

AMERICAN SALON

JANUARY 2017

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STORY
TOLD
HERE

DOUBLE VISION

Dramatically
different looks
from three
of Redken's
rising stars





SalonCapri

WITH THREE UPSCALE SALONS IN THE BOSTON AREA, INCLUDING THIS ONE IN DEDHAM, SALONCAPRI CELEBRATES AN EVENTFUL 50 YEARS.



PHOTOGRAPHY: Mike Diskin



FIFTY IS NIFTY



The waiting area at SalonCapri, Boston, where it all started

Nick Penna's parents opened SalonCapri in the Hyde Park neighborhood of Boston in 1967, and handed the reins to him and his sister, Laura, 20 years ago. Three locations and 98 employees later, SalonCapri has become a brand that Penna describes as "rooted in old-school family values combined with high-end luxury." The original salon had five chairs, then 10, then 18, so Penna's parents decided to relocate to Newton, MA, where they had room to grow. In fact, his mother, who is 70, still cuts hair at that location three days a week. A second salon in Dedham followed, but a few years ago a decision was made to open a third salon on prestigious Newbury Street in Boston. "We don't force our growth," says Penna. "It has to feel organic. The only reason we have three locations now is because our team has grown with us." Education is the cornerstone of SalonCapri's brand, which explains why employees from stylists to assistants to support staff could easily fit in at any of the three locations. A two-year apprenticeship program includes mandatory classes once a week designed to strengthen technical skills and address subjects as varied as retail sales, how to dress the part and how to run a business behind the chair. Customer service starts at the front desk. "We try to hire happy people," says Penna. "We want smiles at the front desk, and we train our staff to be matchmakers. They have to be able to read people and know which stylist would be the best fit for a particular client." SalonCapri has aligned itself with L'Oréal Professionnel, and four times a year the company sends artists to Boston to share the latest trends with the staff. Penna also sends up to 50 stylists a year to study at the L'Oréal Professionnel Soho Academy in New York City. "We're a tight-knit group," says Penna, who understands the value of team building. "You have to give everyone a shot at being a super star." Following in his father's footsteps, Penna was inducted as a new member of Intercoiffure America/

Canada in 2015. A year later he opened SalonCapri Advanced Academy, which offers advanced education in cut and color to stylists from all over the country. With a diverse clientele and an incredibly loyal staff, SalonCapri is not only celebrating 50 years in business but also looking forward to the next 50. "People want to work here because we offer a plan for them," says Penna. "It's a unique kind of place."—*Marianne Dougherty*

“Our parents built a strong foundation that my sister and I could expand on to build a brand.”