

# #InteriorInspo

Rachel Atherton explores how your choice of salon interior, furnishings and fixtures can help entice more clients through the doors.

*Whether you're a new to market salon or one that has been established for several years, you'll know the importance of first impressions.*

When any potential clients are walking past or visiting the business premises for the first time, you want to ensure that they return. "First impressions count more than ever before," say the experts at High Definition. "It's vital for a salon's interior to reflect the high quality of treatments being offered."

"Everything from the wall colour to the till point shapes [the clients'] overall impression of your business, so it's crucial that your salon stands out for all the right reasons, first time around," explains Ian Ranty, National Equipment Manager for Salon Services.

The style versus client comfort and practicality debate can be mastered by using clever solutions for storage, furniture and lighting. Finding this balance will ensure you provide your intended ambience in-salon whilst drawing in potential clients from the outside.

"Often salon owners choose the aesthetic over the practical, but it's really important to prioritise your spend on what and where makes you money," suggests Elena Megloli of Maleni UK. "Styling chairs, pedicure chairs or beauty beds, this is where you make your money day in and day out, so they need to be comfortable and of a quality that will last."

Caroline Peacock of House of Famur outlines the key considerations when buying salon furniture: "Does the furniture have flexibility to be used for all of the treatments you wish to offer? Does it fit the space and allow for sufficient working space? Does the furniture fit the identity of your salon and is the furniture durable?"

You should also take into account your storage options, and how you wish to display items including those you will use during treatments and those available for retailing. Also vital to salon interior success is lighting, you should offer the option of both dim and well-lit settings, providing therapists with additional localised lighting for treatments such as nails.

**Turn over to discover the must-have salon interior trends that are currently working their way on to the high street...**

Frank Provost Salon, Image courtesy of Maleni UK



GN August 2017