

american salon

BEAUTY FIRST

OCTOBER 2003

NATURAL ELEMENTS

Redken's Ellen Lawlor creates
texture with a fresh feel





A photograph of a man in a white striped shirt and dark trousers sitting in a chair at a men's salon. He is holding a glass of red wine and reading a newspaper titled "INVESTOR'S BUSINESS DAILY". A barber in a dark shirt is standing behind him, styling his hair. The background features ornate wooden mirrors and wall sconces, creating a classic, upscale atmosphere.

Gentlemen Only

While many men may be exploring their feminine sides, Jonpaul's Tonsorial (Duluth, GA) caters to a different clientele. This upscale men-only salon takes its cues from the old-world gentlemen's clubs of the past. >>



Old-world elegance: Jonpaul's Tonsorial decor features Takara Belmont Classic Chairs.

GENTLEMEN ONLY

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"I had the opportunity to visit Truefitt & Hill, barbers to the British Royalty since 1805 and the oldest barbershop in the world," says Jonpaul Leskie, who co-owns the salon with his wife, Cathie. "Their history of catering to the London gentry set the standard in Europe. At Jonpaul's, we want to set the standard here in the United States."

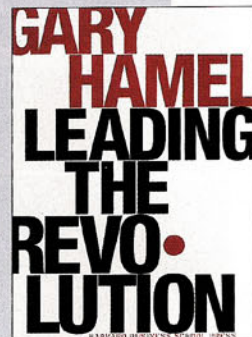
To create the right environment, the Leskies chose a sophisticated interior; their efforts just received the 2003 Grand Design Award from Takara Belmont. The couple included a clever mixed of materials along with antique and new pieces to create their unique decor. Oriental rugs accent the floors—a combination of teak hardwood, granite, and travertine. Antique

cabinetry, a 1918 Koken shoe-shine stand, and a beautiful old Italian coat rack blend with new chandeliers, ornate ceilings, custom-made stations, and Takara Belmont's Classic Chairs—barber chairs manufactured a few years ago.

Beyond the setting, Jonpaul's Tonsorial excels at exceeding their customer's expectations. Services include precision haircuts, straight-razor shaves, manicures, pedicures, massage, facials, microdermabrasion, Botox, and shoe shines. They also offer the services of a custom clothier—a client can have a suit or shirt designed and made from a selection of the highest-quality fabrics and delivered to his home or office. "Every day we strive to create the most pleasurable experience for our clients by focusing on every detail," says Leskie. "From pouring a glass of wine or a latte to cleaning a client's glasses to walking him to his car with an umbrella in a rainstorm, it's all about world-class service." —R.M.

BUSINESS LIBRARY

In *Leading the Revolution* (Harvard Business School Press, 2000) Gary Hamel discusses why so few companies beat the odds of success. He says it's because they can't bring themselves to abandon a seriously out-of-date business model. To create new wealth, a company must be willing to change its current strategy. The companies that are successfully creating this new wealth are not just getting better, they're becoming profoundly different. Hamel examines several successful companies' strategies to illustrate his point and instills the idea



that this is the age of revolution, and while every executive understands that this is true, most are unable to stand before their organizations and investors and boldly confront the need for change. This book is for powerful executives and small-business owners and managers alike. With Hamel's help, any reader will be able to follow the outlined steps and lead a successful revolution in their own organization...before it's too late. To order *Leading the Revolution*, visit www.ededge.com or call (800) 333-0100.—M.D.