



Creating the right look for you

Photos WILLIAM DAVENPORT

Driving through Thorndon, I had been told to look out for the pink door! Although So You hair salon is well signed, you certainly cannot miss the logo and pink painted entrance. My first impression on entering the salon is ‘glamour’ – tons of it. Stylishly decorated, but most of all, welcoming.

As part of the reception area, there is a huge table to sit at, browse the magazines and the So You Lookbook Winter 2012 edition. When Holly the salon owner joins me, I ask her lots of questions as I know she has been very active with new initiatives, which is why I have come to talk to her.

So, Holly, what new things have you been working on recently?

Well, this new layout for our reception area is one thing. We wanted to encourage clients and potential new clients to just pop in without pressure to discuss a change of style and enjoy the process, really. Anyone can just come in and have a think, look and, if a stylist is available, a discussion on the spot. If we are all busy, then we can book in a free consultation. Our new lookbook is being produced twice a year, and it focuses on different celebrity looks that can be adapted to suit different hair types and face shapes and ages. Every season, we are swamped with catwalk ideas, but they are not always feasible and need to be interpreted for most of us. What are the trends? How do we achieve these looks? What products to use? Our consultations also include a colour discussion as well.

Are you trying to make us more adventurous with our hair?

I would say it's more that change is good, but it's not just about a new cut, it's also about how we cope with the new cut outside of the salon. Another new initiative is our workshops, which we are all really excited about. These have taken a lot of work to prepare, but we are now ready for people to book in. The first one is Blow-dry Beauty, and there are two events for this. The first is LA Blowout – the glamorous full-on volume look – and the second is Straight Talker – how to achieve that sleek, glossy look. For longer hair, we have three subjects planned: Uptown Girl – this includes ‘hair sewing’, which is a fantastic method for a messy updo – Bo Ho Babe – a very easy but relaxed look – and this year's must, learn how to create and be a Pony Princess with those lovely sleek high creations. ☺





So will all these looks be demonstrated?

Yes, but the important difference is you are taken through the whole sequence and all the tips and tricks to create whatever look you are aiming for on the night, on yourself, with our help. There will also be a 'how-to guide' for you to take home with you as well. Also, not just what hair products are the best to use, but how to apply them to achieve maximum benefit. Events will begin with wine and nibbles and meeting each other (there will be a maximum of six at each event, so you get loads of attention), then everyone has their hair washed and we begin the tuition. We show you how, then you are helped to do it on your own hair. That way if any problems arise, we can assist until you are confident you can create this look yourself at home.

Have you set times or dates for these workshops?

Yes, but we are really flexible. We have done them for groups of six ladies (on a Sunday) who wanted to have a different type of afternoon out. Just call me and I can discuss the dates we have available. We also have an introductory offer price for two. So if you want to treat a friend, the workshops make a great present.

How long has the salon been open now?

We have just celebrated 6 years in Thorndon, and it's a lovely place to visit, not just for us, but all the other shops are very tempting as well.

I pause while a lady comes in clutching a picture torn from a magazine, exclaiming, "I must have this new look!" When Holly has finished her discussions, I then ask her how she would describe her salon and her team's approach.

My aim, which is constantly practised by my team, is to offer a first-class service in all areas. We have just completed a lovely treatment menu for clients to sit quietly and choose a luxury treatment. We have a drinks menu, we offer the very best in hair techniques and pamper clients throughout their whole visit. We are a classic salon, and our clients appreciate that we want them to leave us with gorgeous looking hair. That's what we do, and it's our promise as well.

Call Holly if you want to book any of the upcoming So You workshops or if you would like a copy of the So You Lookbook emailed to you.

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