

A Blooming SUCCESS

Bloom Lifestyle has grown once more – it's time to check out Bloom Salon Glasgow

Sheona Will started her hairdressing career in 1984, and continued running a column until 2003, when she decided to switch her focus to the business side of hairdressing. Because of this, she has been able to create a salon space that perfectly blends client comfort and staff satisfaction not once, but three times. Here we take a peek inside the newest Bloom opening.

Before it became Bloom Salon Glasgow, the premises on Princes Square was previously a salon that had been closed for about 18 months. "We were very lucky, as this meant that lots of the right kit was already in the right place," says Sheona. However, there were still some changes to be made, for example, Sheona decided to open up the space, explaining: "The windows have great views out onto the heart of Glasgow, so we changed the placement of the sections to take advantage of this."

A soft colour palette with bold outlines was implemented throughout the space, working to convey Sheona's own vision of a salon full of light and warmth – although she explains that she also had a lot of input and design inspiration from the salon team. Select walls have been fitted with wood panelling to add warmth and texture to the space, however the majority of the walls have been painted a simple white, allowing the space to feel open and airy. To inject colour into the

salon, Sheona sourced art, and the mirrors are the same designs as in the London salon. "I love that art can change the feel of space and bring more colour than a painted wall can," she adds.

As Bloom Salon Glasgow opened post-covid, budgets were more constrained than previous projects. Because of this, Sheona says: "I focused on the guest experience and key touch points, making those a priority." The salon features a mixture of custom furniture (including the reception desk and colour bar) and pieces from furniture suppliers, such as Salons Direct.

No stranger to a salon redesign, Sheona considered past experiences when making decisions, explaining that she opted for manual lift footrests at the backwash to reduce the chance of electrical issues. This doesn't mean Sheona isn't still conscious of things she would have done differently: "In hindsight, I would have chosen a deeper, stainless-steel sink with a shower head attachment at the colour bar. I was thinking too much about the initial aesthetic, and didn't consider how it would look after a busy salon day." However, there is plenty about the salon that is a success, with Sheona noting that the best thing she did was fit a light installation above the colour bar. "I wanted to bring a little of the London salon to Glasgow; in London, we have a colourful acrylic light feature, so I love that we've been able to unite the brand's various locations through this." **HJ**

SHEONA'S TOP TIPS

1 Choose where to spend your money

I always try to spend most where the investment will directly benefit the guest.

2 Invest in your strategy

For example, we want to increase the number of colour guests we see, so the colour bar is in the centre of the salon and has a big visual impact.

3 Check everything twice

It's always hard to get tradespeople back on the job once they leave, so make sure you check everything before it's too late.

KEY FACTS

Name: Bloom Salon Glasgow

Address: Princes Square, Glasgow

Owner: Sheona Will

Size: 2,000sq ft

How long have you been in the premises: April 2024

How many staff: 25

Budget: £40k