

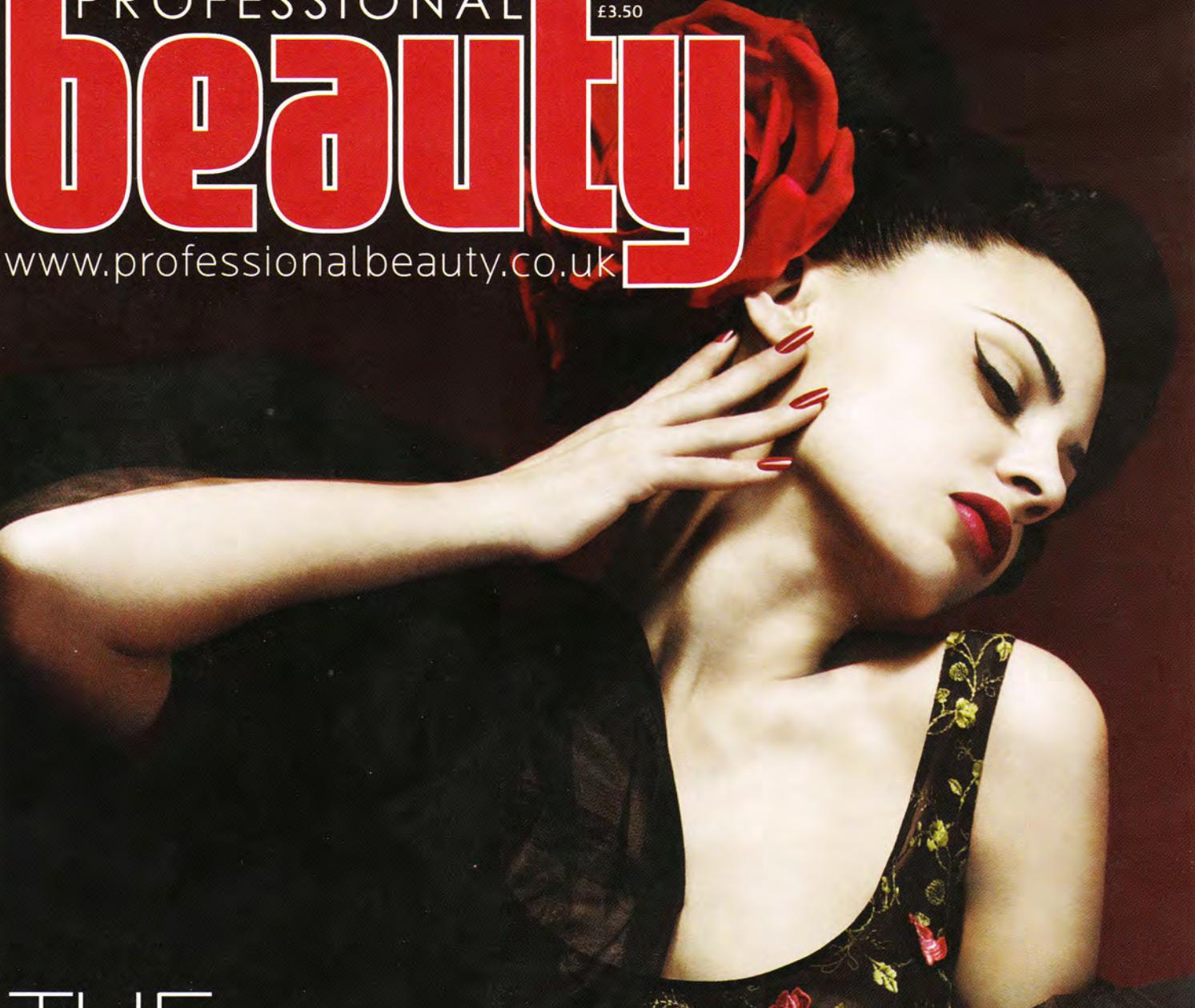
PROFESSIONAL

beauty

www.professionalbeauty.co.uk

JULY 2009

£3.50



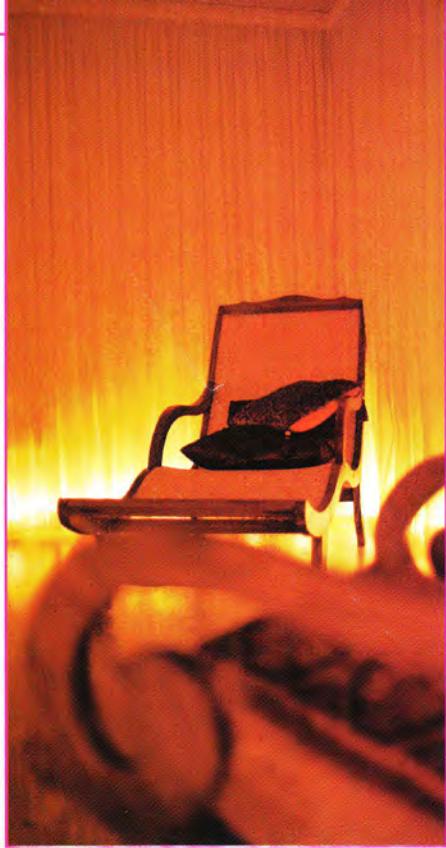
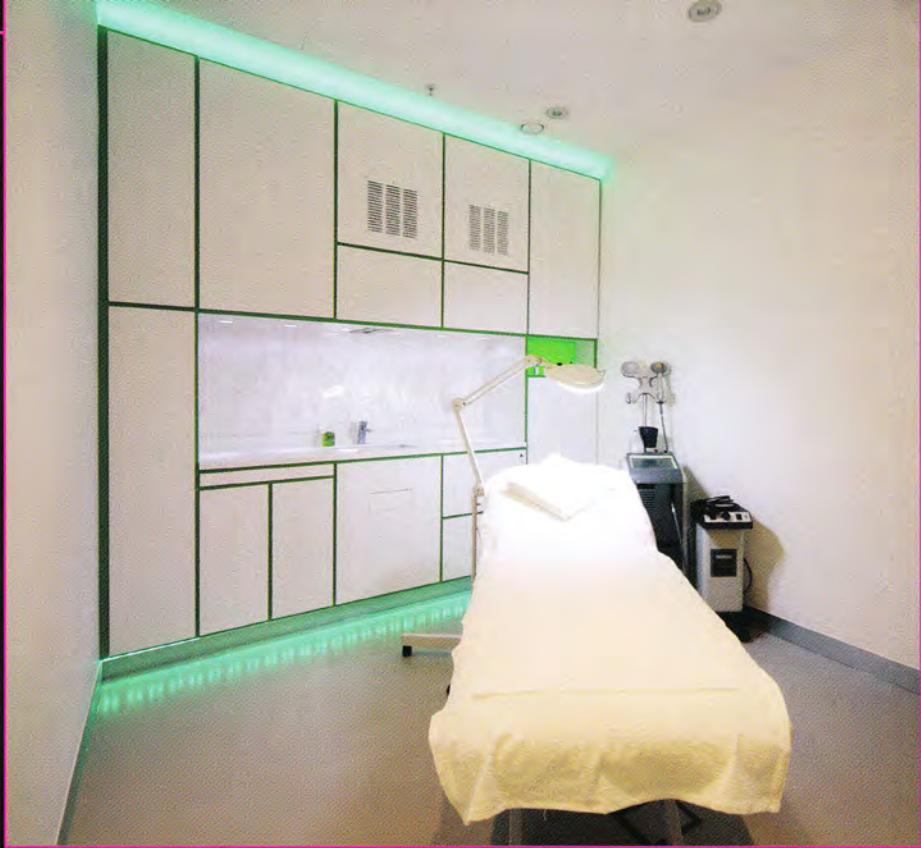
THE BRANDS ISSUE

CREATE COMPELLING ADVERTISING, DEVISE A STRONG VISION FOR YOUR BUSINESS AND LEARN FROM THE BRIGHTEST AND BEST BEAUTY CHAINS

YOUR PICK OF THE 50
MOST DESIRABLE
SALONS IN THE UK

WE CELEBRATE THE
INDUSTRY'S BRILLIANT
BUSINESSWOMEN

HOW THE NEXT
PROFESSIONAL BEAUTY
SHOW WILL CHANGE



most desirable PROFESSIONAL beauty SALONS 2009

You've voted in your hundreds for the beauty salons, skincare centres and clinics, and nail salons that you think most deserve to be in our list of the Most Desirable Salons 2009. We invited you to vote on our website throughout May. And the criteria you chose was yours to determine. You could have voted for those with remarkable retail, flawless front of house, superb staff, terrific treatments or delightful décor. And in many cases, your reason for nominating your favourite salons was because they ticked all of these boxes.

Those salons that received the greatest number of votes on our website made it into our list of the top 50 Most Desirable Salons list. To determine their ranking within the top 50 we used a peer voting process. We contacted all of the top 50 owners of the salons included on this list and asked them to rate their top ten salons in order, and we allocated their scores accordingly. Their scores, and their scores alone, determined the ranking of the salons within the list. The top-placed salon attracted the highest scores from its peers.

Congratulations to all of our top 50 Most Desirable Salons. If you haven't visited or heard of some of these names, then check them out. We've included their websites – where applicable – so you can start looking at how superb they are today.

And don't forget to look out for our Most Desirable Spas feature later in the year, which we devise in exactly the same way. We'll be accepting votes on our website in November. Remember to use your vote and pick your favourite spa.

Pictures clockwise from top left: Destination Skin; The Treatment Rooms; Epitome Health & Beauty; West End Beauty Clinic; Fake Bake Beauty Boutique



DARPHIN
PARIS

most desirable beauty SALONS 2009

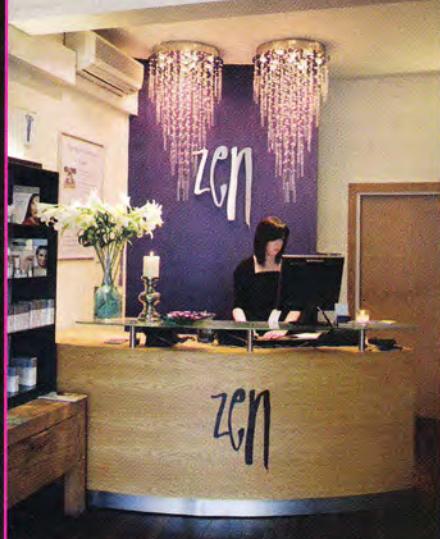


There couldn't be a more appropriate name for this calming, little haven in Edinburgh's city centre. This beautiful two-location salon is a bit of a beauty industry legend, so no wonder you voted it as the Most Desirable Salon in the UK. Set up by owner Fiona Fowley ten years ago to fill a perceived hole in Edinburgh's beauty offering, it has continued to win awards and stay at the cutting edge of the beauty industry.

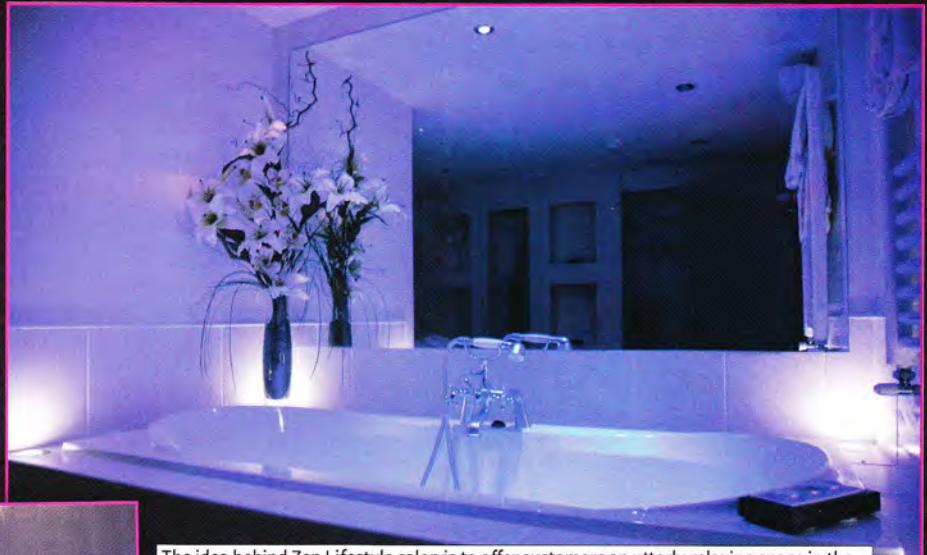
"I had travelled in Asia and Australasia and even studied Thai massage in Chiang Mai in Thailand," explains Fowley, who has enjoyed a career in the beauty industry that spans 18 years. "However, when I came back to Edinburgh I noticed that the quality of day spas and salons was not particularly high."

Fowley decided to draw on the things she had witnessed on her travels to create a salon in her native Scotland. The Bruntsfield Road site opened first, and, with three treatment rooms, it still remains the smaller of the two sites today, but it was quickly followed by the opening of a new establishment in Teviot Place.

Fowley has expensive taste but it pays dividends



ZEN SALON



The idea behind Zen Lifestyle salon is to offer customers an utterly relaxing space in the centre of the bustling city of Edinburgh, which was inspired by the owners' Asian travels



The concept behind the salons is the idea of offering customers a "sanctuary in the city", somewhere they can relax and forget about the stresses of everyday life. To this end, the opening hours of Zen are incredibly accommodating – until ten at night and seven days a week. Fowley did this to find a way to allow everyone to benefit. She realised that many people, from workers who toil nine to five to

those who stay at home and look after children are not able to come to a salon between the hours of ten and four. "Our kinds of opening hours were unheard of then, and they are not getting any more common now," she says.

The opening hours are not the only thing that sets the salon apart. "We have tried to be very innovative and are always looking for new ideas," says Fowley. "We were one of the first Scottish salons to introduce mesotherapy, which is still not that prevalent. We brought in digital imaging for the face and we were one of the first to take on Murad." They were also one of the first businesses to bring in text reminders for their clients. "It may not sound like something particularly cutting edge, but when we did it no one else was and it set us apart. We also make sure we fully consult with each customer before their treatment and follow up on what their experience of the salon has been to really learn what they want from us."

However, despite the obvious passion for the beauty industry, it is Fowley's flair for design that really brings this vision to life.

"I baulk sometimes when Fiona asks for £3,000 for chandeliers but when I see them up and hear all the clients talking about them, I know she was right," says Kieran Fowley, the business's other director. But it doesn't stop at chandeliers, there are plasma screens in the waiting area, fresh flowers in reception and each treatment room is

set up to deliver a completely bespoke experience. The colour scheme is based around purple, with pale wood and funky shelving providing a backdrop to the rather more eclectic touches.

"Each treatment room has individual climate control panels," says Fowley. "You can also adjust the music levels in every room and change the lighting. People don't want the same ambience for a facial as they would for a wax."

This attention to detail is just one of the many reasons why Zen's peers voted it their number one. Other comments included "Love the purple interior with the crystal lighting", while another praised the professionalism of its staff.

"We recently travelled to Sydney and Hong Kong to get inspiration and found that the things we do



Zen's rich colour scheme and décor is lavish, and reflects both owners' "big brand" thinking

help to deliver a superior experience and excellent customer care," says Fowley. "We pride ourselves on finding out what our clients want and need and then delivering it to them."

There are deliberations over the possibility of opening a third site but for the moment Fowley is content to continue developing the two businesses she currently has. "We are always trying to upgrade our offering," she says.

This pioneering spirit combined with a flair for interiors and a passion for beauty makes Zen a salon everyone should make a pilgrimage to Edinburgh to experience. It is a Scottish success story. www.zen-lifestyle.co.uk

2

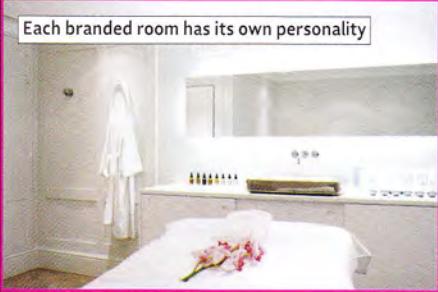
Although size may not be everything, Urban Retreat certainly makes a feature of it. Set in 2,044sqm of space on Harrods fifth floor, this salon lives up to its "super" prefix. There is something here for every customer. Well-known brands, such as La Prairie and Crème de La Mer, sit alongside more niche brands such as Gamila Secret and Jeanne Piaubert.

The London site is also the home of the British Beauty Experts – a collective of some of the hottest, most talented names in the industry. Leighton Denny and his nail salon occupy a mezzanine floor overlooking the hair area; renowned nose Roja Dove has taken over a glass and black lacquer corner, Anastasia Achilleos reigns supreme in facials and Joanne King presides over the body treatments.

And all this before you even get into the treatment rooms. A low-lit corridor takes you into a warren of rooms, each with its own décor that reflects the brand used and the treatment. An



Clean, white and effortlessly elegant: the La Prairie room is a mecca for solving skincare issues in style



Each branded room has its own personality

URBAN RETREAT

aquarium dominates the Crème de La Mer room while others are influenced by the Far East.

And if that isn't enough there is also the 40-strong hair team ready to cater to any whim from a post-facial blowdry to the full works. The East Dulwich Deli is also on hand to stop hunger pangs with delicious salads, sandwiches and smoothies – or a glass of bubbly should one wish.

No wonder it made it into our top ten. Voters were impressed by the relaxing calm atmosphere and incredible retail area, as well as the excellent marketing. One even said it was the ideal place to go when you'd finished shopping.

We think put the shopping on hold and head here first. You'll never want to leave.

www.urbanretreat.co.uk

GLOW BEAUTY

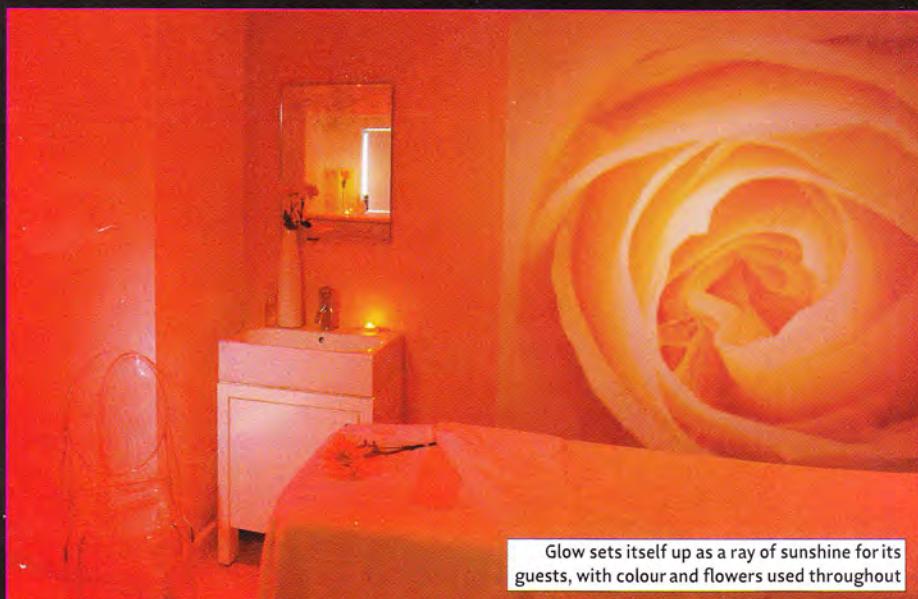
3

The tagline at Glow is "sunshine for body and soul" and this is no overstatement. The multi-award-winning day spas in Chester and Wrexham are bright, sunny and warm. And it's little wonder with owner Sara Shoemark at the helm. She is the ultimate passionate therapist.

The larger Wrexham salon was opened in 2000 after Shoemark had grown out of her former premises. The spa-like business boasts five quick treatment rooms, and six large treatment rooms, a relaxation lounge, a coffee lounge, comprehensive retail area, changing rooms and dressing rooms, manicure stations and make-up bar. The Chester salon opened ten years ago, and was the second



The large salon still feels friendly and inviting



Glow sets itself up as a ray of sunshine for its guests, with colour and flowers used throughout

in the empire. Though much smaller at a mere five treatment rooms and two manicure stations, it is just as inviting. A third salon is set to open shortly.

Therapists complete the welcome, with Declor and Carita facials and body treatments. Finishing touches to leave customers looking fabulous from head to toe are offered by Jessica for nails and Aveda for make-up. The business was originally called "Beauty with Sara" and Shoemark says the rebrand to "Glow" was needed to reflect the input and hard work of "her fabulous team". The rebrand after so many years was brave, but Shoemark says that courageous risk-taking is one of the things that has helped her brand to become so successful. Clever use of its name throughout its beautifully constructed website, marketing and packages reinforce this as a salon to be reckoned with.

www.glow-beauty.com

most desirable beauty Salons 2009

LIZ EARLE

4

The London flagship of this esteemed skincare line in the Duke of York Square has a bright and open fascia, which welcomes in customers, where they can immerse themselves in a wonderful shopping arena. Here, they can buy Liz Earle's iconic products, such as the multi-award winning Cleanse & Polish Hot Cloth Cleanser. But once inside, there is also expert advice on hand and treatment rooms offering the signature facial. An ingredients bar, library and specialised gift wrapping advice creates the ultimate shopping experience and destination for skincare advice.

www.uk.lizearle.com

THE BEAUTY LOUNGE

5

Tucked away in London's Kingly Court just off the hip, trendy Carnaby Street, this beauty boutique is worth making a journey to. Its tagline is "Bespoke beauty. Boutique style." The look is a 1940s Hollywood style apartment, and the owner has carefully selected walnut Art Deco furniture to recreate this ambience in her salon. There is an upstairs area with two bijou private treatment rooms, while downstairs has the perfect movie-style atmosphere for manicures and pedicures in its nail area, with rubbed down floors and its fabulous cow skin rug. Glamour is the name of the game in this business, because most of the therapists work in the media, fashion and beauty industry.

www.beautylounge.co.uk

The Ritual Room's philosophy is to offer both hair and beauty treatments in a private room



AURA

6

A finalist in this year's Professional Beauty Awards for Beauty Salon of the Year (four rooms or more), this two-strong chain based in the Manchester area has a comprehensive retail presence, stunning interiors, flawless marketing and an excellent team. The treatments range from results-driven (IPL and colonics) to the spa-like (facials and massages). Owner Mandy McCoy has brilliant marketing strategies, and has created a salon with spa values.

www.aurabeauty.co.uk

FAKE BAKE BEAUTY BOUTIQUE

7

This is definitely the place for the girl about town. In the heart of Glasgow, it is a mecca for beauty aficionados. The building looks like an old town house but there is nothing suburban about this salon. It was set up originally to be a Fake Bake flagship but it offers everything a girl could want from high level skincare to bronzed limbs. No wonder it is in our 50.

www.fakebakebeautyboutique.com

THE RITUAL ROOMS

8

Owner Debby Morris has created an innovative space catering for both hair and beauty clients in the heart of London. Each room has its own washbasin for hair treatments, which can be hidden if the client just wants beauty therapies. The salon's brilliant idea of offering pre-Park Lane party make-overs as a package (with dresses provided by a local boutique) is inspired.

www.ritualrooms.com

THE LANES HEALTH AND BEAUTY

9

A complete pamper palace for those who live by the sea, this salon is a celebrity favourite and has appeared in the ITV2 reality television programme *Katie and Peter: The Next Chapter*. The ground floor is occupied by the Pink Champagne Nail Bar where Brighton's glamorous gals can have their feet and hands beautified while enjoying a flute of bubbly in über-stylish surroundings. Beyond this, clients can enjoy Crystal Clear facials, massage and waxing. While Essie, Guinot, Gatineau and St Tropez fill the shelves.

www.thelaneshealthandbeauty.com

BEAUTY TIME

10

The winner of this year's Beauty Salon of the Year category at the Professional Beauty Awards (four rooms or more) has it all. Lovingly converted from a post office by owner Maria Mason, the salon is at the heart of its community, and still offers photocopying and sells stamps. But more than that, it involves school children, works with the WI and golf clubs. Mason is a marketing genius, working her salon into every PR opportunity available. It has a carefully selected retail collection (of both beauty and non-beauty products), a warm reception and waiting area, stunning treatment rooms and a fabulous outdoor garden area, divided for both staff and customers. This salon acts like a spa, with waiting areas, refreshment areas and an extensive shop. Jewellery is cleaned while customers have their treatments, and client feedback is taken and used at every opportunity. Guinot, Jessica, Tisserand and Jane Iredale are the brands of choice.

www.beautytimesalon.co.uk