

Listino 2025

# MS Formula

teste matte

## INTERIOR SALON DESIGN

Ogni salone di bellezza  
ha la sua storia, noi la progettiamo.





# A new formula

MS Formula is a new line for great experiences.

Because some businesses not only understand the customer attention as a service but as a sensory, aesthetical and transforming experience, and they aim for their furniture to create an attractive, surprising and remarkable space.

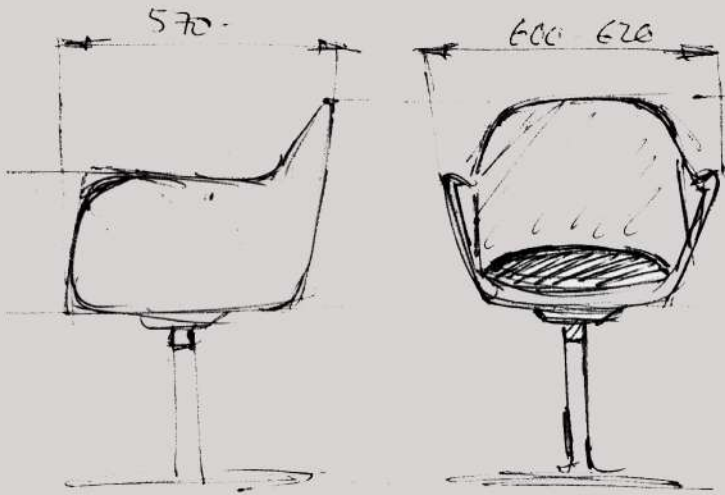
# Own design and affordable quality



Hairdressing is a sector where each piece of furniture communicates. The interior design is what brings personality to a salon, it talks about the quality of the service and it makes it more pleasant.

“Controlling the entire process allows us to offer the furniture we really want.”

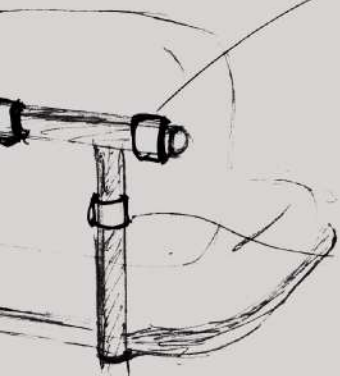
IMS FORMULA



VELCRO ON  
THE BACK



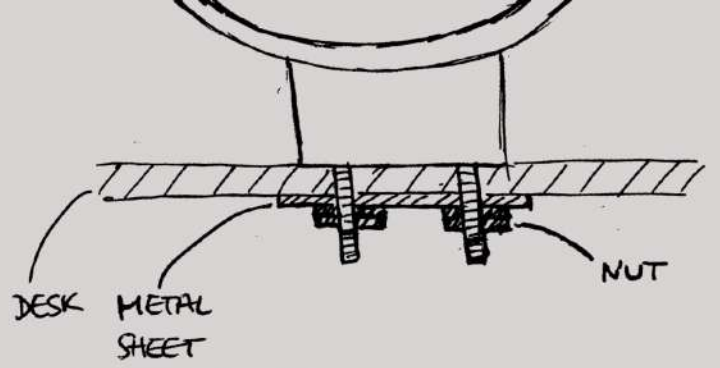
SEWED  
TO  
CUSTOMER



**Michele Sardo**  
project manager

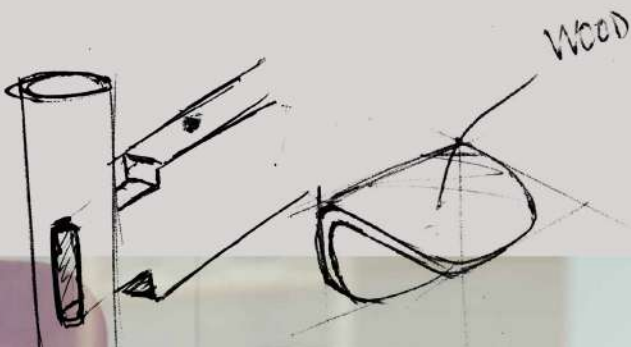
**Davide Sardo**  
account manager





### What if we want more and better?

Choosing the materials, innovating in shapes and colours, designing the unique details that make a difference and controlling the entire process, from the idea to the packaging. This has been the challenge of the MS Formula design and production team to revolutionize the sector.



“The colour has plenty of communicative power; we want to offer freedom.”

# Full colour freedom

Create unlimited proposal trends and designs? MS Formula debuts with unexpected colors and offers the last word to its customers who can personalize each piece by including their logo and choosing the color of the upholstery so that the space remains corporate.





## Trending upholstery

The business brand has its space to shine: the new customized service of upholstery of MS Formula allows you to embroider or stamp your logo on the upholstery of your choice.

A palette of 19 colours for endless ideas

All our upholstery options are made of high quality fire retardant synthetic leather.



# Barbers

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of barbering



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The sign of a  
great profession



# Salon



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Barbershop

# Some businesses deserve everything

MS Formula is uniqueness, design and comfort.

It is also perfectionism, focusing on detail, betting on quality materials and working on ergonomics for an unforgettable experience.



# The elegance of barbering

The barbershops of yesteryear with state-of-the-art amenities. The vintage style is reformulated with materials built to last and an industrial design that is all about ergonomics and facilitating each movement.

Natural veneer with moldings, baseboards and trims made of resistant solid wood and tempered glass countertops that protect the wood from splashes and stains. Quality upholstery and chrome to make you fall in love now and for a long time.



1. Siviglia 2 B W 177 x D 45 x H 210 cm



2. California GG W 67 x D 102-152 x H 86-119 cm







1

Furniture designed to last and make work much easier

In reception desks and display shelvings, finishes make a difference: solidity and durability with solid wood structures, tempered and varnished glass tops.

The drawers have self-closing metal guides for easy handling and an independent lock.



2

1. Fabric W 100 x D 60 x H 90 cm

2. Norway W 100 x D 50 x H 110 cm



Siviglia collection gives you multiple choices: with or without display shelves, with or without a sink, with or without a molded mirror. It allows you to create a custom workplace.

Mouldings and mirror frames are made of solid wood. The iconic barber chair is the Nevada, the elegance of its white lacquer and its die-cast aluminum structure: Gives it a unique style.



**1. Siviglia 7 B** W 150 x D 9 x H 110 cm **2. Siviglia 6 B** 170 x D 45 x H 90 cm

**3. Nevada B** W 68 x D 125-154 x H 96-133 cm





Madrid Collection



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# Classics rule

## Vintage Functionality

Classic barbershops, where wood, leather and white sinks are the protagonists, represent the “revival” of a trade that at the end of the 19th century gave way to the barber’s chair, one of the first functional pieces of furniture.

Arizona, the barber chair that reissues one of the references, with a brush-painted structure and brown or black upholstery, creates the perfect setting in front of a solid and complete cherry-colored styling unit.



BARBERS



1. Madrid W 165 x D 45 x H 205 cm 2. Arizona BR W 68 x D 120-153 x H 95-127 cm

# Wood comfort





## Minimalist design lines

The purity of the shapes, the quality materials with avant-garde design are the proposal for modern, light and functional spaces with a lot of personality.



1



2

1. Helsinki BR W 95,5 x D 37,5 x H 190 cm

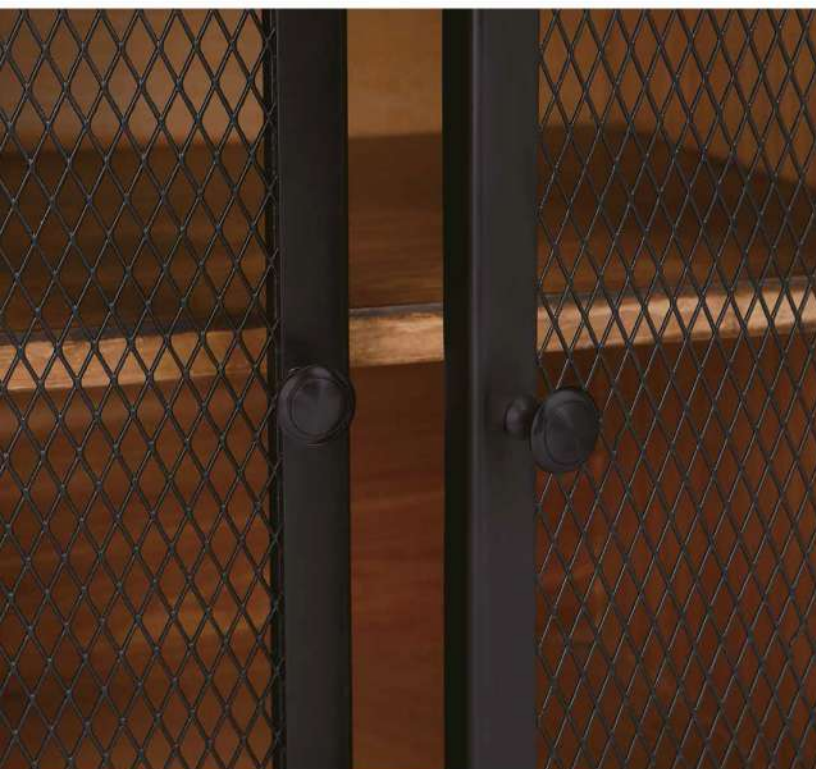
2. California B W 67 x D 102-152 x H 86-119 cm

# The industrial style prints character

Rustic wood and painted metal, the bold and the refined, a tandem with its own stamp.

Quality and sturdiness come together in these pieces that give life to neutral or industrial-style spaces.

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1. Staten Island D W 107,5 x D 50 x H 100 cm

2. Staten Island Mobile W 60 x D 40 x H 182 cm







The industrial aesthetic of a space furnished with pieces of iron and wood only needs the leather of an elegant handmade chester.



- 1. Staten Island Trolley** W50,6 x D 92,4 x H 40,6 cm
- 2. Staten Island Expo** W 60 x D 25 x H 100 cm
- 3. Oxford** W 185 cm x H 90 cm x H 72 cm

# Minimalist and harmonious design



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## Light decorative structures

In black and white with a neutral coloured upholstery and wood details. This is how the chair of the new barber shop is reformulated: purity, order and elegance above all else.



2

Every detail is meticulously thought out, the curved steel tube and white structure is exclusive to this model.



1

- 1. New York W 110 x D 25 x H 202 cm
- 2. Helsinki B W 66 x D 117-155 x H 108-123cm

# The sign of a great profession

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Maximum comfort for the client and the professional

With hydraulic pump to adjust the optimal working height and 360-degree rotation with brake, folding backrest and adjustable headrest and footrest.



The secret is in the final details

The inspiration, the design, the materials and finishes and the avant-garde functionality are attributes to be valued in the most emblematic piece of furniture in this profession.

The wide base finished with a metal ring and the hook to hang the removable headrest are a trademark.





MS ECHMUK

Salon

# Unique salons

The experience is different in salons furnished with MS Formula

The pleasure of beauty, the comfort of ergonomic design and noble materials and the attention to details build a unique experience

# Shall we go back to natural?

Organic lines to create a comfortable atmosphere

The design of minimalist and organic lines with materials inspired by nature and neutral colours is a contemporary and refined proposal where the furniture is not flashy but stands out.

Made with a high quality and precision process, this sofa with a curved wooden back does not go unnoticed.



1

3



2



1. Paris Trolley W 52 x D 37 x H 80 cm

2. Paris Double Led W 100 x D 60 x H 180 cm

3. Stocolma BE W 120 x D 80 x H 70 cm







1



Laquered wall styling unit, with handmade details crowned with a round mirror with integrated LED light and a metal frame. The curved wood with neutral upholstery matches any proposal.



2



3



**1. Paris Round Led** Ø 80 cm W 100 x D 30 x H 90 cm

**2. Sweden** W 98 x D 66 x H 105 cm

**3. Stocolma BE BR** W 67 x D 60 x H 87,5-99,5 cm

# Binomials work

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## Materials that create emotions

Cold black metal and light, warm and expressive wood. Its combination in refined and minimalist lines creates spacious and light spaces.



A tandem that creates an elegant atmosphere from simplicity and details. Oslo backrest provides perfect ergonomics and New York's styling unit with led lights illuminates the floor.

Together with Queens trolley, mobile shelves and wheels, causes a real effect.



**1. New York** W 110 x D 25 x H 202 cm

**2. Oslo B BS** W 66 x D 65 x H 86-98 cm

# Simplicity is versatile

The double styling unit with a light structure and an industrial style is the perfect solution to create work areas in small spaces and without the need for a wall. Its versatility also allows it to be placed individually.

The simplicity of the lines is reinforced by the metal structure with perforated metal supports combined with wood.



**1. Queens Double** W 75 x D 47,5 x H 202 cm

**2. New York BR BF U** W 65 x D 61,5 x H 82-87 cm

**3. New York Desk** W 110 x D 50 x H 106 cm





## Everything at hand and always like new

The auxiliary furniture is not the main character, although it could be: every detail is designed to facilitate work.

Acrylic-upholstered washing units protect wood from stains, shampoos, and products that could damage it.

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3

- 1. Queens Table W 84 x D 55 x H 120 cm
- 2. Queens Trolley W 50 x D 40 x H 82 cm
- 3. E-New York B W W 63,5 x D 125,5 x H 95,8 cm





Functional furniture,  
essential and  
thought-out elements.

SALON

Elegant pop

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# All on black

## Defined style

This bold line finds its balance in the monocolour palette. A fresh, casual and at the same time elegant proposal for lovers of the retro and pop-art style.



1



2



3

Lacquered reception desk with a frontal showcase, lockable drawers and doors with integrated handles.

The comfort of this bold sofa is key thanks to its upholstery and reclining backrest.

- 1. Paris Desk** W 120 x D 50 x H 104 cm
- 2. Helsinki B** W 140 x D 70 x H 84 cm
- 3. Osaka Spa W** W 74 x D 139,5-170 x H 76-103 cm

# Minimalistic own style

What if we bet on the minimalist style with curved lines?  
With the beauty of wood and studied details for comfort.

A double-function reception desk that, in addition to receiving customers, offers a large storage capacity. A styling unit that has it all: a hairdryer holder and hooks for tools, a storage tray and an integrated footrest.



**1. Oslo Desk** W 120 x D 60 x H 107 cm

**2. Stocolma Square Led** W 80 x H 80 cm W 80 x D 30 x H 95 cm

**3. Stocolma Expo** W 40 x D 15 x H 20 cm

3







Spaces where wood is the main character.  
The perfect helper is this three-tray trolley with a mobile tool holder accessory and anti-hair wheels.



- 1. Oslo Trolley** W 50 x D 40 x H 95 cm
- 2. Tokyo Spa B 98** W 75 x D 147-186 x H 90-105 cm



## The beauty of simplicity

A styling unit in refined and light lines, with a black metal profile and a wooden shelf that can be combined with a double shelf of the same style. The rounded shapes of this uniquely designed styling chair adapt comfortably to the body.



**1. Oslo** W 67 x D 20,5 x H 105 cm

**2. Oslo Expo** W 35 x D 20 x H 70 cm

**3. Saint Tropez B BS** W 70 x D 60 x H 82,5-96,5 cm





# A moment for relaxing



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Design, comfort and functionality to switch off the mind and to take care of those who work: this is the secret of great washing units.

Our washing units are designed to improve the experience for both user and stylist and to hold up well over time.

### Details for autonomy and comfort

The washing units are key pieces and work stations in which every detail is designed to optimize work: towel rack, space for products and tiltable basin.

Just by actioning the pedal, it is possible to adjust the height of the entire wash unit for greater comfort for the stylist and the user.



SALON

### Design at the service of movement

Everything is easily adjustable and foldable in the TOKYO SPA washing unit, so that the client and stylist minimize their movements.



Products

# Overview



PRODUCTS

# Barber Chairs



**California B**

W 67 x D 102-152 x H 86-119 cm



**California BR**

W 67 x D 102-152 x H 86-119 cm



**California GG**

W 67 x D 102-152 x H 86-119 cm



**California**

W 67 x D 102-152 x H 86-119 cm



**Arizona B**

W 68 x D 120-153 x H 95-127 cm



**Arizona BR**

W 68 x D 120-153 x H 95-127 cm



**Texas B**

W 68 x D 120-153 x H 95-127 cm



**Texas R**

W 68 x D 120-153 x H 95-127 cm



**Texas RS**

W 68 x D 120-153 x H 95-127 cm



**Texas GRS**

W 68 x D 120-153 x H 95-127 cm



**Texas CG**

W 68 x D 120-153 x H 95-127 cm



**Texas BC**

W 68 x D 120-153 x H 95-127 cm



**Nevada B**

W 68 x D 125-154 x H 96-133 cm



**Helsinki B**

W 66 x D 117-155 x H 108-123cm



**Helsinki BE**

W 66 x D 117-155 x H 108-123cm

# Sofas and waiting chairs

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**Oxford**

W 185 x D 90 x H 72 cm



**Oxford B**

W 185 x D 90 x H 72 cm



**Stocolma BE**

W 120 x D 80 x H 70 cm



**Stocolma B**

W 120 x D 80 x H 70 cm



**Helsinki B**

W 140 x D 70 x H 84 cm



# Washing units



**New York BR**

W 63,5 x D 125,5 x H 95,8 cm

Basin



**New York B**

W 63,5 x D 125,5 x H 95,8 cm

Basin



**E-New York BR**

W 63,5 x D 125,5 x H 95,8 cm

Basin



**E-New York B**

W 63,5 x D 125,5 x H 95,8 cm

Basin



**Osaka Spa**

W 74 x D 139,5-170 x H 76-103 cm

Basin



**Oslo B**

W 65,5 x D 123,5-156 x H 95 cm

Basin



**Oslo BE**

W 65,5 x D 123,5-156 x H 95 cm

Basin



**Tokyo Spa B**

W 75 x D 147-186 x H 90-105 cm

Basin



Larguy



Roundy



Comfy



Larguy



Roundy



Comfy

# Cutting chairs



**New York BR**

W 65 x D 61,5 x H 82-87 cm

Base ✖ ◻ ◯ ✖ ◼ ● ◻ ●



**New York B**

W 65 x D 61,5 x H 82-87 cm

Base ✖ ◻ ◯ ✖ ◼ ● ● ◻ ●



**Oslo B**

W 66 x D 65 x H 86-98 cm

Base ✖ ◻ ◯ ✖ ◼ ● ● ◻ ●



**Oslo BE**

W 66 x D 65 x H 86-98 cm

Base ✖ ◻ ◯ ✖ ◼ ● ● ◻ ●



**Cannes B**

W 68 x D 61 x H 85-97cm

Base ✖ ◻ ◯ ✖ ◼ ● ◻ ●



**Cannes BE**

W 68 x D 61 x H 85-97cm

Base ✖ ◻ ◯ ✖ ◼ ● ◻ ●



**Saint Tropez B**

W 70 x D 60 x H 82,5-96,5 cm

Base ✖ ◻ ◯ ✖ ◼ ● ◻ ●



**Stocolma B**

W 67 x D 60 x H 87,5-99,5 cm

Base ✖ ◻ ◯ ✖ ◼ ● ◻ ●



**Stocolma BE**

W 67 x D 60 x H 87,5-99,5 cm

Base ✖ ◻ ◯ ✖ ◼ ● ◻ ●



**Tokyo B**

W 70 x D 61 x H 81-93 cm

Base ✖ ◻ ◯ ✖ ◼ ● ◻ ●



# Styling units and mirrors



**Madrid BR**

W 165 x D 45 x H 205 cm

Basin



**Madrid B**

W 165 x D 45 x H 205 cm

Basin



**Siviglia 1B/22**

W 177 x D 45 x H 210 cm

Basin



**Siviglia 2B**

W 177 x D 45 x H 210 cm



**Siviglia 3B**

W 170 x D 45 x H 90 cm

Basin



**Siviglia 4B**

W 170 x D 45 x H 90 cm



**Siviglia 5B/22**

W 170 x D 45 x H 90 cm

Basin



**Siviglia 6B**

W 170 x D 45 x H 90 cm



**Siviglia 7B**

W 150 x D 9 x H 110 cm



**Siviglia 8B**

W 170 x D 45 x H 170 cm



**Siviglia 10B**

W 170 x D 45 x H 170 cm

Basin



**Siviglia 9B**

W 170 x D 45 x H 170 cm



**Siviglia 11B**

W 170 x D 45 x H 170 cm

Basin



**Staten Island**

W 85,6 x D 20 x H 185,6 cm



**Helsinki B**

W 95,5 x D 37,5 x H 190 cm



**Helsinki BR**

W 95,5 x D 37,5 x H 190 cm



**Queens**

W 85 x D 12,5 x H 202 cm



**Queens Double**

W 75 x D 47,5 x H 202 cm



**New York**

W 110 x D 25 x H 202 cm



**Cannes Led**

W 86 x D 23 x H 180 cm



**Oslo**

W 67 x D 20,5 x H 105 cm



**Stoccolma Console**

W 80 x D 30 x H 95 cm



**Paris Double Led**

W 100 x D 60 x H 180 cm



**Paris Console**

W 100 x D 30 x H 90 cm



**Round**

Ø 80 cm



**Square**

W 80 x H 80 cm

# Storage and reception



**New York**

W 110 x D 50 x H 106 cm



**Paris**

W 120 x D 50 x H 104 cm



**Oslo**

W 120 x D 60 x H 107 cm



**State Island**

W 107,5 x D 50 x H 100 cm



**Sweden**

W 98 x D 66 x H 105 cm



**Norway**

W 100 x D 50 x H 110 cm



**Fabric**

W 100 x D 60 x H 90 cm



**Queens Expo**

W 85 x D 30 x H 82 cm



**Queens Table**

W 84 x D 55 x H 120 cm



**State Island Mobile**

W 60 x D 40 x H 182 cm



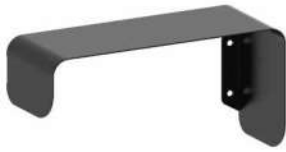
**State Island Expo**

W 60 x D 25 x H 100 cm



**Oslo Expo**

W 35 x D 20 x H 70 cm



**Stoccolma Expo**

W 40 x D 15 x H 20 cm



**Queens Trolley**

W 50 x D 40 x H 82 cm



**Oslo Trolley**

W 50 x D 40 x H 95 cm



**Paris Trolley**

W 52 x D 37 x H 80 cm



**State Island Trolley**

W50,6 x D 92,4 x H 40,6 cm



Our products are designed and manufactured according to the corresponding application regulations.



The images in this catalogue do not have a contractual value. They are illustrative and may not correspond exactly to the product.



# Comfort and design in over than 40 countries

We are a team with a family tradition and an international spirit that helps hair salons, beauty salons and barbershops around the world to improve their spaces.



INTERIOR  
DESIGN



AFFORDABLE  
PRICES



QUALITY  
MATERIALS



QUICK  
DELIVERY



INNOVATIVE  
PROPOSALS



CUSTOMIZED  
ATTENTION



CERTIFICATIONS



MS Formula is a new line for great experiences. Because there some businesses not only understand the customer attention as a service but as a sensory,aesthetical and transforming experience, and they aim for their furniture to create an attractive,surprising and remarkable space.

teste matte

# INTERIOR SALON DESIGN

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Ogni salone di bellezza  
ha la sua storia, noi la progettiamo.

## SHOW ROOM

Via Nazario Palmioli 4a/b/c  
Monterotondo (Rm)

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testematte.it