

New Salon Concept Now Open in Phoenix

Written by Joanna Brathwaite



Walking into the new Sola Salon in city Phoenix, a gorgeous chandelier greets you as well as a beautiful aesthetic. There are so many aspects of the studios that potential business owners and clients will love. Each professional is allowed to customize the space any way they choose: self-closing doors allow for privacy between client and stylist; professionals can play their own music; they can adjust the room to fit their needs such as extracting the sink or adding another salon chair. The studios serve as a one-stop shop for clients who are looking for a complete spa day. Massage therapists, nail technicians, estheticians, hair stylists, and skincare professionals are all welcome to rent a space at Sola Salon. Avery Gavigan, the owner and general manager of Sola Salon Studios shared with us his vision and why the Valley should come down for a visit.

AFM: What inspired you to open Sola Salon Studios in Phoenix?

AG: I found this concept in Denver and I had recently moved to Phoenix, and I knew this was a very dynamic hair-care and beauty market and wanted to bring it here. Sola is a nationally leader with 156 stores in 32 states, and I think that it's significantly nicer than anything in the local market.

AFM: Why do you think Sola Salon Studios' business model is more effective than a regular salon?

AG: Here, a beauty professional can lease a studio that gives them their sole access to it which is roughly the same price as renting a chair in a traditional salon. Once they have their own studio, they can set their own prices, their own schedule, they can retail whatever products they want and make 100 percent commission. Where as in a traditional salon, they are usually told what days and hours to work, what products to sell, and they usually don't make much on commission when they do sell those products.

AFM: What are your goals for the next few months?

AG: My first goal is to fill this place with salon professionals. Right now I have 14 leased out of the 33. It typically takes about a year to fill these studios; my guess is that I'll be able to fill it before that. After it's full I'll start to look for a place for my second location.

AFM: Why do you believe consumers should come here versus a traditional salon?

AG: Here we have a combination of different stylists they can work with. They can get their hair done, nails done, have a body massage or even Botox if they are interested in that. There's a really good selection of beauty care services available for them.

For more info on Sola Salon Studios, visit www.solasalonstudios.com/region/phoenix