

BEAUTY

What's Taking Off in the World of Beauty

April 2004

launchpad

AMERICA'S TOP 20 The Best Salons and Spas

Backstage at
House of Field,
Monique Lhuillier,
Tuleh and more

Retro Packaging,
Bold Brows,
A New Take on
the Smoky Eye





AMERICA'S TOP 20

The Best Salons & Spas

The spas and salons we've selected for our first annual "Best Salons and Spas" issue have a lot to teach you about how to make a name for yourself in the world of professional beauty. Some, like Canyon Ranch and Fred Segal Beauty, are trendsetters in every sense of the word. Others are adept at creating and marketing signature services that set them apart from the competition. Want to learn something about visual merchandising? Take a look at the retail department at Key Lime Pie in Atlanta. Want to attract more male clients? Check out the private shaving room at Paul Labrecque in Manhattan. The idea is to see what works for these salons and spas—killer décor, incomparable service, making the most of a niche market—then put it to work for you.





SANTA MONICA, CA

Fred Segal Beauty

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WHY IT MADE THE LIST

Fred Segal Beauty opened its doors in 1992 at Fred Segal, the ivy-covered emporium of designer duds, cosmetics, jewelry, furnishings and accessories adored by trendsetting celebs and hipsters. The environment and philosophy at Fred Segal appealed to hairdresser Paul DeArmas and Michael Baruch, a longtime friend with a wealth of business experience. When they approached Fred Segal about opening a hair salon there, Segal was reluctant until his friend, Gene Shacove (Warren Beatty modeled his character in *Shampoo* after him), convinced him that DeArmas was a formidable talent, which helped pave the way for a salon and retail store. Recently, Fred Segal Beauty expanded to include a full day spa offering massages, body treatments, facials, microdermabrasion, yoga and nutritionist services. Clients can also get their fix of Foto-facials, Botox and laser treatments.

Today, Fred Segal Beauty is synonymous with innovation. They were one of the first salons to offer thermal relaxing and

airbrush tanning, which got their start on television and movie sets. Most recently, L'Oréal Professional designed The Color Bar specifically for Fred Segal Beauty, its flagship location. This color consultation center lets clients get up close and personal with L'Oréal hair color, Fred Segal's exclusive color line. According to Baruch, color usage has increased by 25 percent since The Color Bar was introduced. Inside the glass-walled Kérastase Treatment Institute, clients can have a scalp massage or a diagnostic evaluation that helps the hairdresser recommend a personalized hair care treatment regimen.

Fred Segal Beauty's new Mobile service brings the salon and spa to the client seven days a week. Clients can choose from an extensive menu of hair, makeup, nail, skin care, men's and massage services as well as fashion styling. And the best part is that clients can indulge in all of this pampering in the privacy of their own homes (or hotel rooms). Fred Segal professionals show up armed with bottled water, current magazines, a portable CD player, a selection of music and retail products that are available for purchase.

SIGNATURE SERVICES

Hydraclemia

After an initial cleansing, a

specially blended gel mask is applied to the skin. The esthetician massages the area with roller and ball wands using circular and up-and-down movements. The wands gently transmit a light galvanic current, which helps firm, hydrate and desensitize the skin from the muscle level. High frequency currents are also transmitted to increase intercellular exchanges and provide skin with more oxygen, leaving it illuminated and glowing. The treatment concludes with a hand massage.

Invene Hydration Renovateur Carita, a high-end skin care line based on sunflower seeds, is used exclusively in this facial. After the therapist massages the shoulders and neck, she cleans the face with Carita Cleanser Beauty Foam. The Renovateur is then massaged completely into the skin. Both a facial mask appropriate for the client's skin type and an eye mask (either the Carita Relaxing Eye Mask or Firming Eye Mask) are applied next. Skin is hydrated, glowing and refreshed following the treatment.

PRODUCT LINES CARRIED

Kérastase, Bumble & Bumble, Phyloging, Carita, Mario Badescu, Ayur-medic, Osea, Pout, Smashbox, Catmex, Farmaseuticis, C.O. Bigelow, Proraso, Swoon, Lulù



Decorative from above. The reception area, the makeup station where clients can have mini makeovers, the wait room has a six-head Vicky shower; the lobby features Baltic birch chairs upholstered in camel ultrasuede.

