns and smaller cities, where there is less competition and travel time efficiencies can be vastly improved.



THE POTENTIAL...

The Central London territory has two carriages.
The first carriage has been operating since November 2021.
And the second one hit the road in June 2023.

Data taken from between Summer 2024 and Summer 2025
from the Central London territory:

AVERAGE BOOKINGS PER MONTH PER CARRIAGE	150
AVERAGE INCOME PER BOOKING	£460 inc. VAT
GROSS PROFIT MARGIN	55%
OPERATING PROFIT MARGIN	20%

CUSTOMERS...

The average Carriages of Harley Street customer is a high net worth, time-poor, 30- to 50-year-old individual. Around 70% of customers are female.

They are

- Happy to engage and invest in a long-term treatment plan
- Reasonable and don't have unrealistic expectations

They want world class service, convenience and discretion. Those new to the world of aesthetics may come with some trepidation.



FEATURED ON...

marie claire

METRO

HELLO!

THE Sun

heat

L
LUXURIA LIFESTYLE
INTERNATIONAL

Yours

HUNGER

DAZEDDIGITAL.COM

OK!

SOCIALS...



19k + Followers



10k+ Followers

The top performing video on TikTok with over 650k views:
<https://vm.tiktok.com/ZNdVy4m3m/>



4.9 stars
from 2 00+ reviews



5.0 stars
from 100+ reviews



REVIEWS

“ Carriages of Harley Street made me feel completely comfortable from the start. They took the time to answer all my questions, truly listened to what I was hoping to achieve, and clearly explained how we could get there. When I needed to see them again on short notice they went above and beyond by squeezing me into their busy schedule and coming all the way to my location. That level of care, flexibility, and professionalism is rare. I couldn't be happier with the entire experience and the beautiful results. So pleased!!!”

Usha Fonseca

“ Carriages of Harley Street are the best. The team is amazing, literally were on the phone with me and pick me up from where I was lost. The doctor was superb explained everything in detail and my lips result could never look any better (never had my lips down before) and will not trust anyone else with my lips. Thank you all for the overall experience and I'm coming back again.”

Sawsan Haider

“ I don't know where to start... the experience with Carriages of Harley Street has been lovely. Their hospitality is exceptional, always one call away addressing any enquiries with a reassuring, polite attitude efficiently. My situation was a little complex as I went for Harley Street to get my filler removed which had migrated and gone terribly wrong. The hygiene standard is impeccable. I'm ever so pleased and don't have a single regret. After my previous experience I was sceptical and anxious but now I know I'm in safe hands. Can't thank Carriages of Harley Street enough. Much appreciated.”

Samira Hussain

YOUR RESPONSIBILITIES...

Taking on a Carriages of Harley Street franchise is a long-term commitment and as such, you must understand and oblige with your responsibilities.

You are not just running a business- you are representing the Carriages of Harley Street brand and helping shape its reputation in your territory.

You will have a direct influence on your success and the overall strength of the Carriages of Harley Street network, due to your dedication, professionalism and enthusiasm.

While you'll enjoy the independence of managing your own operations, you'll also benefit from the support, resources, and shared knowledge of a wider franchise network.

As a franchise partner you will need to:

- Follow the proven business model, systems and processes
- Manage the day-to-day running of

the business, including all financial, medical and legal aspects

- Run marketing campaigns to maximise the opportunity for business within your territory
- Ensure a consistently high-quality customer experience and excellent safe standards of service
- Employ a team member to be your driver and bookings manager
- On the management model, you will need to advertise for, recruit and manage a team

As a clinician (if you choose the owner operator model) you will need to:

- Be available to service your customers as bookings are made
- Follow all medical health and safety procedures
- Always be friendly, professional and courteous
- Sell the appropriate treatment plan and advise as per the brands policies only





THE HELP YOU'LL RECEIVE...

As a franchisee you will gain access to:

- A 3-year licence to operate the agreed number of carriages in your exclusive territory
- The blueprint for the carriage and assistance with getting it ready
- Set up and operational support in the first 3-months
- Ad-hoc and ongoing medical consulting support as required
- Back office support for general business queries
- Overall know-how and expertise built up over the history of the business
- Operating methods – medical and non-medical
- Marketing and sales techniques
- The booking and customer management technology system
- Introductions to the supply chain and advice on stock control
- Use of the trade name and trademark
- Use of images and branding
- Use of all customer reviews
- Access to use the website and social media channels for customer generation



REASONS TO BECOME A CARRIAGES OF HARLEY STREET FRANCHISE PARTNER...

Setting up any new business is costly and time consuming, plus full of mistakes and wrong turns.

Choosing to become a franchise partner can help to circumnavigate all of that.

Buying into a franchise opportunity means you are buying into a proven, system driven business model.

	FRANCHISING WITH CARRIAGES	DOING IT YOURSELF
Lower risk	Due to buying into a proven, established brand and model	Higher risk, you will be learn through testing things and making mistakes
Better support	Including training, marketing and ongoing help from the franchisor	Limited support, requiring you to build your own network to help you
Higher chance of success	Because you're following a proven business model	1 in 5 start-ups fail in their first year
Brand recognition	Benefit from the established brand and reputation	You'll need to build your own brand
Exit strategy	Your franchise can be sold or transferred to another franchisee	Requires you to build a plan for selling your business

ARE YOU RIGHT FOR US?

It's vital for the success of the franchise network and the business that franchises are only awarded to the right candidates.

For an owner operator do you possess:

- A professional medical qualification

For the management franchise, do you have:

- Access to funding to set up multiple carriages and employ a team of clinicians

For the bolt on franchise, do you currently run:

- An aesthetics or beauty business with a medically trained team in place



IDEAL FRANCHISEES ARE...

HONEST

BUSINESS MINDED

FRIENDLY

FORWARD THINKING

DRIVEN AND DETERMINED

AMBITIOUS

HARD WORKING

CLEAR COMMUNICATORS

ORGANISED

ABLE TO HANDLE DIFFICULT PEOPLE

STICKLERS FOR DOING THINGS IN THE RIGHT WAY

WANT TO KNOW MORE?

STEP 1: Email: franchise@carriages.co to request and then complete our 'Expression of Interest Form'

STEP 2: Set up an initial online call to discuss your interest

STEP 3: Meet up with us to see the business in action

At this meeting our Franchise Information Memorandum will be presented to you – this contains all the information you'll need to make an informed decision.

Before purchasing a Carriages of Harley Street franchise, you must carefully review the opportunity, including all initial and ongoing costs with an accountant and business advisers. You should prepare a detailed business plan and cashflow forecast for the business. This plan should take into account any relevant local factors and your particular requirements for the operation of the business.



Call: 020 8103 4500

Email: franchise@carriages.co