

MELISSA TIMPERLEY SALON

Beautiful Hair

MAGAZINE

SUMMER 2020
ISSUE TWO

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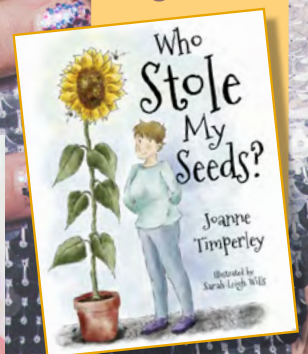
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MELISSA'S MESSAGE

Welcome to the latest e-issue of our Beautiful Hair salon magazine

Thanks so much for the very encouraging feedback on our first e-magazine – we're delighted that you like it! We especially loved that you enjoyed our focus on good news and ideas that lift all our spirits and make us feel better about ourselves and what's ahead. There's lots more to come in this second edition... and we're writing our third one right now so watch out for that one too.

Please keep the requests and suggestions coming, and we will do our best to give you the tips and advice you've said you want. Just email me at melissa@melissa-salons.com or talk to one of the team when you are with us. We'd really love to hear your views.

In this edition we've focused on long Bobs – or 'lobs' as they are known. Many of us have grown our hair in lockdown over the last three months (whether we like it or not!), and the positive side of that is maybe now you can have a look that wouldn't have been possible before. As the sunny weather is here, many clients we've talked to are thinking about lighter shades. We've got some great ideas and photos in here for you. And, as we've now re-opened our doors, we've also included a reminder of why our approach of longer appointment times, a single stylist throughout, a thorough consultation and plenty of space in the salon is the perfect fit for the new hygiene requirements.

Until then, sending our love and best wishes to you and all your family.

With love

Melissa



MELISSA TIMPERLEY SALON Beautiful Hair MAGAZINE

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Award-winning

Awarded Best Client Experience for the second year in a row

Stop press: We've just heard the Salon's been nominated as a finalist for Best Business Salon in the 2020 Salon Business Awards.

Last year, we were delighted to win the Best Client Experience in the National Hair and Beauty Federation's prestigious Business Awards.

The awards celebrate the success of outstanding professionals in the hair and beauty industry and the salon faced impressive finalists from across the country. It was a great joy to win this award for the second year in a row – particularly as the judging approach involved a mystery shopper visiting the salon.

NHBF president Ian Egerton said, "The entries we received this year were of an extraordinarily high quality and the judges were hugely impressed. Choosing the overall winners from such a strong field of finalists was a tough task, and we'd like to congratulate everyone who made it to the final."

Commenting on the Award win, Melissa said, "Receiving this NHBF Business Award for the second year in a row is a great achievement. We faced equally worthy competitors and are delighted that our continuing efforts to create an outstanding client experience have been recognised. I would like to pay tribute to my team, who always care and want to create a wow experience for each and every client. And I would also like to thank our wonderful clients, whose loyalty and support is so appreciated."



Our awards so far:

Best Client Experience

NHF Business Awards
2018 and 2019

•

Best Marketing

Hairdressers Journal

•

Best Independent Salon

Fellowship for British
Hairdressers

Best New Business

NHF Business
Awards

•

Best Male Photographic Image

NHF Business
Awards

•

Best Newcomer Business

Talk of Manchester
Awards



Photo taken before social distancing measures

Why do we have one-hour cut appointments at Melissa Timperley Salons?

CLIENT EXPERIENCE FEATURE

We're enjoying welcoming clients back into the Salon now we're allowed to open. We're often asked by clients why we have one-hour cut appointments.

That's how long we think it should take to do all the things that are necessary to create a 'wow' experience for each of our clients – and treat everyone who visits us with the same level of attention and individual courtesy.

It's not about the volume of clients for us, it's about the quality of our work, and how we make you feel when you are with us. But why is an hour much better than 45 minutes? Well, for a start, everyone in our industry is trained to do a cut in 45 minutes – or less in some salons – but consider what has to happen in that 45 minutes (or less).

You have to be checked in, hang your coat up, be gowned up, discuss what you want with your stylist and be listened to, have your hair washed and a treatment if you've requested one, go through the stages of having the cut you want, have your hair blow dried and finished, and then un-gowned before making your way to reception to pay for your service.

It's a lot to ask to get all the logistics right in 45 minutes without you feeling like you are on a conveyor belt – especially if your stylist is running late from previous clients and trying to make up the time to get back on track.



Yes, it's true that we have appointments that are 15 minutes longer than any other salon we know – for a very good reason.

We'll also have new cleaning procedures in between appointments to ensure the Salon remains super hygienic in line with the Government safety measures.

It's even more of a challenge in some salons if up to four salon staff see you in that time and need to be briefed – the four often include the receptionist when you first arrive, the stylist who does your consultation, then you are moved onto the junior who washes your hair, back to the stylist who cuts your hair, and back to the junior who blow dries your hair before the stylist checks it and you finally head off to reception to pay.

It's no wonder that, despite the best efforts of those professionals involved, things slip. So, why do we have one-hour appointment slots?

Six great reasons

1. It takes TIME to listen to exactly what you want (we use our 3 C's consultation approach)
2. It takes TIME to discuss options and agree what we will do together
3. It takes TIME to perform a wonderfully relaxing and restorative head massage
4. It takes TIME for a precision cut and beautiful blow dry
5. It takes TIME to make sure you are completely happy
6. We want you to feel relaxed, unhurried, de-stressed and re-energised when you leave us – looking fabulous and ready to face the world...



In following Government guidelines, our team will wear visors. If you feel more comfortable wearing a mask, we can as well as the visor.

The benefits of our three C's consultation

So now you know why we have hour-long appointments – but there's more to it than that.

Our approach means that when you have your initial **Three C's Consultation with us: Cut; Colour; and Condition**, the expert stylist takes a full view of the colour you want whilst, at the same time considering the cut. This is so they know precisely where to place the colour for the best effect.

They design the whole look in consultation with you – and, by the way, we believe that this is far better than you having two separate colour and cut consultations.

This gap in the consultation process (caused by having two consultations) creates the risk of misunderstanding and misinterpretation, as well as a less than optimum result.

The Melissa Timperley Salons Three C's Consultation approach recognises that your style should be unique to you, as no two cuts or colours are exactly the same.

It requires us to take the time and give attention to the finest detail.

A stylist who stays with you throughout your visit

We were asked recently by a national magazine what made our salon different to others.

There are lots of reasons we could point to, but one feature of our approach is that your stylist stays with you throughout your journey in the salon.

Yes, you will be greeted by our receptionist who will meet you and make you feel comfortable, but after that you're in the hands of one of our highly experienced stylists. They will do everything else so that you have consistency – no handovers to juniors and no miscommunication.

We've always done this in the Salon and, in light of new hygienic measures to keep salons covid-secure, it makes even more sense.

You can feel relaxed, and in safe hands, having only had to explain what you want once during the Three C's consultation. We have time to build a relationship with you, and ensure that you leave us with exactly what you want from your visit.

Yes it takes longer, but we think the results speak for themselves. With several awards for client experience and professional excellence, we think we are on the right track for those clients who want to spend 15 minutes more to get the look they want, at no additional cost.

Our prices are comparable with other highly regarded salons in Manchester, but our approach is significantly more personal.

Our passion for perfection

If the base of our approach is the Three C's Consultation process, your experience in the salon is enhanced by our three P's standards here at Melissa Timperley

Precision in the cut and placing of the colour

Passion to deliver the highest standards in our industry; and

Perfection to achieve the perfect look for you, down to the finest of details

These pictures were taken before current social distancing and safety measures were introduced



Lovely Lobs

We're anticipating a lot of interest in lob styles

With brighter and warmer days ahead, many of our clients are keen for a change in hairstyle. There's been a lot of interest on our social media pages in styles that transform long hair into a handy and versatile lob style.

There's a definite appetite for a sleeker and shorter hair look after the lockdown!

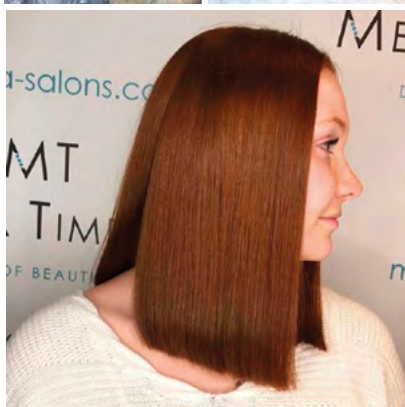
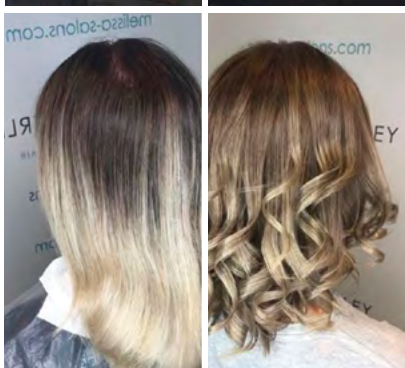
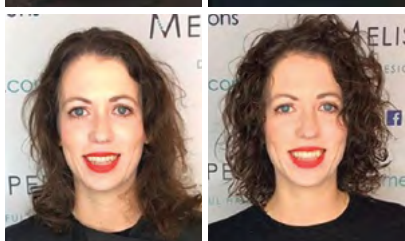
One benefit of a lob is it is so easy to find one that suits your face shape. The time spent on styling is also a nice consideration – lobs usually give you more time to enjoy the brighter mornings (or have a longer lie in!).

Our clients have also told us they like the fact that lobs give them

more flexibility – they can still go for different looks (waves, curls, semi up-dos etc) and when the season changes they can grow them out more easily.

The range of styles is great with options to introduce a fringe, add subtle layering or even go for a blunt finish. They also work brilliantly for straight and curly hair alike.

Have a look at these examples of lobs we created prior to lockdown.



Choosing the right lob

This very much depends on your face shape, hair type and daily routine. Ideally you'll want a style which complements all three as you don't want to be battling with your new lob every morning.

Colour too is a consideration, as you want to get something which works well with your wardrobe and doesn't mean you have to go out on a major shopping spree (or maybe you do want an excuse to hit the shops!).

At Melissa Timperley Salons, our stylists always start a lob style creation with a consultation with you. This enables us to discuss different lob styles to accentuate and transform your look. At the same time we want it to create a style which will be easy for you to manage at home.

Turn your lob into a good deed

And if you do decide a lob style is right for you, why not donate your hair to a charity like The Little Princess Trust.



The Little Princess Trust is a brilliant charity very close to the Team's hearts. It provides human hair wigs for children who've lost their hair to cancer or other illnesses. This greatly helps the children and gives them a confidence boost – especially at what is already a hugely difficult time for them.

If you want to donate your hair, all we have to do is cut a minimum of 7 inches off (just under 18cm). Your hair has to be a natural colour though. First we cut and style your hair. We will then package your cut hair up for you to send it off to The Little Princess Trust. They then do their wonderful work to transform the hair into a wig for a child.

Can we help find the perfect lob for you?

Hopefully, we've convinced you how great a lob can be. If you would like to create a fantastic new or enhanced look for yourself, why not talk to one of our team. We will be delighted to discuss different styling options with you.



Bright and subtle blondes for summery days



All pictures in this article were taken prior to March 2020.



Bright and subtle blondes for summery days

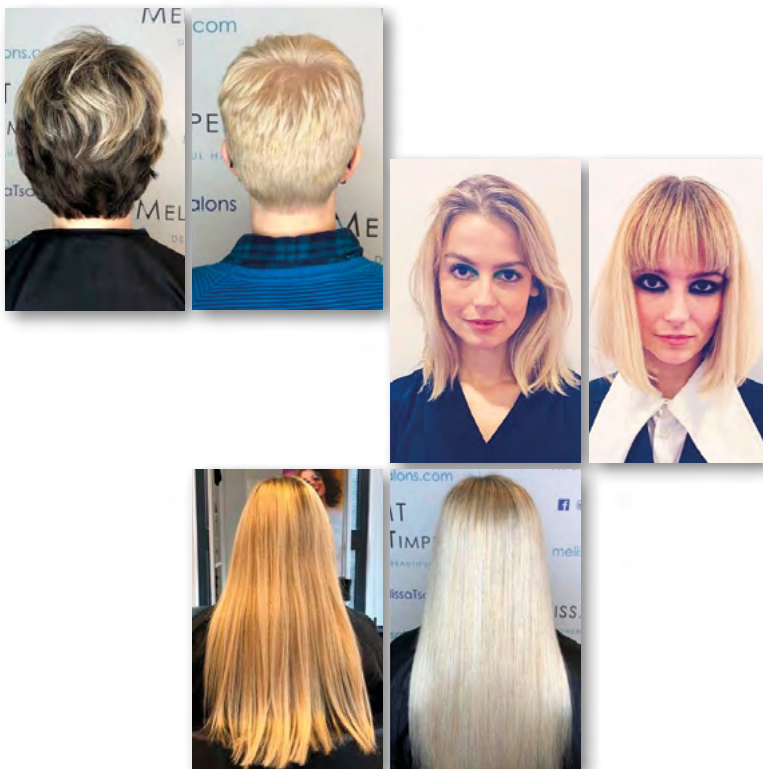
People often moan about blonde hair colour as being a bit bland

We wholeheartedly disagree, and you'll see from this page the sheer versatility and variety blonde hairstyles offer.

Going blonde isn't necessarily about a big colour switch transformation, although we are happy to help clients achieve that.

We've also had clients with blonde hairstyles keen to adjust gently to something different – for example softening chunky bleach highlights into something cooler and more blended.

As the lockdown is eased, we're anticipating many clients will need our help to tackle roots, faded blonde ends and tired balayages. You can certainly count on our expertise to inject fresh vitality and brightness to your hair and appearance.



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things to discuss with your Stylist if you are thinking of going blonde...

1. **Find pictures** of the colours and tones you like, and bring copies of them on your phone to give the stylist an idea of what you want.
2. **Discuss what blonde tones** will best fit your eye colour, facial tone, your clothes (unless you want to use this as an excuse to get a brand new wardrobe!) and make up.
3. **Consider your lifestyle** – things like excessive exposure to the sun, over-washing (if you're sporty and take a lot of showers) and chemicals can all be tough on your hair's health and colour.
4. **Volume of colour** – it's also important to discuss if you're better suited to a full head, highlights or a balayage colour treatment.
5. **Aftercare** – get your stylist's recommendations for the right blonde shampoo to keep that shine and tone when you get home. It's important to opt for one with the special ingredients to help you preserve the colour you love.

Jo published children's book

As many clients will know, our head of client experience, Jo, (Melissa's mum), is a keen gardener.

She's recently had published a children's book based on her own experience of growing her favourite plant, giant sunflowers. As you can see from the photo, they really are GIANT!

The book is aimed at parents and carers to help young children to read, take an interest in growing plants and observe the wildlife that visit your gardens. Ask her about it if you get the chance – it's a true story!

Jo is putting all the proceeds of the £6.99 book to buying seeds for primary school teachers so that they can involve their pupils in learning how to grow plants from seeds. Sunflowers are really easy to grow.

We had a fun competition to grow the tallest sunflower amongst the businesses on Tib Street and the wider Northern Quarter last year. It created a great community spirit, as well as greened up the street. People came from all over to see them.



Stop Press:
Jo's book has been entered for two children's book awards by the publishers, Pegasus Elliott. Fingers crossed... we will let you know how she gets on.



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