



SALON RED Standard

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High-end salon proves it can be community oriented while still maintaining upscale quality

Proof that “upscale family-friendly salon” is not an oxymoron, Salon Red and Spa makes you feel right home with its welcoming atmosphere and energetic staff. “We have a lot of interesting people on staff,” says Jennifer Parker, general manager. “They have a lot of fun and love what they’re doing, so they’re able to spread that to the clients as well.”

The salon boasts its prime Atlanta locations in trendy downtown Decatur and up and coming Candler Park. Salon Red and Salon Red Kids are located in downtown Decatur, just two doors down from one another, while Salon Red and Spa is located in Candler Park off Dekalb Avenue. The original Salon Red in Decatur opened in March of 1999, followed by the Spa in 2002 and the Kids Salon in 2004. The modern salon offers an industrial look mixed with earth tones to give customers a relaxed feel.

Operated by sisters Jessica Soler (owner) and Parker, the dynamic duo works off each other’s differences to create the perfect salon. Soler works behind the chair while Parker works behind the computer. “Jessica is a visionary,” Parker says. “She sees these crazy wild things and knows how to connect with people, and I make the business run day-to-day. We balance each other out.”

The staff at Salon Red wants to know what you want and what works best for you. Upon your first visit, a stylist will do a consultation. This gives the stylist time to discover what the client wants, working together to come up with a style that will best fit the client’s look. “You might say you want a Katie Holmes haircut, but it might not look good on you,” Parker says. “So, the stylist will come up with ideas to tweak that cut and make it fit you.”

Salon Red is an experience ... not just another haircut. Customers feed off the staff’s fun nature, the quality they receive and the Salon Red genuineness.

Keratin treatment is the latest innovation to hit Salon Red. The non-chemical straightening treatment deep conditions and straightens your hair within four hours. The treatment lasts from four to six months and clients who have tried it, barely have to do anything with their hair. “I definitely believe in this product because I’ve done it myself,” Parker says. No more fly aways! Stop by Salon Red and try it out today!