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Offering more than just a hair appointment - Lovie's Salon honors women's beauty, light within - Inner banks

By Maggie Miles September 18, 2020 Publication: Virginian-Pilot, The (Norfolk, VA)

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Women have engaged in hair and beauty rituals for thousands of years. The ancient Egyptians thought hair was magical. Women spent hours doing hair rituals in the temples, bonding with each other, telling secrets, and sharing stories. They used it as a time to honor themselves.

The ancient Greeks, and most every culture since then, considered hair a reflection of self. Anyone who says hair doesn't matter obviously has never had a bad haircut.

Alicia Arranz, founder of Lovie's Salon in Duck, is on a mission to bring back the ritual of hair care. She sees her client's hair appointments as more than just vanity - they are rather a gateway for women to take time out of their busy day to do something for themselves; to honor not only their physical beauty, but the light shining within.

"I really enjoy creating the space for them just kind of one-on-one where it's just kind of

whatever they need it to be, you know if they need to talk about anything or if they just want to relax - just the idea of taking time out for themselves. I think it's so great because it's so easy for us not to do it," says Arranz.

And according to Arranz, the benefits of taking that time to love on yourself don't end at her doorstep; They carry out into life.

"I feel like sometimes when you get something done and you feel uplifted it ends up kind of shifting the energy to something else and inspiring you to do something else, you know, you just kind of get this flow going," says Arranz.

Everything in the Scarborough Faire Village studio was meticulously curated with thought and care, from the products, to the design of the space. Arranz partnered with Lindsay Dilworth and Andrew Carnill, of Altwood to do the redesign and to house products from their shop in Corolla. Her goal was to create a relaxing space that is calm and clean, with good plants and lots of good sunlight.

"I wanted it to feel like a getaway - like no matter what's going on in the world, you step in and you forget where you are kind of feeling," says Arranz.

And then there is the experience with Arranz herself. When you walk in the door you can expect to sit down, have some champagne or tea, be heard and pampered.

"Even from an early age, I always loved making people feel good about themselves," says Arranz. "And I think it's easy for me to maybe see their light even if they're not really seeing it.

Like sometimes people will be like 'oh my god no I don't really feel like that,' but I'm not making it up, like whatever I say I meant it, you know?"

And then there's the shampoo, which is a whole experience in itself. Think soothing music, consciously chosen vegan shampoo and conditioner that smell amazing, palo santo burning beside you, clearing out any left-over negative energy from your day, and to top it all off, a head massage.

"I feel like there's something about all of our senses being met, like the smell, the touch, the sound of the music, and when you put all of those things together, it's almost like it's a Shavasana or something, or just like a little get away for a few minutes," says Arranz. "I think all of the senses make it easier for someone who typically has a hard time quieting their mind."

She ends the experience by pulling an affirmation card for you to carry away with you. She got this idea because it's something that has resonated with her in her own life, being able to open up to a page or read a card and get a thought for the day is something that has always helped her.

"So, I would always just bring this stuff and keep it around Lovie's, and (if) I felt intuitively like somebody maybe needed something, I would just give them a book or maybe I have my oracle cards down there and its always positive and uplifting," she says. "But it's always crazy because whatever they pull or whatever page they open to, it's so spot on and usually blows both of our minds."

According to Beth Storie, one of Arranz' longest clients, all of these added details don't go unnoticed, "When I'm at Lovie's its more than just a hair appointment," she says. "It's an entire experience in relaxation and care." According to Storie, her appointments never come soon enough. She has been a client of Arranz since before the studio days, eight years ago, when

Arranz made house calls. Now, inspired by quarantine, Arranz has also created kits for hair care rituals that you can do on your own at home, incorporating all the same elements you would experience in the studio.

Arranz says she hopes when her clients sit in her chair, look in that mirror, and see themselves in a new light, that that moment is only the beginning.

"I love when people feel connected to who they are and look into the most beautiful version of themselves and that they feel uplifted because I really feel that then it's like a domino effect," says Arranz. "Because then they're uplifted, and then whoever they meet feels that and then it just goes on and on."

Lovie's Salon

What: A collaborative group of hair stylists and colorists, massage therapists, estheticians and healers

Where: 1177 Duck Road, Suite 15, Duck

Contact: 252-423-9318; loviessorollavillage @gmail.com. For in-home massage appointments, 252-564-5151.

More info: <http://loviessalon.com> or Lovie's Salon and Spa on Facebook

Alicia Arranz of Lovie's Salon in Duck is on a mission to bring back the ritual of hair care. Inspired by quarantine, Arranz has also created kits for hair care rituals that you can do on your own at home, incorporating all the same elements you would experience in the studio. Courtesy of Alicia Arranz Maggie Miles/Freelance

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