

Purse Preferences: size matters

by Ronni Wilde, for
The Bulletin Special
Projects / Photos by
Kevin Prieto



Mari Lassa bags, (Sold at LuLu's in downtown Bend; at the Workhouse, in Southeast Bend; and at www.marilassa.com) – Handbag trends for this year emphasize fun shapes and sizes, including micro-minis, a variation of the bucket style, cinched purses and oversized totes and fold-over bags, said Mari Lassa Designer Anne Scott. Bright colors for spring are also a must, she said, as is mixing canvas and leather.

"I'm excited to have some variations of my classic designs for this spring," said Scott, who is also a dentist. "I'm working on a cinch bag and a fun sized messenger bag, as well as playing with textures and bright colors for the upcoming season."



Desperado (Old Mill District) – Top sellers at Desperado include Hobo purses that have both handles and a strap so that they can be worn either as a shoulder bag or across the body. These bags have access pockets on the outside for cell phones, and have bright colors on the inside to make it easier to find contents.

"Hand-made is also a big deal," said Haleigh Newbeck, store manager. "McFadin purses out of Texas are designed by two sisters and a mother. They use high-quality leather, so the longer you carry the purses, the better they look." This line also designs purses with uplifting statements on the front, which Newbeck said is big this year, as are fringe and studwork, and purses with a cause, such as the top-selling backpack purse made by Mo & Company. The Portland company donates 5 percent of all wholesale

Sara Bella Upcycled, (Purses sold at Wabi Sabi in downtown Bend; studio/workshop scheduled to open March 1 in Southeast Bend) – "Women seem to want to go small, as small as passport pouches, because they are finding that their shoulders are hurting," said Sara Wiener, store owner. Wiener also creates purses, totes and other items from recycled plastic bags. Her top three sellers, she said, include the "Passport Pouch," the "Portland Purse" and the "Pocket Purse."



"People seem to love zippers," Wiener said. "They want every pocket and every pouch closed by a zipper. They like the security factor," she said.

Karlin Hedin, manager of Sara Bella Upcycled, agrees that women are downsizing their bags, realizing they don't need as many accessories and don't want to lug around heavy purses.



Local Joe, (downtown Bend) – Local Joe carries Will Leather Goods bags, which Store Owner AJ Cohen said are popular because of their reliability and longevity. The purses are higher-end bags made from top-quality leather, and they come with a lifetime warranty.

"Women want to have at least one really nice bag," he said. "It's a big selling point that if something happens to a bag five years down the road, Will Leather will take care of it."



Styles currently trending, said, include hobo and cross-body designs and little clutch bags which can be used as wallets or evening bags.

Faveur (locations in downtown Bend and in Sisters) – Customers in Central Oregon want to look unique but not formal, said store owner Jennifer Steigman.

"Bend women come from all over and bring their own tastes, but want to acclimate to the Bend lifestyle."

Steigman agrees that what customers want most now are small, portable cross-body purses with outside pockets for phones. "Even when a purse is bigger, it still has to have the outside pocket for the phone," she said, adding that in larger styles "bucket" purses with cinch tops are still good sellers. As for colors, gray leather that mixes with other colors, wine and burgundy shades and blacks and browns are favored.

"We have a line of purses made out of recycled military canvas that is popular," said Steigman. "They are stylish but rugged. The line goes so well with our Bend lifestyle."



Shoe Inn (Old Mill District) – Shoe Inn sells Vera Bradley bags, and Karen Saunders, store owner, concurs that small purses with cross-body straps are most popular right now, as are leathers and faux leathers.

As for accents and features, "Women want lots of compartments for credit cards and easy access to cell phones," Saunders said. A new feature that is gaining in popularity is built-in fraud protection. Some purses have special lining, she said, that prevents would-be thieves from being able to scan credit cards through the bags.

A black leather bag is lying on a white surface, surrounded by various items. The items include a colorful patterned ball, a small bottle of Lipton tea, a multi-tool, a keychain, and several small packets of Band-Aids and Lipton tea. The items are scattered around the bag, some inside it and some outside. The background is a plain white surface.

by Ronni Wilde, for The Bulletin Special
Projects / Photos by Kevin Prieto

Best item: Candy, and plenty of it. "I have lots of candy, because I'm a sugar addict. I love my candy. I'm always prepared."

English
A \$5 eyebrow
upon. "Every
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A woman with blonde hair tied back, wearing a black top and a necklace, holds a white sign that reads "THE GEAR UP TEAM" and "DONOR TO THE GEAR UP TEAM". She is standing in front of a display of various items, including a hat and a bag.

Best item: Absolutely everything. Her purse resembles a bottomless pit. Treasures inside include a giant makeup bag with multiple lipstick tubes. "I choose my lipstick based on my mood, and because it's so windy here, I wait until I get to work to put it on so my hair won't stick to it," she said. "Plus, I never know what kind of mood I'm going to be in." Newbeck also has goji berries, and a kit that she said "has everything I could ever need." A few of the select items in this kit are stress drops for her dog, ear drops, Dramamine, stain remover pads, deodorant and oh-so many other things.

Best item: Granola bar. "I always have a Kashi granola bar in my purse, because you never know when you are going to get hungry."

Best item: A pocketknife. "I carry it for safety and extra precaution, and for practicality, like if I need to open up a beer bottle. I use it every day because it's so handy."

girls with curls

BY RONNI ROSS

This ain't your mother's perm. Or even your sister's. Today's texture has taken on an easy, breezy style, and whether those curls come from a bottle, an iron or rollers, the look is relaxed and the upkeep minimal. Think Sarah Jessica Parker, Calista Flockhart and Debra Messing. "What I'm working with is people's natural tex-

ture," says David John, a stylist at Hair at Fred Segal in Santa Monica, California. "Nobody today has the time to blow dry and fix and style their hair. They want something wash and wear that's easy."

John says that although he sometimes will add wave to a client's hair by perming on randomly placed larger rods, he typically just cuts and slices



through the hair to enhance its natural texture. "People got away from perms because they thought of them as tight, curly curls, and growing them out was terrible. But poodle perms are really out, and now the ingredients in perms are much more gentle."

Kim Perrodin, a Los Angeles session hair stylist and

make-up artist who created the looks on these pages, agrees that today's curls need to be natural. "This year we are seeing braids, chunky curls and a lot of texture," she says. "Curls are cute and sexy, and have a lot of movement and bounce. The trend now is toward styles that are wispy, feminine and fun."

She adds, "Curly styles of three years ago ►

girls with curls



were bobs. Today's looks are less conservative and more versatile with a lot more wave and curl. Hair, along with fashion, is retro. The year 2001 is like the '70s with a twist."

To achieve these looks, Perrodin suggests using a marcel iron to add curl from roots to ends and using a half-inch iron for small curls in the front.

She prefers soft styles that combine curls and straight chunks, and hair that is half-up and half-down. To finish the looks, she recommends a stick pomade to hold the shape. "No heavy product—just enough to add depth," she says.

Both Perrodin and John take and advise a conservative approach toward chemically changing



a client's natural hair texture.

"If someone wanted really curly hair, I'd go with the loosest possible curl we could get away with," John says. "I try to keep closely to people's natural texture. I think that naturally curly hair is just beautiful. It saddens me that so many want to straighten it or blow it out."

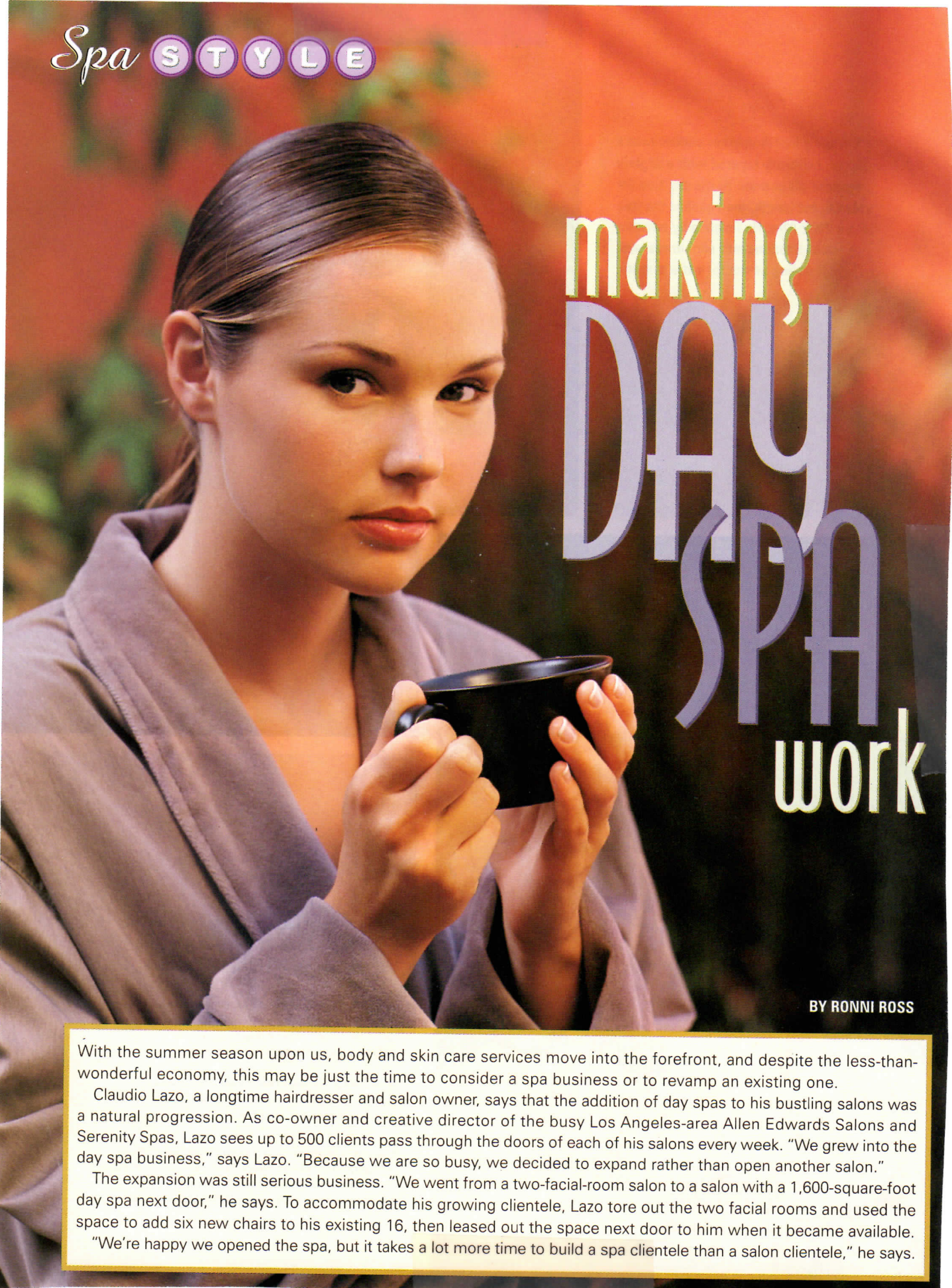
Hair by Kim Perrodin; make-up by Patrick Turney for Celestine, Los Angeles; photography by Angus Ross; photostyling by Anita Moreard and Andrea Rutledge; shot on location at the Rock Inn, Lake Hughes, California.

girls with
curls



Fashions: Brown leather pants, black leather jacket, red leather jacket, rabbit fur jacket and red leather dress by St. Vincent; black lycra studded tank top by XOXO; studded raw denim blue jeans by Z Cavanaugh; pink tank top, pink gingham bra, silver bunny necklace, red rhinestone T-shirt, black leather lace-up pants, black sleeveless biker T-shirt, black leather miniskirt, red and black leather tube top and yellow Black Bar sleeveless T-shirt all available at XIN on Melrose, 323-653-2188; rhinestone flag belt and all other jewelry by Jennifer Kaufman, Balin' Hay in Santa Fe nail lacquer by OPI.



A woman with dark hair pulled back, wearing a light-colored spa robe, is holding a dark cup with both hands. She is looking directly at the camera with a slight smile. The background is a warm, out-of-focus orange and red, suggesting a sunset or autumn foliage.

Spa **S T Y L E**

making DAY SPA work

BY RONNI ROSS

With the summer season upon us, body and skin care services move into the forefront, and despite the less-than-wonderful economy, this may be just the time to consider a spa business or to revamp an existing one.

Claudio Lazo, a longtime hairdresser and salon owner, says that the addition of day spas to his bustling salons was a natural progression. As co-owner and creative director of the busy Los Angeles-area Allen Edwards Salons and Serenity Spas, Lazo sees up to 500 clients pass through the doors of each of his salons every week. "We grew into the day spa business," says Lazo. "Because we are so busy, we decided to expand rather than open another salon."

The expansion was still serious business. "We went from a two-facial-room salon to a salon with a 1,600-square-foot day spa next door," he says. To accommodate his growing clientele, Lazo tore out the two facial rooms and used the space to add six new chairs to his existing 16, then leased out the space next door to him when it became available.

"We're happy we opened the spa, but it takes a lot more time to build a spa clientele than a salon clientele," he says.

"The spa was not a home run right away and still isn't, because Sept. 11 hurt us and the recession hurt us. It could just be that we are hair people and not spa people, but you need to keep that in mind when doing this."

Laurent D., a stylist of 20 years who opened his posh Los Angeles Privé Salon and ONA Spa last year, says his expansion was also a natural progression. "It was the next step for me. I found a fabulous place and wanted to do more than hair for my customers," he says. "I can do a great hair style, but if my client doesn't feel good inside, it doesn't matter. We live in a stressful time; we need spas now."

So determined is Laurent D. to help his clientele unwind that his service rooms can even be customized with special lighting and music to provide the sensation of being in the forest or by the ocean.

Joe and Karen DeAnda, owners of Trios Salon, Spa and Store in Fort Collins, Colorado, opened their salon/spa facility in June of 1998. Karen had been the owner of a booth rental salon for 10 years and is also an esthetician, and Joe has a business background, so one romantic Valentine's evening, they made the decision to go into business together.

"We decided we wanted to build a salon where clients could come in and escape for a few stolen moments," says Joe DeAnda. Their current 3,400-square-foot facility houses the spa, an Aveda Concept Salon and a large retail area that brings in \$30,000 to \$40,000 per month. "We are glad we did this," he says, "but if you'd asked me a year or two into it, I would have said 'no.' The first two years were rough because we were a new venture. People told me I'd lose a lot of staff early on, and I didn't believe it. But it was true."

Despite the early struggles, the DeAndas expanded their previous 1,800-square-foot facility to its current size in December 1999. "We started with 300 clients in 1998, and now we have more than 14,000 in our data base," says DeAnda. "Not all are repeat customers, but we see 2,500 clients a month in the spa and salon."

On the Menu

"For summer, waxing, body facials and body bronzing become most popular," says Lazo. "Bronzing is fantastic, because people get it done before they go on vacation or if they don't go on vacation. It's a hot seller because everyone is anti-sun now, but they still bare their skin."

According to Annet King, training and development manager of the International Dermal Institute, the big skin care trend for summer will be microfoliation rather than exfoliation, and she says clients will be most interested in treatments with "cosmeceutical" ingredients. "These help take away the signs of aging, remove hyperpigmentation and diminish lines."

Shot on location at ONA Spa at Privé, Los Angeles

In Colorado, Joe DeAnda says his pedicure sales go off the chart in the summer months. "We're revamping our pedicures to reflect that," he says. Currently, there are two on the menu, priced at \$35 and \$50. "Our \$50 pedicure is the most expensive nail service, but it's our most popular, so we're upping it a notch by adding a \$75 pedicure." Trios will also offer a pedicure specific to summer that incorporates citrus and floral.

At the 4,000-square-foot Spa at Margo Blue in Charlotte, North Carolina, owner Margo Blue is contemplating adding a sandal boutique near her pedicure area and will offer airbrush tanning on her summer menu. "Guests get a sprayed-on tan that lasts a week. It's really an innovative service," she says.

"Summer is a time when we add new services because it helps create excitement within the salon and spa, and it's also a good time to train new staff because it's not the height of the holiday season," says Kirk Marlow, western regional vice president of the Elizabeth Arden Red Door Salon & Spa chain. His facilities will launch an aloe cucumber wrap this summer designed to be soothing, cooling and moisturizing. ▶



Growth under Pressure

Despite the difficult economy, Marlow says it's not impossible to grow a spa business; you just have to be creative.

"Get out into the community and support charities," he suggests. "As a spa, we believe in wellness and well-being, so this lets the community know we care, especially since Sept. 11."

Value-added promotions are another way to help boost sales, he says. "Give something away to help cross-promote services. It can be retail or other services; you could even pair a salon service like a manicure with a spa service."

Laurent D. says it's key to remember who your clientele is when providing customer service. "If the client is a business person, offer to send a fax for them or ask them if they need to check their e-mails," he says. "Or offer them lunch, or anything else they want." To further cater to working clientele, he keeps his salon and spa open seven days a week and stays open late each night. "Sundays are amazing. They are huge for us, especially with couples."

To help keep her business booming, Blue says she focuses on maximizing the services that are seasonally popular. "For example, during the peak nail season (summer), make sure you have enough pedicure stations," she says. "Then during the off-season, market those services heavily. It took me four years to learn this."

The addition of "express" and "mini" services has also upped Blue's bottom line, she says. "We are a relaxation facility, but some of our guests want maintenance rather than luxury." To address this, she offers shorter versions of many services and pairs them together with other shorter services so busy clients can get in and out quickly. "Even though these services are shorter, the perception of the visit is the same as a luxury visit because they have two people working on them at the same time. This can also create really terrific teamwork within the salon."

King suggests creating a custom service that will become your spa's signature treatment. "Put together something unique that will be the foundation to your business," she says. "It could be a traditional treatment, but incorporate extra details like steamed towels, extra foot reflexology or tummy pillows."

The DeAndas credit their success to three primary strategies. First, they established a no-tipping policy within the salon and spa. They believe clients can get confused about whom to tip and how much to give, so they factor tips into their overall price, and clients seem to love the idea.

Secondly, they have their spa staff come into the salon to offer free mini services, which entices these customers to try out the spa. "We have spa technicians do complimentary sensory services like hand massages or hand facials in the salon, and when a hair client is having a chemical process, they get a free bubbling foot bath." Joe says they conducted a study within the salon and found that the customers who received the free services were much more likely to book spa treatments or to purchase gift certificates to the spa.

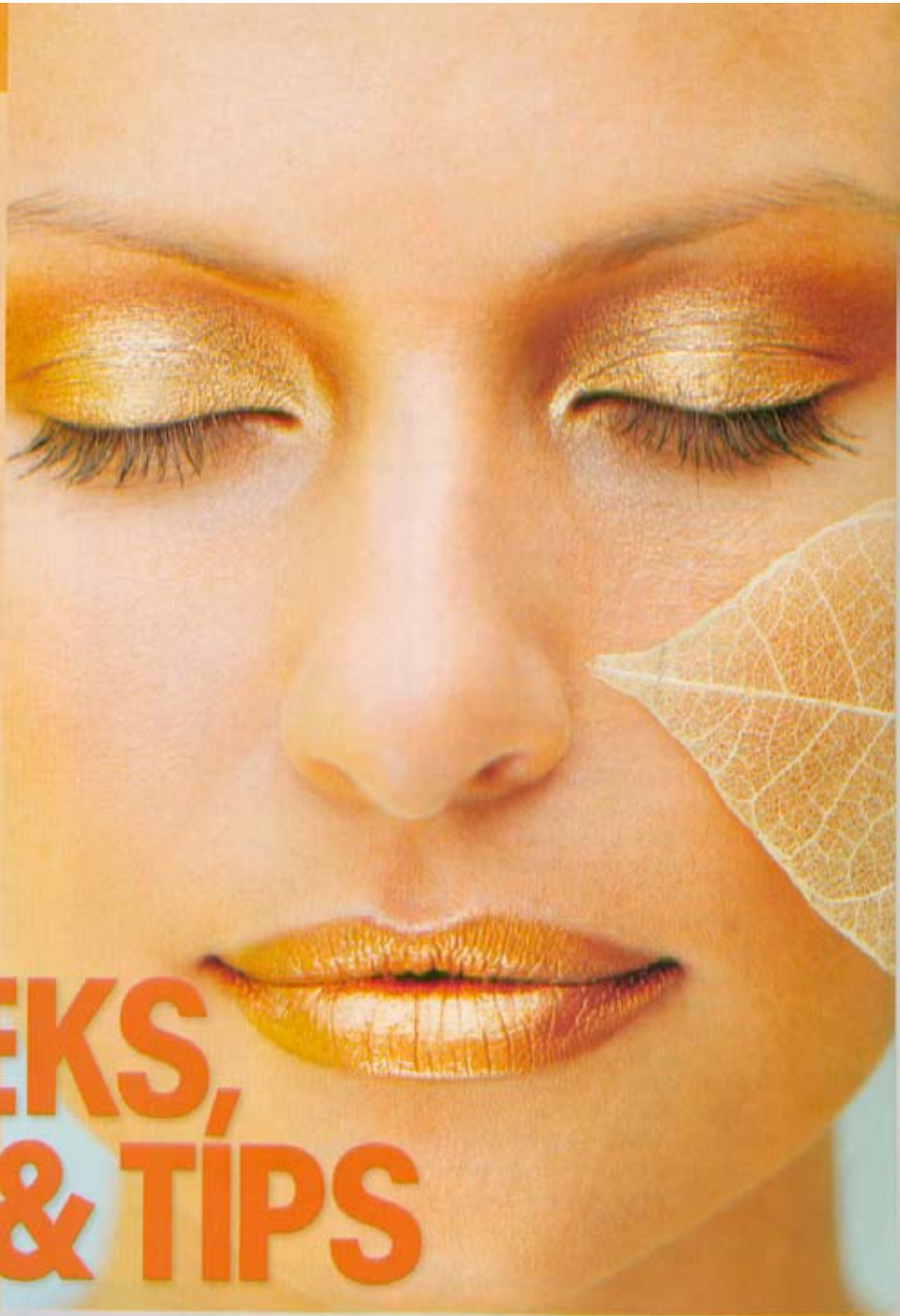
The DeAndas also offer complimentary services to the salon's repeat customers. By perusing their database, they find those clients who have had three or more services in the salon, and



they send them an appreciation note offering a free 30-minute facial, massage or manicure. "We choose the service they get based on staffing and what the client's history is," says Joe. "If I know they've had a facial, I'll send them a massage, or vice-versa, because I want them to sample a different service." These clients are also given the option of upgrading the 30-minute freebie to a full 60-minute treatment at half the regular price.

The third ticket to their success, he says, has been an increase in marketing efforts. Immediately following the terrorist attacks in September, Trios had a significant slow-down in business. So the DeAndas increased their print advertising, took out radio ads and sent a mailer to their top 200 clients. The result?

"By October of last year, we had a big boom in all areas, including retail, and by December, we saw a 25-percent increase in gift certificate sales over the previous Christmas," he says. "During February of this year, gift certificate sales were up 47 percent. Because of our efforts to beef up business, we really haven't seen a slow-down at all." ■



CHEEKS, LIPS & TIPS

Fall's hottest make-up and nail hues are earthy and infused with precious metals. >>

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CHEEKS, LIPS & TIPS

AFTER A LONG SUMMER of barely-there make-up and whisper-light nail colors, cooler days inspire the delicious anticipation of deeper shades and cozier tones. Typically around this time, June's shell pinks and pale peaches begin to look wan and washed out, and your fancy turns to heftier hues, like claret and aubergine. But something's different this season, and it can be summed up in one word: radiance. Come fall, the traditional earthy beauty bounty will be shot through and through with shine—bronze, copper and 14-karat gold.

"Gold-flecked jewel tones will create truly refined beauty," asserts New York-based make-up pro Melissa Silver. "Tones found in nature turn into looks that are sensual, polished and feminine."

For luscious autumn lips, glistening mauve and grape are key colors, notes Silver. She picks Clinique's Colour Surge Impossibly Glossy in Braisin, Cream Soda or Sugar Plum as her current go-to hues. And, she advises, fall's face looks modern when bathed in a warm glow, an effect she achieves with Avon's Worldly Glow Mineral All Over Face Color. It's a formula, she notes, that enlivens every skin tone.



the fall, and this season, as with make-up, they're shimmery."

Agrees Becki Laney, a nail technician and brand manager for the new CHI® Ceramic Nail Lacquer, "All of the colors but one in our new fall edition is a frost." She predicts that Wine and CHI®-Zee, a sparkling burgundy, and CHI® You In My Dreams, a glitzy nutmeg, will become instant hits.

Here's How

When applying fall's radiant make-up, technique is important. The main thing to keep in mind? Less is more: These rich colors and high-tech textures should be allowed to stand on their own. "This keeps them modern and fresh," says Silver. Opt for color washes, such as broad strokes of coppery tones over lids, smudges of gold under lashes and flushed rosy cheeks, but choose one feature to gild. Think soft—lines should be well-blended, with no hard edges.

FALL BEAUTY HELPERS

You wouldn't frost a cake with your fingers, and all make-up artists agree that you shouldn't use them to apply your cosmetics either. High quality brushes are the pros' secret to flawless application. These tools from Japonesque (angled foundation, eye shadow, lash and brow and powder brushes) are part of a broad collection of high-quality brushes and accessories that are found in the kits of top artists on film sets and at photo shoots. They're available at Nordstrom, and from salons, spas and beauty supply retailers. www.japonesque.com



Over on the opposite coast, Beverly Hills nail pro Alicia Peters is also turning an eye toward all that glitters. Peters, who has tended to the tips of Kelly Osbourne, Annette Bening, Kathy Bates, Avril Lavigne and Jessica Alba, and manages the Hands On nail salon, notes, "Red, brown and deep purple always surge in popularity in

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BYE-BYE DRY

Stop dry, winter skin before it starts with these smoothers and moisturizers.

Lip Tips

After many seasons of swiping on sheer glosses, it may be time for a lipstick refresher course if you plan to deepen your fall palette. Los Angeles's Barbara Layne, whose celebrity clientele list includes Heather Locklear, Mimi Rogers, Sharon Stone and Debbie Allen, says that with a little practice you can perfect a color-rich pout.

"Start by applying your foundation well onto your lip line, and use a skin-toned concealer pencil around the outer edge of your lips," she recommends. "This will give you a more precise lip line without bleeding into fine lines." Next, blend the pencil into the foundation with a synthetic brush, then use a nude-toned pencil lip liner to outline the lips. "Apply a lipstick that is complementary to your skin tone with a lip brush to get a perfect line and thin application. This helps to stain the lips for a longer-lasting effect." >>



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CHEEKS, LIPS & TIPS

Then apply more lipstick from the tube, dab a touch of a light color on the center of your bottom lip and finish with a touch of sheer gloss.

Chic Cheeks

To balance a bold lip, downplay cheek color to a soft rosy glow. "Try softening your powder blush with translucent powder," suggests Layne. "Apply it from the ear toward the center of the face to contour." Glowing skin is beautiful, she says, but for the most natural result, brush shine just over the crest of the cheekbone.

Bobbi Brown, founder of the make-up collection that bears her name, teaches many women her favorite method for applying cheek color. She instructs them to smile, then brush the color onto the apple of the cheeks. Then, blend it upward into the hairline and slightly downward. Finish with a dab on the tip of the nose, chin and forehead for a truly natural, sun-kissed effect.

Admittedly, this polished new approach to cool-weather make-up may require a bit of practice. But the gorgeous, lady-like results, believes Layne, are well worth the effort! ■

TIME TO SHINE

Try these four shortcuts to radiance this season.



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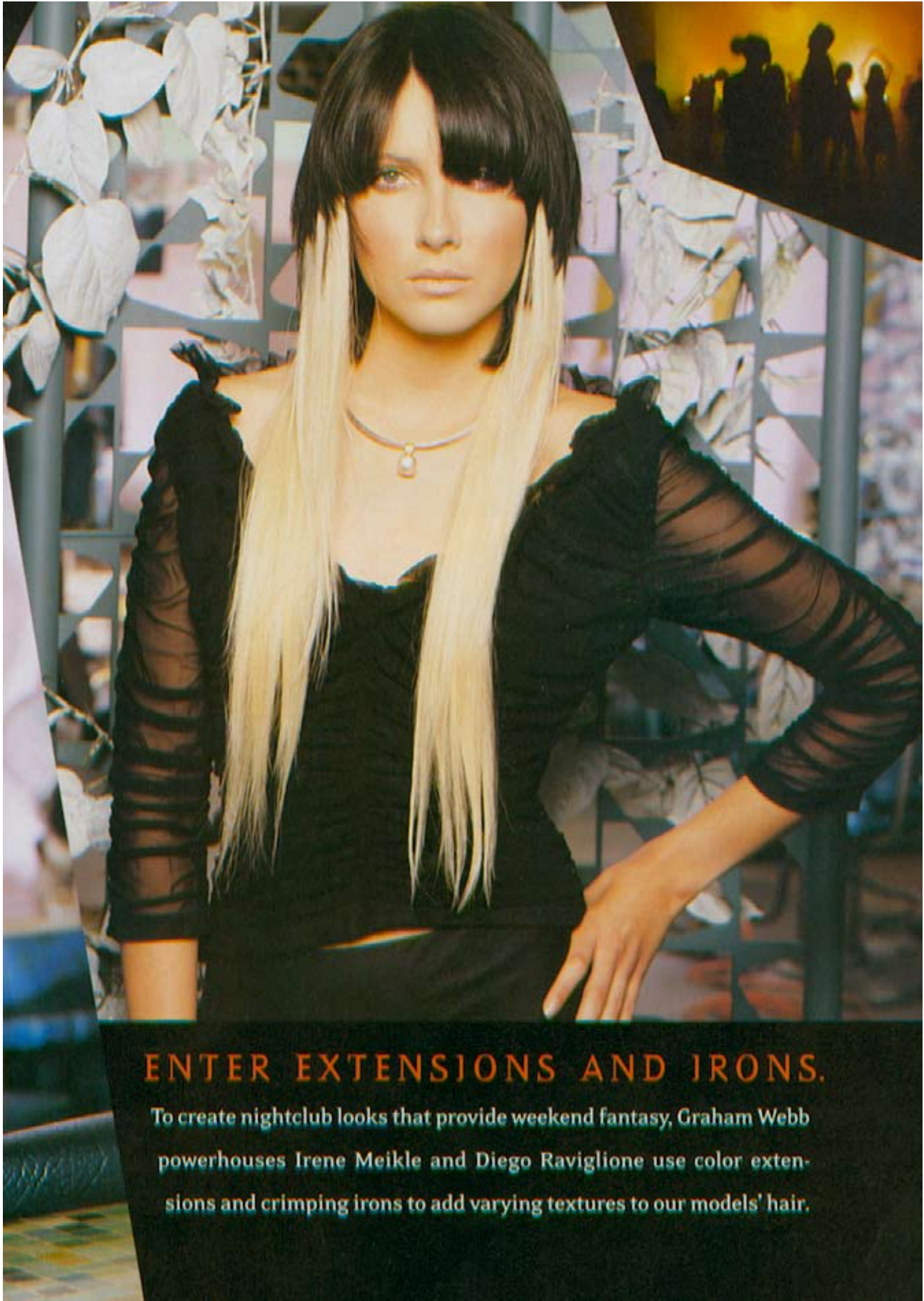
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CLUB CULTURE . FROM MODERN SALON . NOVEMBER 2002 (PP 106-111)







Darcy's Dispensary: Advice on Salon Etiquette



By Ronni Ross

Coloring conundrums. Stylists soaking up rays instead of education. Last-minute bridal party cancellations. The dog days of summer bring vacations, barbecues and afternoons at the park, but let's be real...sometimes working in the salon is no picnic. Never fear, Darcy's here. I've contacted some of my closest confidants to help puzzle your worst pickles – which are far better on your burgers than in your life!

Dear Darcy:

I'm a relatively new stylist, and even though I work hard and keep taking classes, when it comes to color, I have "re-dos" from time to time. My managers aren't happy about it, and I'm starting to lose confidence. What should I do? – Samantha, Chicago

Dear Samantha:

Ruth Hollander-Soukup, owner and director of **Biella by Ruth Michelle** in Tacoma, WA, had a stylist with the exact same struggle, but found a way to help. Working together, she and her stylist overcame the hurdle and lived happily ever after. "We are a very high-end salon, and we can't have any one stylist uncomfortable with color; that just doesn't work here," says Hollander-Soukup. "Having a few incidences with color can really shake you." When the stylist in question had "issues" with coloring, Hollander-Soukup says the first step they took – at the suggestion of the stylist – was to suspend her color services for a few weeks to buy her time to re-train. "I had her go to as many classes as possible, and I told her to have as many friends and family members as possible come in for her to practice on," says Hollander-Soukup. The stylist paid for supplies and invited only people she felt comfortable with to come in for free color services. This helped build her confidence, "Now, she's really great and gets tons of requests," says Hollander-Soukup. "She is one of our best stylists and she has a very loyal following." Ah, I love a happy ending.

Dear Darcy:

I recently had a bridal party booked for early on a Saturday morning. The morning came and went, and they didn't show up. Later that day, I happened to check my email and discovered that they had sent an email the night before, telling me they wouldn't be coming. I don't check my emails that frequently -- is this an acceptable way of canceling an appointment? – Danielle, Kansas City, KS

Dear Danielle:

My sympathies to you on this one. Nothing drives me crazier than to have my time wasted by waiting for a no-show; much less a bunch of them! But, you can learn by this mistake, and prevent it from happening again. My pal **Jason Stiller**, co-owner of **Tres Jolie Salon** in Minneapolis, says that you must be proactive to run your business and to keep clients accountable. "At Tres Jolie, it is made very clear at the time of booking that we require a 24-hour cancellation, and we secure a credit card number to assure that we will be compensated if such an event should occur," he explains. "Upfront, clear communication is the key, so that no one assumes anything." However, he does contend that if the bridal party cancelled 24 hours ahead via email, and you neglected to check your emails in a timely fashion, then the mistake was yours, not theirs. "That said, any salon needs to weigh the pros and cons of every situation," says Stiller. "Sometimes we have to bite our tongues and smile, and do what is best for guests to keep them coming into our doors."

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Dear Darcy:

I am moving to a new salon, but I am hoping to retain as many of my existing clients as possible. Would it be wrong of me to ask my manager if I can see the records for my clients? I'd like to get their phone numbers and addresses so I can send them a card with my new information. – Natalie, Morris Plains, NJ

Dear Nat:

Thirty lashes with a wet noodle! Most salon owners would agree that client records are the property of the salon, and it's a bit brazen of you to expect to see the files. However, if you approach your owner in just the right way, you should be able to work out an agreement that is fair to you both. **Joelle Ray**, co-owner of **Samuel Cole Salon** and **Salon Moxie** in Raleigh, NC, suggests: "The best way to approach your owners is to tell them you understand that they cannot turn over records, but that you would appreciate it if they would accept your new contact information and give it out to clients upon request." This is a compromise that doesn't burn any bridges. As an owner, she says that when a client of a recently departed stylist calls her salon, the offer is made for the service to be provided by

another stylist. If the client declines and inquires about the stylist who has moved on, the receptionist then provides the contact information. “If you tell a caller, ‘No, we don’t know where Stylist X went,’ you are just going to anger the client and they will never come into your salon again,” says Ray. “We want to build long-term relationships in our salon.”

Dear Darcy:

I work in an upscale salon with about a dozen very good stylists. Our owner occasionally requires that we attend educational seminars out of town, which we all happily do. The problem is, a couple of the girls in the salon don’t take these classes seriously. We often travel to locations with lots of things to do, so these stylists skip the classes to lay out by the pool, sightsee or party. Our owner isn’t aware of this, because the stylists come back with just enough information to get by. But the rest of us feel that this isn’t fair, and that the clients who frequent these stylists suffer because they don’t get the full benefit of what our salon has to offer. Should we tell our owner about this? Or should we just mind our own business and let the girls slowly fail on their own? – Sophie, Los Angeles

Dear Sophie:

Minding your own business is one thing, being an accomplice is quite another. When an owner pays to have a stylist attend a class, blowing off the class to go have fun is actually stealing. “If, as an owner, I had sent a group of stylists to a seminar, and some of them had not attended classes that I had paid for, I would be really angry,” says Ruth Hollander-Soukup. “If I found out after the fact that some of the stylists knew about the others playing hooky and didn’t tell me about it, I would reprimand them too and possibly even fire them.” As Hollander-Soukup reminds us, the salon and spa world is relatively small, and nothing remains a secret for very long. Remember, dear Sophie, your owner is the one who employs you, and even if you are friends with the class-cutting stylists, you owe it to your boss to come clean.

Dear Darcy:

I work with a stylist who has trouble with color, so I often give her some quiet advice in the back room. I wouldn’t mind, but once her client leaves (thrilled with her color), she starts bragging about what a skilled colorist she is! Should I stop helping her out? Or should I let people know that her color wouldn’t be “all that” if it wasn’t for me? – Gina, Fresno, CA

Dear Gina:

As an owner, Jason Stiller says he hopes that stylists who feel “unrewarded” feel comfortable enough to come to him to share their frustrations. “By going through the proper channels, we try to make the entire team feel good about the quality of work that goes out our doors,” he says. “If we have a stylist who is unsure of his or her skill in color formulation, we would prefer it be brought to our attention rather than having a co-worker constantly bailing them out.” Stiller says he and his co-owner view such situations as “opportunities” to educate their team. But, he says, “Never stop helping a team member if they need it, because the guest will be the one who suffers if you do. But by all means bring

the issue to the manager to prevent it from happening again.”

Don't forget to pick this one up in the BTC Bookstore!

