

Open for Business

Since the final months of the year focus so much on looking good, it's no wonder why so many salons are now opening and expanding. *WWD Salon* lists the latest newcomers, as well as some notable newsmakers in the salon industry.



Taysha Smith Valez

WOMAN IN THE HOOD: Taysha Smith Valez is working overtime to brand her company, 77th & Park, as the premier hair enhancement line for women. What started out as a private firm for women dealing with medically caused hair loss is now going after Upper East Side socialites. Wigs are handmade, strand by strand, and sell for between \$5,000 and \$25,000 (insurance absorbs much of the cost for clients with medical needs, she says). So far, response has been great, says Valez, who's also launching hair tools. The 77th & Park 2-inch flat iron has more than 10 carats of Swarovski crystals and is packaged in genuine crocodile bags. Each flat iron will sell for \$1,900, a price that will definitely target socialites. So, why did Valez name her company 77th & Park? "Because I was raised on 77th and Park and most of our clients live on that stretch of land." —ANDREA NAGEL

LEFT COAST BARBERS: Two male-friendly venues, the Art of Shaving and Rudy's Barber Shops, have opened new digs on the West Coast. The newest Art of Shaving, a 980-square-foot retail store, bowed in the Westfield San Francisco Centre. The space features a beige motif with dark-wood accents. A barber chair for traditional barber services, including the Royal Shave (\$55), is available. The store is expected to generate first-year sales of \$750,000. Seattle-based Rudy's, known for its casual, walk-in services, has opened Rudolph's in Los Angeles—and it takes appointments. The salon is located at 6907 Melrose Avenue and features six chairs for haircutting and coloring. A retail area includes Malin+Goetz and Bumble and bumble hair care products. Comme des Garçons wallets and fragrances also are offered. The space is expected to generate \$1 million in sales in its first year. The company has opened two Rudy's locations, at the Standard Hotel in downtown Los Angeles and at 3101 Main Street in Santa Monica. Rudy's also is working on its own product line to sell in its shops and online. —MATTHEW W. EVANS

Rita Hazan



BIGGER IS BETTER: The Rita Hazan Salon in New York is moving to 56th Street, slated to open the first week of November. The bigger salon (by Ramy Gafni), spray tanning, waxing and complimentary shoe shine. The salon's decor is in a color palette of deep aquamarine, gold and brown. It features large windows. While it's sure to be an oasis, the salon also is equipped with a reception desk and Wi-Fi Internet access. A cappuccino bar should be a nice touch.

A rendering of Kim Vo at the Mirage.

