

RICHARD SCOTT SALON & DAY SPA

Mount Kisco, New York

IS BIGGEST BEST?

Ricky Mason and Joe Norris, co-owners of Richard Scott Salon, hope that adage proves true.

Ricky and Joe opened Richard Scott Salon, a 7,000 square foot "perfect salon" – the largest salon in Westchester County. The square footage is impressive. However, it is beauty, talent, technology and service that are making the salon's reputation.

The veteran hairdresser started planning the salon a year ago. Combined, Ricky and Joe have more than 50 years of experience as hair stylists, colorists and owners. In March, 2003, they saw their "perfect salon" in finished form.

The salon encompasses the entire second floor of an upscale retail building in Mount Kisco. The staff of 25 (they plan to double that number) offers complete hair, skin, nail, makeup, hair replacement and spa services.

The nine-room spa has a Japanese theme with a waterfall trickling peacefully in the waiting area.

The retail area, cosmetic boutique and reception area are centrally located and showcased in 1,500 square feet of custom-designed displays and cabinetry. The salon retails a large number of hair, nail, skin and makeup products as well as hand-crafted soaps and clothing accessories.

"Our point of difference is that we are a state-of-the-art, full-service facility. Everything about Richard Scott is upscale: our ambience, service, business approach and our talent."

Ricky and Joe have recruited very talented and senior salon professionals. Artistic Director Victor Tripaldi, along with Ricky and Joe, educate the staff and set the artistic direction for the salon.

"We hope to emulate three successful retail models: *Nordstrom's* for its customer service and ambience, and *The Gap* and *Bath and Body Works* for their use of the internet as a form of advertising," Ricky explained.

Richard Scott staff will feed a client's car meter if she is there longer than 2 hours. The salon has a

beautiful website www.richardscottsalon.com and is compiling a list of client emails and addresses. They have been advertising on local cable television and in local newspapers.

"Our business has been growing since day one. We're looking forward to a big and beautiful future."

