

Decorating to Sell

Of course you need to decorate your retail area to be esthetically pleasing, but the colors you choose and the way you position your displays can directly affect how much product a customer buys.

Experts have authored numerous books about the impact of store design on retail sales and, though most refer to general retail store environments, you can glean knowledge from the insight they provide.

In *1001 Ideas to Create Retail Excitement*, author Edgar A. Falk (Prentice

Hall Press, 2003) says that the interior and exterior of a store should be kept as attractive as possible. Both should reflect a personality and an image that appeals to your target audience. He advises you to think of your store as an impulse buy; you want passersby to stop in their tracks because of your windows and signage, and be drawn to the front door. Falk suggests planting flowers outside the salon and hanging decorative lights in surrounding trees.

Doug on Salon Design

Doug Wilson, author and celebrity designer from The Learning Channel's *Trading Spaces*, *Moving Up* and *America's Ugliest*, recently spoke with *Nailpro* about the importance of design in the salon environment and the possibilities available to those who have limited design budgets. "Today's salons, in general, have more homey atmospheres," says Wilson. "Those that started with hard edges and chrome are now taking out those elements and making the environment softer."

Doug's Nine Principles of Great Salon Design

- **Color:** "You can make a great impact with the right color. There are also a ton of different treatments you can do that resemble expensive wallpaper, such as squares, lines, interesting finishes and plastering techniques."
- **Lighting:** "Lighting is extremely important, especially when you're talking about beauty; you want the space to look great. People don't look as good under huge fluorescent lights. A salon should have task, ambient and accent lighting. Wall sconces are a great way to soften the space."
- **Texture:** "Woods and fabrics can really soften a space and give it texture and warmth. Definitely stay away from harsh metals and black Formica."
- **Flooring:** "I'd always go with wood flooring if you're trying to warm up a salon. Bamboo flooring is really popular right now and is also great for the environment."
- **Storage:** "Storage is important in a salon environment. Luckily, it's easy to create it affordably. I have an inexpensive bookshelf in my office that I painted and filled with baskets that I antiqued."
- **Mirrors:** "Obviously, in a salon, you're going to need mirrors. They don't have to be boring and plain to be affordable. Plenty of stores offer inexpensive decorative mirrors to help you liven up a space."
- **Linens:** "Color-coordinated towels and aprons are always a nice touch."
- **Atmosphere:** "I think it's great to have music playing in a salon. It should preferably be instrumental, but please stay away from elevator music!" (Doug broke into song after giving this tip!)
- **Exterior:** "It's probably best to avoid huge stick-on letters announcing the price of your nail services or flashing neon signs. The image you want to portray is one of beauty and luxury, even if the service isn't that expensive."