

BEAUTY

What's Taking Off in the World of

January 2008
beautylaunchpad.com

Publication of Intercoiffure

Dazzling DIGS

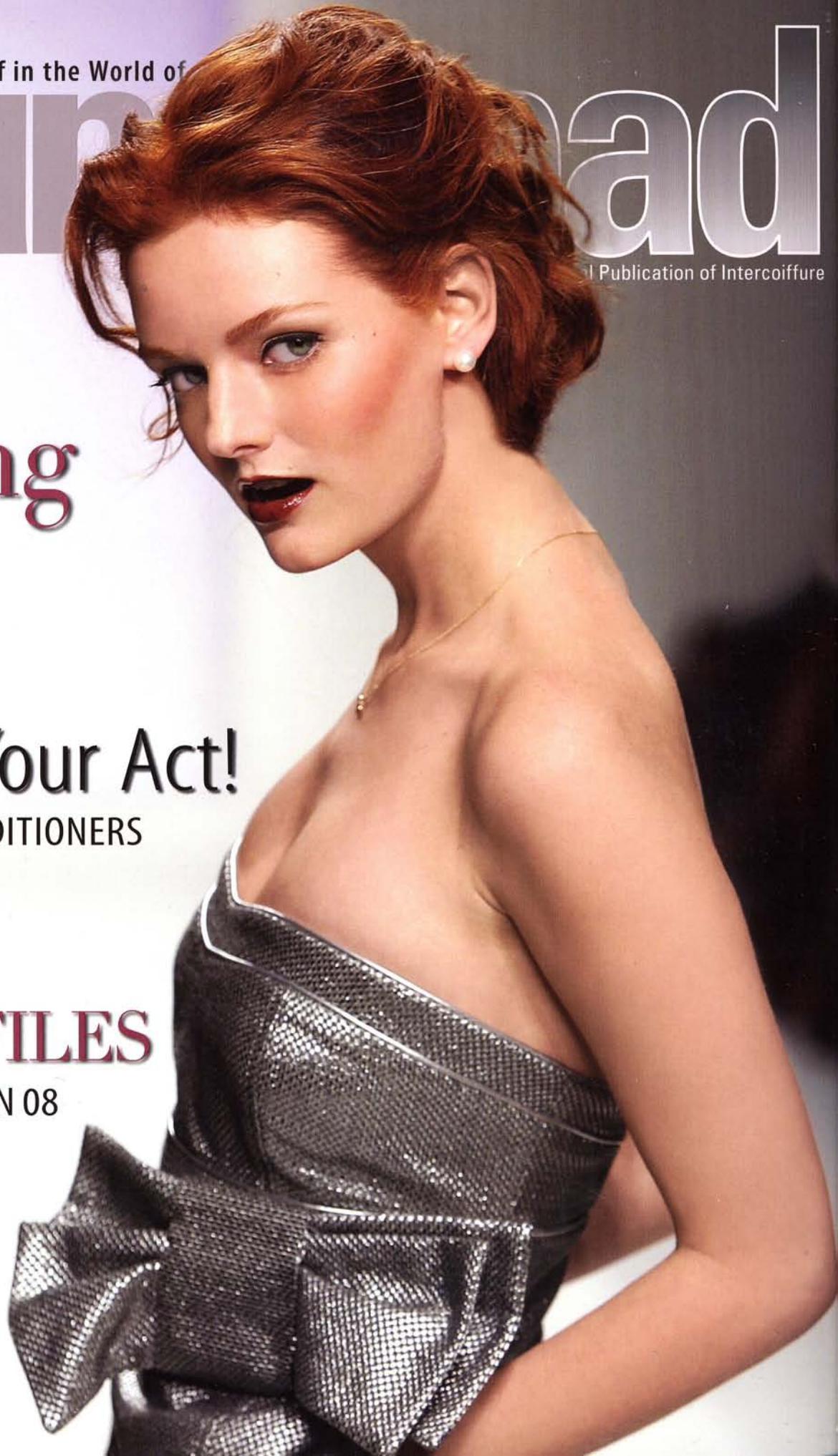
► SALON DECOR


Clean Up Your Act!

► SHAMPOOS & CONDITIONERS

GHD FASHION FILES

► WELLA TREND VISION 08





Your décor should strengthen your business DNA.

By Jeryl E. Spear

Are you hankering to build your dream salon, or at least give your current one a major sprucing? Before flipping through all those hefty catalogs and sorting through piles of paint chips, bear in mind that your interior must speak volumes about your niche brand. What should it be saying? According to Laurel Brown, founder of the Brownhouse design firm in Madison, Wisconsin, it all depends on your DNA—the detailed personality and core focus of your business.

“Salons are style-driven businesses that cater to like-minded clients,” notes Brown. “Within this basic framework, your business must have a strong niche position that differentiates its DNA from other salons in your marketplace. Your décor provides an immense opportunity to visually refine your salon’s focus, whether it’s über-trendy, minimalist funky, warm and elegant, or urban chic.”

“Competition in the salon business is stiff. Your décor is one way to differentiate your brand from the six or seven salons down the street,” adds interior designer Raad Ghantou, founder of RG & Associates in Dana Point, California, who has designed the interiors of everything from stellar salons and yachts, to swanky nightclubs in the Middle East. “This

Brand Spanking New

includes making a strong statement about what your business represents through key pieces in your salon. If you’re planning on having a beautiful fountain as your salon’s centerpiece, for instance, investing in a custom-designed fountain that speaks to your salon’s niche brand is much more desirable than purchasing a less-expensive, ready-made model that doesn’t epitomize your DNA—no matter how attractive it might be.”

SALON NORDINE

Salon Nordine doesn't disappoint the white-collar denizens of Gainesville, Virginia with its opulent welcoming area—a theme that's carried throughout the salon and spa.

ALLURE

"We've themed our salon with bird of paradise to let clients and passersby know that even if it's the dead of winter, there's still a slice of paradise that they can enjoy," says Susan Hoedel, owner of Allure Day Spa and Hair Design in Anchorage, Alaska.

RE•AC•TION

Re•ac•tion salon's gleaming façade says more than a thousand words about the focus of its brand and the experience that awaits clients who crave contemporary urban luxury.

YAMAGUCHI

"We've identified the underlying personality of our core clientele as the 'earth' element," notes Melissa Yamaguchi, feng shui guru and cultural minister of Yamaguchi Enterprises. "As such, we've made the welcoming areas in all of our seven locations simple, nurturing and warm."

re•ac•tion salon

Feng shui teaches that a metal personality is demanding, yet offers the utmost loyalty, while the earth personality is reflective and drawn to rich, warm colors. Re•ac•tion salon in Omaha, Nebraska, captures the best of both these personalities by wrapping the front of its dishy salon in opulent, warm copper.

ENTREZ VOUS



ALLURE

Patterning its front desk after exclusive hotels, Allure Day Spa and Hair Design allows guests to check out discreetly with its individualized check-out stations.

Targeting a seriously stylish clientele, RZ & Company entices beautynistas to pass through its opulent glass doors and feast on a wonderland of services.

RZ & COMPANY

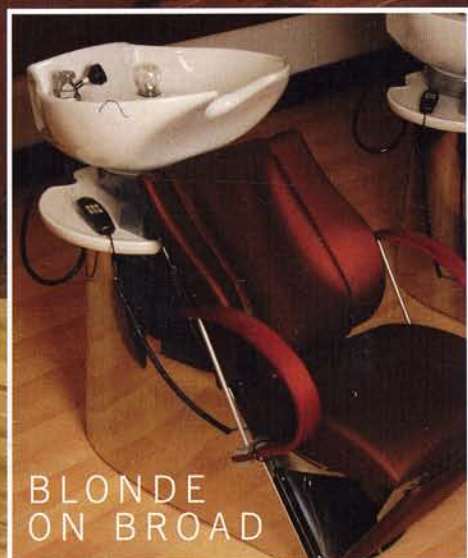


Ghantou also comments that carefully selecting décor to reflect your salon's DNA is equally critical—if not more so—when renovating your salon. "If you drastically change the personality of your décor, be prepared for the impact that it will have on your business," he intones. For example, if you currently own a cozy neighborhood salon and want to become more upscale by recreating your space with chrome and glass, you're risking alienating your bread-and-butter clientele, and even some of your staff, who might not be as comfortable in such über-chic trappings.

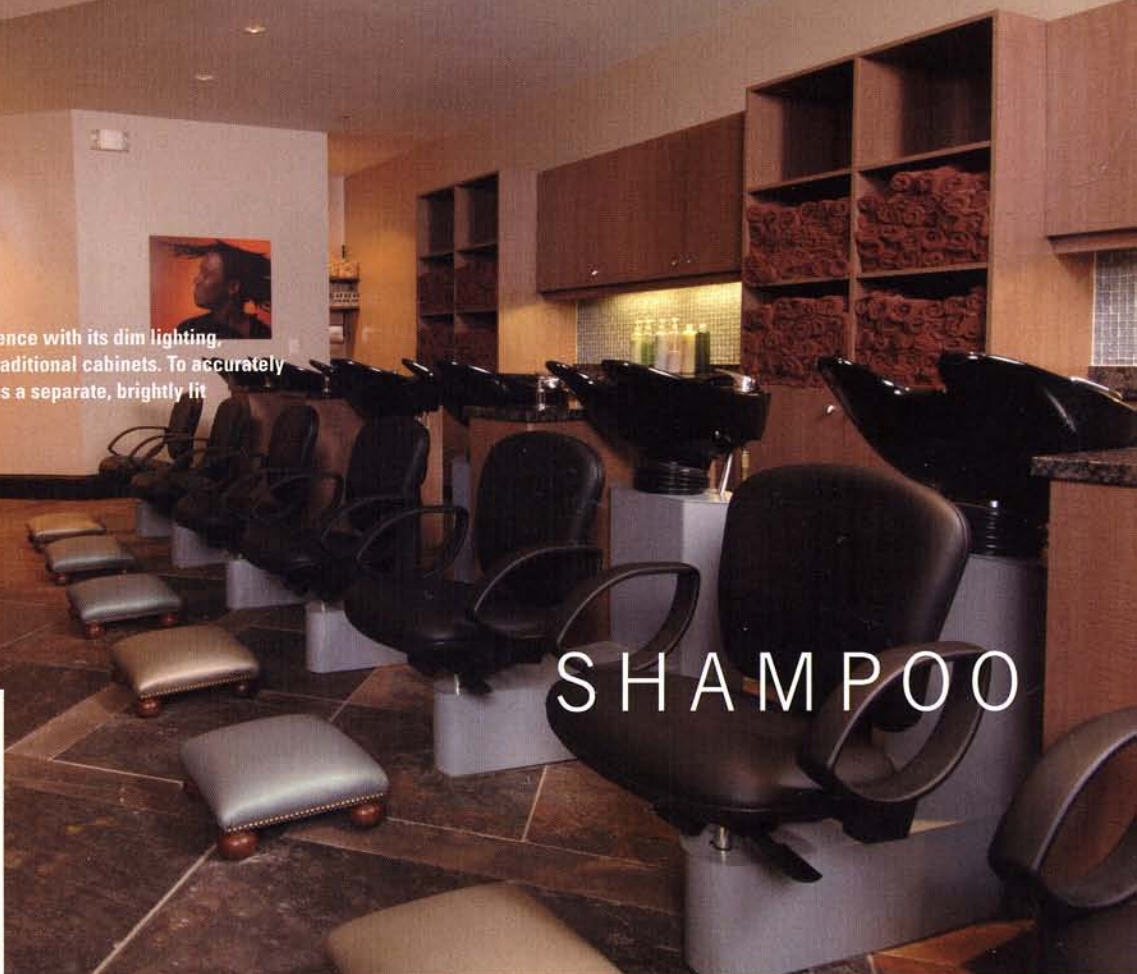
Says Ghantou, "Once your brand is clearly identified and recognized in your marketplace, a renovation should always enhance—and not change—that experience."

RZ & COMPANY

RZ & Company provides an ethereal shampoo experience with its dim lighting, comfortable footrests and towel warmers in lieu of traditional cabinets. To accurately read color results, this opulent yet nurturing salon has a separate, brightly lit shampoo station in the color area.



BLONDE
ON BROAD



SHAMPOO

Featuring a tilting backwash to help reduce back strain, and a shiatsu massage feature with adjustable pressure in the backrest, clients get more than they bargain for at the Blonde On Broad salon in Rome, Georgia. [Note: The white shampoo bowls reflect light, allowing colorists to get a better read on color development and results.]



MANGO SALON

HEADY EXPERIENCES

The shampoo area may seem like a utilitarian space to your staff, but for clients who crave the cleansing process, the entire backwash experience can seal their loyalty to your salon. If you're focused on installing European-style shampoo stations, you're on the right track. But what about all the details that make this experience so delicious? Designer Laurel Brown suggests avoiding an eye-blinding ordeal by installing soft lighting above the shampoo area, and relying on wall sconces for the majority of your lumens. She also suggests installing towel warmer cabinets for a delightful add-on experience, and providing unobtrusive footrests that will keep height-challenged clients' feet planted firmly on the ground while they drift away to shampoo paradise.

True to its Aveda roots, the Mango Salon has an open floor plan that still embraces clients with warm woods and glowing light treatments. The massive skylight that's strategically situated over the workstations and shampoo area bathes haircolor in natural light.

CUTTING AREA



Welcome to hair heaven. Saint Germain Salon provides a creamy-dreamy landscape for hair clients with its cool glass styling chairs, warm faux-drapes and image of a sleeping beauty.



SITE SEATING

It's easy for clients to look cool when they're sitting in a really hot-looking space. But what's good for one salon's core clientele isn't necessarily good for another's. Expressing the genetic code of your salon throughout your cutting area is reassuring to targeted clients who want every part of your salon to "tell" them that they've come to the right place.



RZ & Company creates a social setting with its color-processing table. Its circular color bar lends beauty to the service while underscoring a total commitment to progressive color techniques.

RZ & COMPANY

SAINT GERMAIN

Saint Germain Salon's color bar is rife with social as well as professional possibilities. It's also color resistant, with stainless steel surfaces and a tight wood grain that prohibits staining if color is cleaned up within 24 hours. Note: The chairs are made of thick glass.



The color bar phenomenon continues to grow, and with it come increasingly inventive designs that allow salons to not only bring color out in the open, but also to brand their specific areas of expertise. "In keeping with our position as a L'Oréal Professionnel flagship salon, as well as our progressive hair culture, we created a complete urban chic experience for our clients—from the consultation right through to the color application," says Franck Rihouey, owner of the Saint Germain Salon in Washington, D.C. "The bar and cabinetry are by Eggersmann, a German company that designs high-end kitchen equipment. The look is stunning, yet practical, with oodles of storage space and a nonabsorbent stainless steel counter. It's also equipped with an espresso machine, a dishwasher and a Sub-Zero refrigerator and freezer. And, like the great chefs who allow guests to watch as they prepare their delectable dishes, our colorists consult, mix and create beautiful color designs in front of our clients."