

JUNE 2008 \$10

salon today

FOR FINER SALONS & SPAS

salons of the year

20 Spectacular Spaces

Juut SalonSpa
Grand-Prize Winner
Edina, Minnesota

Vance

WWW.SALONTODAY.COM
A MODERN SALON PUBLICATION

► FIRST RUNNER UP:
**Gene Juarez
Salon & Spa—
Southcenter**

Gene Juarez is no stranger to beautiful salon and spa design. Even after opening seven locations, the eighth manages to make a fresh statement. CEO **Janet Denyer** describes the newest outpost, tucked into an upscale Seattle shopping center, as classically chic.

“This salon is more whimsical and leaves more of an urban impression, even in a suburban location,” Denyer says. “Also, the salon energy is completely different from the spa energy.”

And that difference extends far beyond mood lighting and candles. Through a clever design,

► **Gene Juarez Salon & Spa—Southcenter**

Location: Seattle, Washington

Opened: March 26, 2007

Owners: Evergreen Pacific Partners

Website: www.genejuarez.com

Salon style: warm, contemporary, inviting

Square footage: 7,000

Styling stations: 44

Treatment rooms: 4

Equipment: Belvedere

Furniture: Utility Inc.

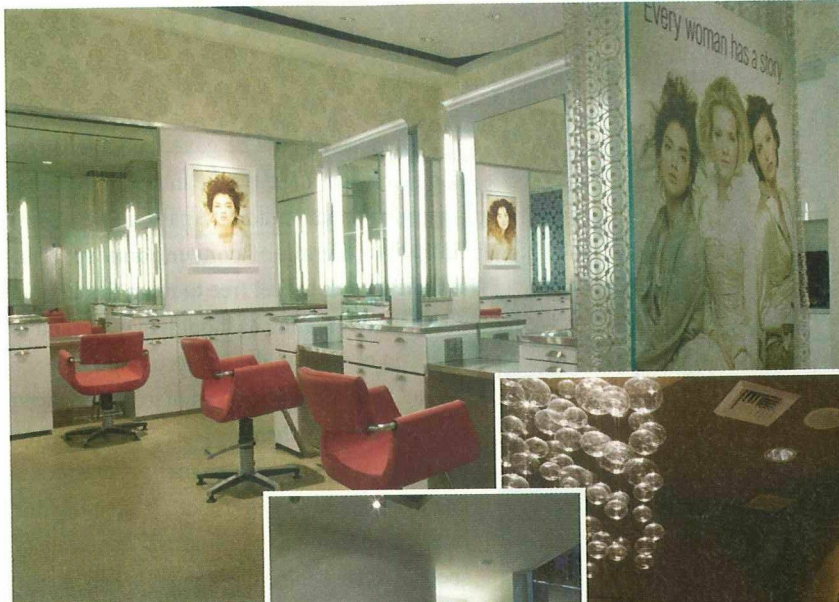
Top retail lines: Bumble and bumble, Institute of TRI

Design: Midori Yoshikawa

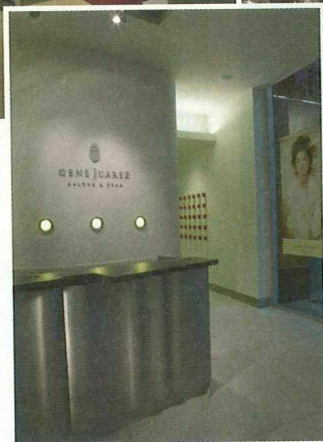
Architects: Miller Hayashi, Brad Miller

Judges' comments: “The epitome of the 21st century—luxurious and modern.”—Nelson

“Spectacular lighting perfectly complements the high-energy design.”—Prais



A pop of color, a unique lighting fixture and photographs of Gene Juarez-styled models add interest to an elegant interior.



the spa and salon live in completely separate worlds within the 7,000 square-foot space. When clients first walk in, they strut down a long, white hallway, dubbed “the runway,” which leads them to the hair studios. The salon is a modern, white space, bedecked with textured wallpaper and punches of red pod-like armchairs. Hanging crystal light fixtures and gallery-sized canvases featuring Gene Juarez-styled models soften the salon floor. Each shampoo “suite” is a different hue.

About halfway down the runway, Denyer describes an Alice-in-Wonderland-esque “porthole” where guests can veer off from the main corridor and be transported into the spa area. The spa is set off by natural stone walls, glass doors and monochromatic treatment rooms, such as a chocolate brown suite with a lighting element that resembles a spray of bubbles.

Since Gene Juarez relocated into an existing location, the floor installation was a challenge. The grade of the building didn’t allow the team to install their usual light wood floor. Instead, they opted for ECO flooring, which is made from recycled tires. It was an easy decision, Denyer says, because it’s reasonably priced,



environmentally friendly and comfortable for artists to stand on all day.

Visibility was another hurdle the Gene Juarez team faced in their new shopping-center home. Denyer explains that although it can be difficult to get noticed in a mall location, they utilized the runway as a pedestal for an eye-catching retail space.

“We put it on the runway so that it’s highly visible from the outside,” Denyer says. “It’s all white-on-white with shelving that floats on a curve. We didn’t want a fixture that was stuck to the ground.”

It’s attention-grabbing features like the runway that Denyer attributes to a 23-percent spike in guest visits.

“People want to know what’s going on,” she says. “That’s the goal—to keep new people coming in. We have a lot of momentum.” ■

WEB WATCH

Want to see more photos of our winning salons? Visit www.salontoday.com

