





## *Allure Hair Bar*

Terrigal

This project was initiated by the rebranding of the 'Allure Hair & Beauty' salon to the all new 'Allure Hair Bar'. The owner's decision to remove beauty from the salon's services provided the opportunity to expand and refocus this award winning salon on its major strength - cutting edge hair styling and colour.

The salon owner's vision included the creation of a 'Hair Bar' much like a bar in a restaurant where the mixing of drinks and cocktails might occur. However this concept would be translated as a bar for mixing and preparing of hair colour for application. The concept of bringing behind the scenes action to the shop floor has been a trend developing for years now in the restaurant industry, one the owner was wishing to adopt as a fresh and functional approach for the new look salon.

The new salon has an 'Industrial luxe' fit-out, where colour, textures and pattern have been incorporated to highlight the addition of the new 'Colour Bar'. A new retail area and beautiful reception counter welcomes clients to the new space. A brand new styling room has been added for special occasion clients. And the serene green room and ritual rooms were created where clients are given that extra special pampering at the basin in the capable hands of an Allure stylist.

The salon features a unique and magnificent roof top outlook over the ocean where clients can step outside and relax in the outdoor lounge area while waiting for their colour to process. This is a thriving salon where the stylists are passionate about hair and colour and

clients come to be refreshed and renewed with a new look. The new salon now reflects its new identity and philosophy with a cutting edge new look too.

The overall colour scheme for this project was intentionally minimal and resulted in a mostly monotone palette of white and black with organic wood tones. **Resene White** with no tint was used as a fresh complement to the white gloss subway tiles used in the retail and bar areas. This enabled the products to be highlighted and pop against the neutral background.

On the salon floor where cutting and colouring takes place it was important to choose a softer neutral where there was an abundance of natural light and mirrors reflecting light. **Resene Half Concrete** was specified here as it partnered well with the industrial aesthetic, the exposed wood flooring and rustic furniture. It also served to complement the clients' natural skin and hair tones without being too harsh.

The use of **Resene White** with no tint was strategic to overcome the areas most devoid of natural light in the salon. The pure white served to illuminate the darker areas within the salon to balance and unify the whole space. Incorporating the use of timber and lighting helped to warm the white resulting in a fresh ambience that highlights the colourful hair product packaging.

The salon has enjoyed a boost in new clients and in retail sales with the incorporation of the rebranding and new fit-out.



☐ Resene Quarter Thorndon Cream





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**Photographer:** Dec Creatives Photography  
**Tiling:** Steven Brumfield Tiling  
**Wallpaper installer:** Jordan Stanley