“Thank you for choosing the Salon By InStyle inside JCPenney. My name is Nick. How may I assist you?”

With these words, we launched the first 15 Salon By InStyle Salons, and soon, this is how each one of us will be answering the phone and greeting guests in our salons. Also, right now, or very soon, we’ll all be taking part in the Client Experience training that is such an important part of this transition. In this training, you will learn the new systems and standards for the front desk, the waiting area, styling station, shampoo bowl, take-home area and follow-up.

Why is the new Client Experience so important?

Because the Salon By InStyle is more than just a new sign over the front door. It’s a new beginning and a new era, and it all begins and ends with every single one of us. Remember, it’s not the sign that’s going to make the difference. It’s the people—and that means us—who will go above and beyond to delight and deliver the unexpected for our clients! I hope the Client Experience training helps you grow as professionals…and I look forward to seeing all of you put this exciting program into action in your salons!

--Nick Stenson, Senior Creative Director

(Salon Leaders—please print and post this edition of EDGE Extra! on your BE THE EXPERT BOARD! Click Here for a printable PDF)
Right now, matte textures are modern when it comes to men’s hair. Most guys need some type of grooming product for a polished finish—whether it’s a paste, gel or styling cream. Be sure to show your client how much product to apply, how to distribute it through his hair and how to comb his style into place before letting it dry. One of the most popular men’s groomers at our salons is TIGI Bedhead Manipulator. It provides separation and texture with a modern matte finish.

Want to make more money? It’s all about the FOV. That stands for “frequency of visits” and that, according to Paul Mitchell’s Robert Cromeans, is the most effective way to earn more. “Take a client from four visits a year to five, and revenue increases 25%. Increase her visits (with blow-outs, color, conditioning treatments) from four to six times a year and business increases 50%,” says Robert. It all adds up in a hurry!
On the morning of their grand opening as The Salon By InStyle at jcpenney, the team at **Ridgemar Mall in Ft. Worth, TX** hatched a plan. In order to show up and shine up in the best possible way, they arranged to meet at a team member’s home at 6 a.m. to do each other’s hair and makeup for the big day. According to their **ALD Joseph Lawless**, jaws dropped when they marched into the store, looking like a million bucks! That’s how we work together to exceed expectations!
At the recent ALD training in Dallas, we had the privilege of taking a class on braiding and upstyling with the master—Sam Villa of Redken. Here, Ebony Burchfield shows off a look she created in class—a beautiful, expanded bun that’s great for weddings and parties!

Please share your work and success stories and you could get published in EXPERT EDGE or the EXTRA e-letter.

Send your stories to: Stylistsuccessstories-sm@jcp.com
Send images of salon work to: livewithnickstenson@jcp.com
FOCUS ON
Lazy Waves

Loose, casual waves like these shown on actress Ashley Benson are the perfect texture for the on-trend “lob.” To get the look, Detra Smith of Hot Tools suggests subdividing the hair into large sections. Place the iron three or four inches from the scalp, and wind the midsections around the iron vertically, omitting the ends.

NICK’S PICK
Dark Nails

For fall, deep tones, luxe fabrics and ornate embellishments populated the runways, and nails are mirroring the trend. Dark, inky shades—like Orly’s Liquid Vinyl and China Glaze’s Liquid Leather—are perfect choices for your customers’ chic, fall nail looks. Another trend? The new “stiletto” pointed shape!

FOCUS ON
Style Shortcut

Busy day in the salon? Here’s a tip from Matrix Artistic Designer Victor Mendoza. Apply your prep products, like Style Link Volume Builder Volume Mousse with Gloss Booster, distribute with a brush, twist the hair into a high bun and place the client under the dryer. Do a quick color application or cut on another client and when you’re done, the client’s hair will be dry with great texture! “Before she leaves, I might then go in with a round brush or curling iron to polish or define a few strands,” says Victor. “It’s a wise use of time and product, and the waves often look cool and natural!”