



Module 18 : Salon Decoration

- What type of environment you should aim to create
- About the importance of creating a waiting area
- What lighting options you have and how they affect the ambience
- About creating a salon display

By the end of this chapter, you will know:

- What type of environment you should aim to create
- What colours to use in walls and flooring
- About the importance of creating a waiting area
- What lighting options you have and how they affect the ambience
- About creating a salon display
- What signage you will need

18.1: Introduction



How you choose to decorate your salon says a lot about your personality, as well as the type of image you are aiming to deliver.

In many cases, salon owners will choose colours and schemes that reflect a calm and peaceful environment.

People do go there to relax, after all. However, if you are looking to produce a different theme—such as one that is girly and fun—you can choose your colours accordingly too.

Knowing more about salon décor and how you can arrange your equipment is a simple way to make sure you get more from the money you invest in this side of your venture.

18.2: Salon Walls and Floors

The beauty industry is all about looking good, which is why you need to make your salon aesthetically pleasing.

Before you choose the colour scheme for your walls, you need to consider the theme you want to produce, as well as the clientele you wish to attract.

For example

If you are looking to attract an upmarket clientele, you may want to ensure the theme is relaxing. In most cases, upmarket clients have busy lives, which means they need to go somewhere to relax.

Calming colours include soft blues and greens, as well as whites and creams.

On the other hand, you might feel as though you want to create a retro vibe. Back in the 1950s, salons had colour schemes that never failed to be wild. This meant lots of reds and pinks, complete with tacky leather furniture. It is always worth bearing in mind that these colours and schemes are going to be a turn off for upmarket clientele, but can attract a crowd that is young and vibrant.

Create the illusion of space

You can use your walls to mark your theme and make the rooms look expansive. If you have been into a salon in the past, the chances are you noticed that there were lots of big mirrors on the walls. One of the main reasons salon owners choose to do this is because it makes their rooms look bigger. Follow suit and you can create the illusion that your rooms are larger than they actually are.

When it comes to walls, you need to strike the right balance between beautiful decorations and no clutter. Clutter gives off the image that your business is messy, which is the exact opposite of what

you need when you are working in an industry that prides itself on neat finishes.

As for the floors, they need to look great too, but place less emphasis on décor and more on practicality. Aim for uniform colours, but ensure the floors are easy to clean. When they are not easy to clean, you start creating too much work for yourself, as well as health and safety hazards.

Two large mirrors and light walls make this small salon feel much bigger



18.3: Creating the Salon Waiting Area

Your salon waiting area is going to be one of the first parts of your business a customer sees.

As such, it needs to reflect your overall theme, as well as the air of professionalism you are trying to create. In addition, it needs to be comfortable, there should be somewhere for clients to sit, and there should be space for magazines, and potentially treatment brochures.

Furniture is the key to success here.

Think about the theme you are aiming for, then choose your furniture accordingly. Naturally, salon

furniture can become a bit expensive. However, if you go to local auctions and look out for repurposed salon furniture on sites like eBay, you might find that you come across a cheaper alternative that looks just as beautiful.

So what furniture do you need exactly?

Chairs are a must, and you may want to consider sofas too. Sofas are warm and inviting, plus, when you do not have much space or an additional area for a waiting room, you can use them to create an enclosure of sorts. Try mixing the two up, and aim for a material that is easy to wipe down.

Then there is the all-important coffee table. This is where you will be placing those magazines and brochures that keep clients entertained while they wait. When choosing magazines, bear in mind that clients may bring friends and spouses with them. As such, you need to mix them up both on the gender and age front, which ensures you have something for everyone.

Salon waiting area



Try and make the waiting area as comfortable as possible. This will to some degree depend upon how much space you have available to you. In the example above this calming waiting area offers two comfortable sofa areas, a coffee table and room for magazines.

Now you need to consider what you would like to put on your walls. Unlike the rest of the salon,

where you will probably rely on mirrors, you can take the opportunity to use a little creative license here.

In hair salons, it is common practice to use images of models with cute hair cuts. However, in nail salons, toes and fingers alone can start to get a little boring. As such, you might want to consider some tasteful artwork too.

18.4: Salon Lighting Ideas

The lighting in your salon is not just there to make the décor look good.

It helps you do your job properly and it ensures clients feel safe and calm while there. As such, you need to pay close attention to your lighting options and choose bulbs carefully.

Diffused light works well in salons. This means the light scatters in several different directions, illuminating everything around it. You can achieve this by options for frosted bulbs, as opposed to bulbs that are completely translucent.

If you opt for bright lights, you may find that they cast dark shadows over everything around them. Does this help carry your positive vibe forwards? No, it does not. Instead, you need to focus on a few smaller lights, which you can dim at will.

Naturally you need a lot of light as a nail technician, as you need to be able to see what you are doing in order to produce excellent results. However, if you rely too heavily on overhead lighting, your salon is going to look harsh. Instead, try a series of supplemental lights that rest on the wall around your work station. When choosing the bulbs for this supplemental lighting, aim for colours that are as close to sunlight as possible.

You may also want to choose halogen bulbs, although it is worth bearing in mind that they dim quite frequently, which means you need to change yours regularly.

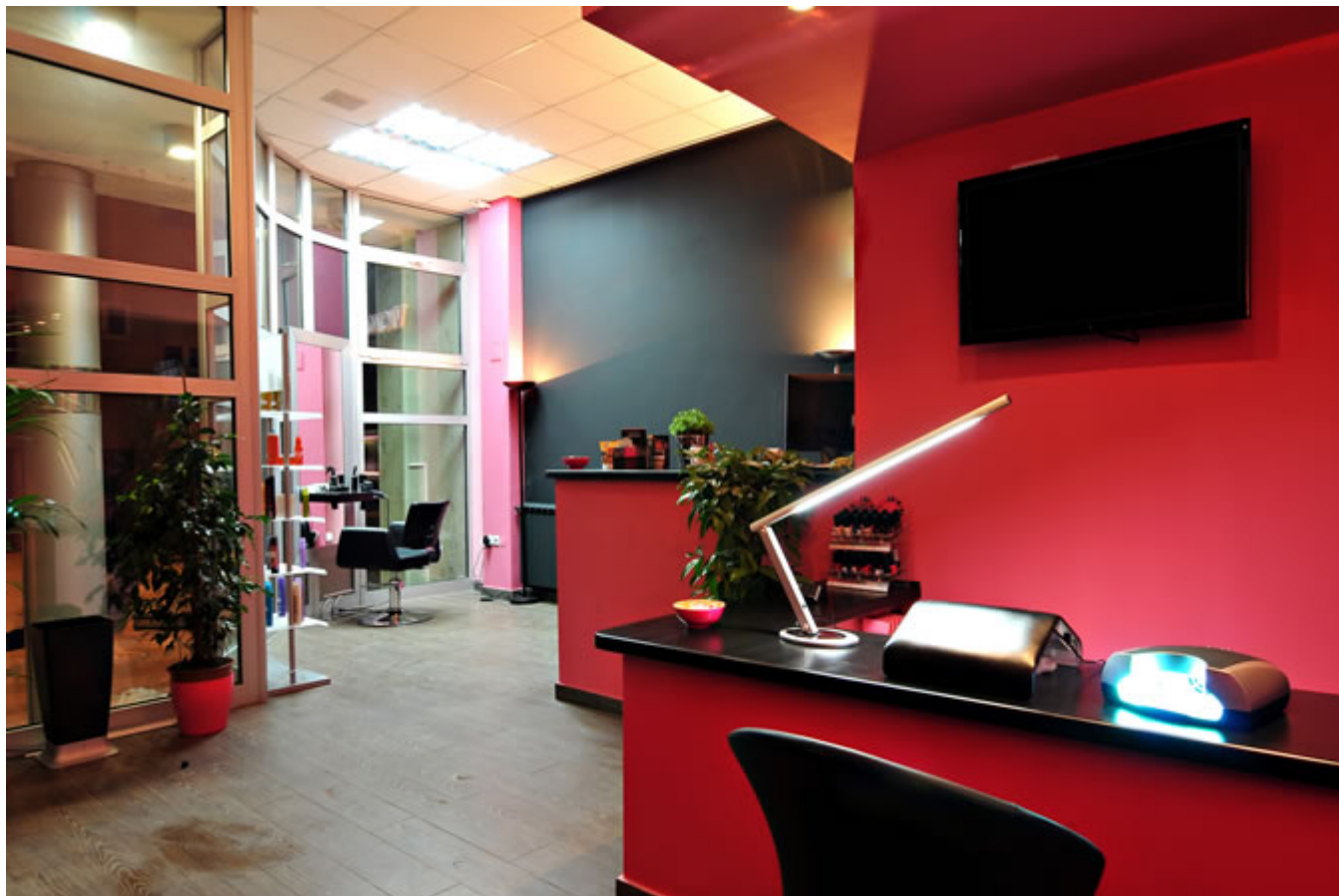
Use natural light sources effectively

Finally, do not forget that there are plenty of natural sources of light in the world around you.

In other words, you can try and rely on sunlight as much as you rely on artificial light.

Choosing a premises that comes with plenty of windows, as well as a skylight, can help you draw natural light in. However, do not rely on natural light as your primary form of lighting. It gets dark early in the winter, usually around 3pm, which means you need to focus on making artificial light your primary light source.

Salon Lighting



This salon makes good use of natural lighting by the way of large windows. It also cleverly combines up-lighting and down-lighting in addition to overhead lamps.

Running traditional halogen or filament light-bulbs can be expensive. By switching to LED bulbs you can save a small fortune on your electricity bill. While LED bulbs can be more expensive to buy initially, they last longer and due to the reduced energy costs they will soon become cost effective.

18.5: Creating a Salon Display

The purpose of your salon display is to sell your salon and its services to all who walk through the door.

As such, you need to invest a little time and effort into creating the right one.

So what is the purpose of a salon display exactly?

It needs to catch the onlooker's eye, it should take their breath away, and it should make them interested in what the display has to offer. Whether that is a series of nail colours, brochures, or other products that relate to your business, each one needs to be positioned carefully to draw the right attention.

As for your target audience, that is not just those who come into the salon. Ideally, your display will be visible to those walking past the salon window too. In other words, your target audience includes passers by.

Consult your staff for more creative ideas

The salon display is not just your responsibility as a salon owner. It is down to other members of staff to help too. Other stylists need to be able to give their input, and as their employer you need to listen to them. Drawing inspiration from others is a great way to explore creative approaches you might not have thought of.

You need to change the salon display periodically, but before you do that you must think of a theme. This may require a staff meeting, so you can all sit and give your input for said theme. When it comes to themes, try to focus on what is going on at the time. This could be a regular event, such as the start of summer or Xmas, or it could mean a one-off, such as the Olympics.

When creating your display, you need to make sure the products you are trying to sell are the main points of focus. However, products alone will not make for an eye-catching display. This means you need to focus on accessories and props that are relevant to the theme you are trying to create.

In the course of creating your display, try not to neglect health and safety. Your display shouldn't act as an obstruction or pose a risk to other members of staff.

18.6: Your Salon's Signage



The sign you choose for your salon may seem like a simple enough task, but it can soon become fraught with difficulties if you do not take the right approach.

Back in the good old days, your sign simply needed to indicate that you were running a nail tech business, and that was it. Today, with businesses flourishing everywhere, they need to include so much more.

So what is it that you need to do exactly?

Well, you can try the following:

- Stating that you use a particular type of nail polish on a regular basis, preferably one that is known for excellent results. For example, if you officially work with O.P.I, it is a great one to

display on your sign.

- Discussing your prices. Usually this is a good tactic for those who want to offer budget services. However, if you are trying to attract an upmarket sort of clientele, you may not want to do this.
- Whether you have a particularly excellent health and safety rating. Hygiene is a big deal to those who use salons regularly, especially if they have had bad experiences in the past with contracting skin conditions.

So what sort of theme do you need to set?

That is slightly more difficult. Go for anything too bright and daring and you might turn away half of your customers before they even have a chance to walk through the door. At the same time, anything that is too shy and retiring is unlikely to attract the attention of those walking by.

One of the simplest approaches you can take is to create a board of your colour schemes and ideas for the inside of your salon, then take it to a sign designer. As professionals in the industry, they will be able to generate ideas on your behalf. You will then have the opportunity to confirm whether you like them or not.

Creating your salon's design and décor is a delicate process. You may already have ideas, or you may be looking for inspiration. Either way, try not to rush the process. Taking it step by step ensures you do not end up with a look you hate, thus wasting your money.

Go and Practice

Estimated time: 20 minutes

Print out the attachment below. Using the building lay out on the worksheet create a layout for your salon. Remember to include a reception/waiting area, till area, at least two work stations, and a staff room. Write a list underneath of the items that you will use to create your own unique style.

[Download Worksheet](#)

In this module you had the opportunity to learn about decorating your salon. This included how to decorate your salon walls and floors so they are both fun and practical. In addition, you focussed on how to create displays and waiting rooms that catch the eye of your target audience. Finally, you learned a little about the importance of signage.

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