

January 2007

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# the Style guy

By Todd Cargo



## Fly on the Wall

Good Looking, SWF, seeks FNH (Fabulous New Hairdresser). Desires fashionable new cut, color and style. Have had some previous experience with highlights and perm, but relationship ended badly. You must have talent, experience and an updated education. Positive attitude and a flair for fashion is a must. I need you to run a timely schedule, be honest and discreet (I may tell you some of my secrets). Please post qualifications and any specialties on World Wide Web for my consideration.

Sincerely,  
Looking For Mr. Good Hair

Have you ever felt like placing a personal ad like this? Do you need a new hairdresser and don't know how to find one? Maybe you have one you've used for years and though it was great while it lasted, but you've both grown apart.

Perhaps you have already tried everyone your friends set you up with, and while the experience was OK, you didn't feel the exhilarating rush of great hair. Or maybe you had a great hairdresser who had the magic touch, but then you let them slip away. What if you are new to town and just don't know anyone?

How do you find not just a hairdresser but your hairdresser—the person who will become your partner in the ways of looking beautiful. The one who will never steer you wrong and one who will always give an honest answer. The one to whom you reveal more of yourself than even to your therapist.

So how do you find your hairdresser when you've exhausted the usual means? Instead of placing a personal ad and risking every "To Catch a Predator" pervert trying to contact you, I've found the perfect solution. It's a website called Salonfly.com, and it's the brainchild of Birmingham residents Jason and Amy Olivieri.

Salonfly is "designed to provide answers to the questions people have when considering a salon or spa, such as: What does it look like inside? Do they offer the service I need...and how much does it cost? What product lines do they carry?" explains Jason.

I've personally visited Salonfly and met with its owners, and I found both to be colorful, witty and easy to use. I'm not sure that came out right...the site is easy to use...Amy and Jason wouldn't let me use them at all.

"Visitors to the site can find salons and spas in many different ways: by name, location, services offered, featured product line and current promotions." Amy informed me. "Once a list of candidates is identified through Salonfly's search functions, users simply click a link to visit the website for each salon or spa of interest. With websites that feature site photos and service menus, visitors are able to be a fly on the wall before

deciding where to book their next appointment." So it's kind of like match.com for hairdressers and clients!

I personally think this is a great idea. I've always said that a person's relationship with their stylist is a lot like a marriage; you must share a common goal. If you have trust, fidelity and good communication on both sides, you reap the rewards of a fulfilling union and fabulous hair. If your relationship lacks these qualities, then you could get some janked-up hair and end up like poor Britney Spears and Kevin Federline, or Mr. Spears as he is known at the 24 hr. check cashing/title loan office.

Divorce is never an easy thing, but it's always the kids and the hairdresser who suffer the most. I myself have been the victim of many a nasty custody battle when my married clients got divorced. A word to the wise; if you didn't have the foresight to put it into your pre-nup, etiquette (as well as substantial case law) dictates that the hairdresser stay with the client who first discovered him or her, though some couples can successfully retain joint custody of their stylist. Just remember, your hairdresser is not a possession and can be easily hurt (or cry) if asked to choose sides.

So whether your latest hair stylist relationship ended in a scandalous divorce or simply fizzled out quietly, you can use Salonfly to make a match that'll have you back in the saddle...err, the chair before your roots start to grow out again. When you visit the site don't forget to register as a Supafly; it costs nothing and you'll receive their monthly newsletter filled with special Salonfly promotions, gift certificates and give-aways to Birmingham's top beauty spots.



Another feature of this site that I think potential clients will like is that you can search for individual stylists on it. This is a very handy tool. Now stylists have an opportunity to inexpensively register on Salonfly so that their clients can find them if they ever switch salons. (Note to ALL hairdressers: Sign up for this; it's a great promotional tool and your clients will always be able to get in touch with you.) I know from my own two decades experience in this industry that many times when a stylist moves to another salon, their old salon will not tell a client where their stylist went. My favorite is: "Oh, we don't know where they went. I think I heard they died." or the ever popular, "I'm so sorry, they were sent to the penitentiary on a morals charge."

I've always disagreed with this practice, but it happens every day. Now a client can find their stylist on Salonfly when that stylist is registered with them. No more calling all over town hunting them.

One of my favorite sections of the Salonfly site is where Amy and Jason discuss their own recent salon and spa experiences. Once again, you get to be a fly on the wall as you read "Amy's Private Experience Diary." (That sounds so naughty!) In it, Amy writes in her personable and witty way about her salon experiences as she goes undercover from salon to salon and describes how it all went down. "The Diary of a Pampered Man" gives Jason equal time to not only get his beauty on but to share with other regular guys the where and the how of looking and feeling their best. So often we tend to address just the female perspective when we talk about beauty and spa services, and Amy delivers the female salon/spa perspective. But reading Jason's hilarious spa experiences from a typical man perspective was really entertaining; so make sure you read his journal.

Their diaries are an entertaining and informative way for any salon/spa shopper to get a first hand account of what to expect before making your first appointment at a particular establishment.

There you have it ladies and gentlemen, the 21st century way of finding Mr. or Ms. Right Hairdresser. Things have sure come a long way since I first started my career. Back then, whoever could make the highest bangs got all the clients. But now there are so many talented and well-trained stylists in Birmingham that everyone should be able to find the hairdresser that's just right for them, no personal ads necessary.

I want to wish each and everyone of you a Happy New Year full of beauty, glamour and happiness.