



Salons of the Year 2011

IT'S A YEAR WHEN WINNING SALONS ARE BEAUTIFUL IN THEIR SIMPLICITY. BUT LOOK CLOSER—BEHIND THAT CLEAN DÉCOR ARE THE INDUSTRY'S NEWEST BUSINESSES FINELY HONED FOR EFFICIENCY, PRODUCTIVITY AND CUSTOMER EXPERIENCE.

ONCE UPON A TIME in the land of salon design, retail was designated to a lone stand of shelves behind the reception desk. Public color bars were non-existent and shampoo bowls were simply a place to wash hair. And, the only person salon décor tried to please was the client.

In the modern-day salon fairy tale, the client experience still takes center stage, but employee comfort, efficiency, productivity and profitability take the curtain

calls. Nowhere is that more apparent than in the **2011 SALONS OF THE YEAR**.

In the following pages, you'll see efficiently designed stations that hide clutter, while dryer and lighting systems provide an ergonomic and natural environment for stylists and colorists to create their best work. Color and chemical bars foster community among clientele who can read together, work online, or shop during processing time. In the shampoo areas,

relaxing sound, light and aromatherapy enhance value-added massage, to make wash time a favored part of the beauty experience. Transformational retail areas are shopping destinations that rival any beauty retailer.

All of these changes are the hallmarks of salon owners who are serious about business, equally determined to please their clients and their staff, and focused on productivity and profitability.



Blo Salon

Shelby Township, Michigan
 theblosalon.com

Owners: James Wheatley and Ryan Milo

Salon style: Contemporary, sleek and upscale

Square footage: 2,900

Styling stations: 19

Treatment rooms: 1

Equipment: Takara Belmont, Minardi Color Perfect Lighting

Furniture: Takara Belmont, IKEA

Total design investment: \$267,000

Top retail lines: Moroccanoil, Sojourn, Label M

Design: Carolyn Collins, Takara Belmont

Architect: Joe Novitsky

Judges comments:

"The balance of gray with the accent of blue is very creative and creates its own wow factor." —**Martin**

"The treatment on the floor is soothing and I love the blue walls and seats." —**Locker**

"The open floor plan creates a great flow. Very creative lighting." —**Sansevero and Cronk**

"Our sound system has independent volume controls personalizing each client's level of preferred sound. The floor, by far, has the most impact—a new type of stained concrete mixed in with crushed stone gives a three-dimensional effect which makes clients feel like they're walking on water."

Couture 360

Lake Zurich, Illinois
 couture360.com

Owner: Rose DePaola

Salon style: Urban, sleek

Square footage: 3,600

Styling stations: 6 cut, 5 color

Treatment rooms: 1

Equipment: Olymp 4010

Furniture: Pavillion, Freestyle Systems

Total design investment: \$500,000

Top retail lines: Baba & Theo, Sojourn, Keune

Design: Loren Reid, Seaman & Assoc.

Architect: Ehlke Lonigro Architects

Judges comments:

"The retail area definitely draws attention and is creative with the way it flows out into the rest of the space." —**Martin**

"The curved retail wall is a nice element." —**Nelson**

"The colors, artwork and stations lend a very tribal, yet modern feel that is warm and inviting." —**Terry**

"I wanted to create a peaceful environment in our Lather Lounge. The dim lighting and aromatherapy scents combined with relaxing music brings clients down a few notches. Every guest getting hair services receives a 5-minute neck and shoulder massage—it prepares them to enjoy the services they are about to receive."



Grand-prize Winner
Blo
Raleigh, North Carolina



1st Runner Up
Stem Hair and Body Salon
Merriam, Kansas



2nd Runner Up
The Canyon Salon
Westlake Village, California



3rd Runner Up
Hawthorn Salon
Jacksonville, Florida

Take the Tour, The Whole Tour

Our issue's pages only tell part of the story. To truly get a look at these sensational spaces, visit salontoday.com where we feature all the images of each winning entry. And, look for video salon tours of SOTY winners throughout the year on MODERN SALON TV (modernsalon.tv).



The Judging Process

SALONS OF THE YEAR judging took place in three phases. First, SALON TODAY editors and designers reviewed each of the entries, including essays and photography. Next, a panel of editors and art directors evaluated each entry in further detail, selecting a group of finalists. Finally, our panel of outside, expert judges scrutinized essays and evaluated seven to 10 images from the finalists, scoring them in six different décor categories, including use of color, lighting, flooring, efficient use of space, consistency of design and overall aesthetics. Judges' scores were combined and used to determine the grand-prize winner, the runners up and the Salons of Distinction.

2011 Panel of Judges



Richard Cronk & Dominick Sansevero

Cronk and Sansevero joined forces in 1991, bringing together two small salons in Montclair, New Jersey, to create **Bangz Salon & Wellness Spa**. With more than 70 years experience between them, their vision to create balance between a passionate workspace and a five-star guest experience has brought them national recognition, including being named the grand-prize winner of SALONS OF THE YEAR 2010. Bangz has now grown to more than 70 happy service providers and continues to find ways to make every day exciting and full of passion.



Debra Locker

For 17 years, Debra Locker has successfully held positions in public relations and journalism, which include creating Locker Public Relations (lockerpr.com) in 2008. As a boutique firm, Locker PR focuses on luxury lifestyles including skin care, spas and eco products. Locker speaks internationally on public relations, is a published expert on communications as well as a beauty writer for AskMissA.com.



Mindy Terry

As the founder and president of Creative Spa Concepts, Mindy Terry leads a team of consultants who represent more than 75 collective years of experience in the wellness and hospitality industries. Creative Spa Concepts stands out from all other spa consulting firms because each consultant has developed, led or been an integral part of guiding spas to "Top Ten" status, including the rankings in *Conde Nast Traveler*, *Luxury SpaFinder* and *Spa* magazines. For more info, visit creativespaconcepts.com, as well as Twitter and Facebook@GetSpaSmart.



Lisa Martin

For the past six years, Lisa Martin has helped countless spa owners master their day-to-day challenges. As the founder and owner of Operation Spa, she utilizes undercover evaluations and employee incentive programs to help owners ensure that their clients are getting the high-quality, consistent service that's expected. For more information, visit operationspa.com.



Laurel Nelson

As editor of SALON TODAY from 2003-2008, Laurel Nelson is intimately familiar with the SALONS OF THE YEAR competition and judging salon décor. Today, Nelson is the editor of MODERN SALON, modernsalon.com and MODERN's daily e-newsletters, which deliver inspiration and top-notch education to beauty professionals.