

salon today

FOR FINER SALONS & SPAS

[HANDS ON]

A World of Difference

Stylists from around the globe bring international flair to this New Jersey salon.

by Lisa Doyle

For 20 years, Faces Plus Salon has serviced the Wayne, New Jersey, area as an exclusive retreat for head-to-toe pampering, offering everything from blowouts to body polishing. In addition to personal attention and luxury treatments, the salon also provides clients with an internationally trained staff. Hailing from more than a half-dozen countries, including South Korea, Belarus and Slovakia, the stylists bring a wealth of knowledge and global trends to the salon—and that's just the way owner and creative director David Ezra likes it.

According to the Israeli-born Ezra, "I started working with hair when I was about 14 years old. Before my bar mitzvah, a hairdresser came to our house and styled everyone's hair, and I became inspired. I started doing hair for my sisters—it came kind of naturally." After training in France, Ezra returned to his native country and ran his own salon in Tel Aviv for two years before emigrating to the U.S., where he opened Faces Plus in 1986.

[FACES PLUS SALON]

Location: Wayne, New Jersey
Owner: David Ezra
Established: 1986
Website: www.facesplussalon.com
Chairs: 28
Square feet: 3,200
Employees: 20
Prices: hair cut and style \$70; highlights \$120
Salon software: Salon Solutions
Equipment/furnishings: custom
Primary hair care lines: L'Oréal Professionnel, Bumble & bumble, J.F. Lazartique
Primary chemical services line: L'Oréal Professionnel

Tremendous Training

In the past two decades, the salon has grown from just two hairdressers to a staff of 20. Ezra believes the salon's reputation for intense education is one of the reasons Faces Plus attracts top employees. "We do extensive, in-house training every six weeks. Stylists hear about the training and want to work with the best," says Ezra. "Someone who wants to learn comes here."

And, in order to provide the most up-to-date education for his staff, Ezra gets his inspiration from across the Atlantic. "I take what's going on in Europe—I have a lot of friends in the industry there—and do it here," he explains. "I'm very creative, and when I see a trend that's going to happen, we do it." Additionally, Ezra travels to Europe about every two years to take in the style innovations and implement them in his teachings at his salon.

Specialized Staff

Although the salon prides itself on its precision cutting and coloring expertise, even more notable are some of its specialty services. Because several of the salon's employees were trained outside of conventional U.S. cosmetology schools, certain stylists can offer hard-



Originally trained in Paris, David Ezra continues to stay atop haute trends by visiting Europe frequently for style inspiration.

to-find treatments. For example, two stylists who trained at Asian hair academies are experts in Japanese Magic Straight thermal hair relaxing.

Many clients, though, continue to frequent the salon due to Ezra's highly demanded hair colors. "I am very busy—I probably do highlights for 35 to 40 people a day," he says. While Ezra works behind the chair, the day-to-day business of the salon is handled by his wife, Julie, and a manager as well.

Although Ezra plans to eventually expand the business, for now, he's content to maintain his focus on his clientele, bringing out the uniqueness in each one of them through their style.

"I'm hoping to keep growing, but we're currently concentrating on what we already have here and making the best of it," he says. □

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