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# salon today

FOR FINER SALONS & SPAS

## CELEBRATION SEASON

Roll out the red carpet for these award show-themed ideas.

## BIG NAME BEAUTY

Market your salon with savvy PR plans.

## PERFECT PACKAGES

Press releases with pizzazz.

# STAR POWER

Jonathan Antin  
Star of Bravo's "Blow Out"

Salon owners weigh in on the publicity perks of reality TV.

A MODERN SALON PUBLICATION Vance

A new flagship features warm colors and delicate touches inside a glass-and-steel cocoon.

# Metamorphosis



The waiting lounge features built-in banquettes on a raised platform.

The sleek styling bar complements the modern chairs.

Photos: Paul Warchol

Entering Butterfly Studio's brand-new location in New York's Flatiron District is like walking into a chrysalis. The raw loft space, with exposed beams and pipes, features huge windows, a sparkling etched glass entry and a glass-topped reception desk that showcases boutique jewelry. Wood and orange tones infuse warmth into the center of the salon, and a sunken koi pond with six exotic fish and tropical flowers add a serene, nurturing touch.

With experienced salon-design firm Robert D. Henry Architects at the helm and the influ-

ence of its fashion-forward neighborhood, urban sophistication plays into Butterfly's look as well. A hanging glass shelving system at the back of the salon holds the color bar, perpetually illuminated by natural light. Suede banquettes and draped floor-to-ceiling changing cabanas lend a quirky-lounge touch, while a stainless steel styling bar and Philippe Starck chairs emphasize clean lines and functional design—just like the stylists themselves.

—Kelly Svoboda

## [BUTTERFLY STUDIO]

**Owner:** Kattia Solano  
**Location:** New York City  
**Established:** 2001  
**Remodeled:** 2004  
**Employees:** 20  
**Square feet:** 4,000  
**Construction time:** 9 months  
**Construction cost:** \$1 million  
**Salon setup:**  
18 styling stations  
1 manicure station  
2 pedicure stations  
scalp treatment/waxing room  
Kerastase Treatment Institute  
color bar