



MAGAZINE

salon

THE BUSINESS OF BEAUTY AND STYLE



BLOWN AWAY

Vancouver's new business concept

Blo Blow Dry Bar has been getting rave reviews since it first opened its doors last June in Vancouver's trendy Yaletown. The concept: catwalk-quality hair for under \$30 in about 30 minutes. No cutting. No colouring.

Jon Paul Holt, co-founder and creative and educational director of the company, says, "Scissors and dye are verboten—it's strictly wash, blow and go!"

Blo's sexy-sleek decor is furnished with a bevy of Philippe Starck Louis Ghost chairs; clips of bikini-clad Bond girls are looped on the projector screen. Holt has also created a line of natural hair care products for use in-salon and for retail. There's also a signature six-week intensive session styling course; stylists are asked to donate to women's breast cancer research as course payment.

Cheekily named Blo U, the course trains aspiring and seasoned stylists alike on the seven styles of Blo's hair menu, from the flirty-bouncy "Holly Would" to the smoldering "LA Confidential." Blo opens a second and third location in March and April, with more slated before year-end. Franchise opportunities are available. Check out www.blomedry.com for the BloDown. —SP