

February 2012

# American

## SALON

THE BEAUTY AUTHORITY FOR 135 YEARS

### HEAVEN CAN WAIT

Scruples creates haircolor that's out of this world

### STAR SEARCH

Paul Mitchell's  
Lucie Doughty takes  
on reality TV

## BORN AGAIN

Hair gets a new lease on life  
in TIGI's latest collection

FROM TOP: Square Colour Salon in Las Vegas features a sleek yet welcoming look; the custom styling stations include mirrors designed by a local art gallery.



## FLOOR PLAN

# Winning Bet

*Las Vegas' Square Colour Salon owners Rick Grove and Barb Garcia-Grove took a gamble on a new location with a cutting-edge design, and won.*

**Founded more than** 17 years ago, Square Salon in Las Vegas has always been a community business, located in the upscale Summerlin neighborhood rather than in a glitzy hotel on The Strip. When husband and wife Rick Grove and Barb Garcia-Grove bought the salon in 2005—Barb had been working there since 1997—the couple remodeled the interior, but dreamed of creating a grander space.

“It just didn’t feel right, so when our lease was up, it was time to give something back to our Las Vegas community, something our clients could see they had a stake in,” Grove says. “While attending classes in New York City and San Francisco, I studied the flow, movement and designs of other salons. We wanted to bring the sizzle and spark of the Las Vegas Strip to the ‘burbs.” The duo moved their salon into a new 5,800-square-foot facility in 2010, designed the space from the ground up, and re-branded with a new name—Square Colour Salon—that reflected their expertise in haircolor.

To further emphasize the focus on haircolor, a state-of-the-art L’Oréal Professionnel color laboratory was given a prominent position in the center of the space. The large room has 67 private color lockers, a stainless steel backsplash, under-cabinet lighting and a stainless steel-topped center island with two sinks. The light, airy and modern space also boasts a glass-enclosed shampoo lounge, 30 styling and 10 haircolor processing stations, six manicure chairs and three esthetician treatment rooms. The elegant design is punctuated by glass chandeliers, chic furniture, mirrors designed by a local art gallery and a custom white Italian Calacatta marble waveform reception desk.

Although embarking on this new path for Square Colour Salon was a major undertaking for its owners, they’re confident it was the right decision and would benefit their clients, staff and business. “Taking our retirement and depleting our savings accounts was one of the most terrifying and



difficult decisions I’ve had to make in my lifetime,” Garcia-Grove says. “I could have bankrupted our family for a dream I held onto. However for years I kept hearing our clients say what a good vibe this place has. I knew our Square family was very special.”

✦ —Lotus Abrams