



Summer 2008

Newsletter

Hello to you all and welcome to our Summer 2008 newsletter. We have lots of exciting news to share with you this summer.

Salon hours

In the last newsletter we told you we were opening the salon on Mondays for a trial period. This has proved to be very popular with clients, and therefore this will now be a permanent. The salon will be open from 11am till 6.30pm on Mondays (except bank holidays).

We are also now open till 8pm on Fridays. The salon will close on Tuesdays until further notice.

Staff

Ingrid Farrell, Salon Managing Director and the founder of Silk Trends, is working hard to raise the profile of Silk Trends. She has recently been approached by Waltham Forest College to be on the panel of judges for the college Hair and Beauty show 2008, judging the hairdressing talent of the future.

Ingrid has also been participating in a Hairdressing Business Boot Camp to ensure high standards are upheld in the salon.

This has given Ingrid the opportunity to complete an NVQ Level 3 in Retail Management as part of the Salon Strategies ethnic hair and beauty industry business initiative. This provides a full assessment of the salon business activities and identifies areas that need improvement. Silk Trends is able to network with other established salon directors in the industry and share best practices.

We would like to introduce some new members to the Silk Trends Hair Design team:

Ana Ribeiro (our new Stylist) is a qualified NVQ Level 2 Hair Stylist and brings commercial hairdressing experience from Portugal. She specialises in Afro and European hair styling and has a high level of skills in cutting, relaxing and colouring. Ana is also a qualified manicurist and will offer this service on request. Ana will be available for appointments on Fridays and Saturdays.

Also joining us on work experience is Tatiyana who is currently completing NVQ Level 2 Hairdressing and also brings commercial experience from Portugal.



We are proud to announce we are now a certified Mizani salon. We are the 2nd Hair Salon in East London to be given the Mizani status.

The Mizani brand is part of the L'Oreal Professionnel range. Mizani is a botanical-rich collection of hair care products created for use on afro and mixed textured hair. Each MIZANI formula is customised to suit the individual needs of each hair type so your hair is restored to its ultimate state of balance. For a limited period we have an introductory offer on all Mizani hairdressing services (See the voucher at the end of this newsletter).

New Products – Mizani After Care Products



We have recently added Mizani aftercare products to our retail hair care range. Mizani products such as the H2O Intense Night Time Treatment and the Purifying Shampoo are top of the range professional products, and we feel this will provide a good regime for our clients between salon visits.

Products are available to purchase now in the salon.

Wedding Hair Service

With summer just round the corner, the wedding season will be in full swing in no time. As well as booking the venue and choosing the dress, your wedding day hair style also needs thorough attention.

At Silk Trends we offer a wedding package to help create the look you desire without any last minute hair glitches.

With our wedding trial service you can discuss your desired wedding day look and try a number of styles, together with planning your hair regime in preparation for the big day.



We advise booking your appointment for at least 6-8 weeks before the big day, so that you have time to make any adjustments to your styling plans.

Hairdressing Summer Boot Camp

Silk Trends Training Academy will be hosting a Summer Boot Camp for those interested in a career in Hairdressing.

Summer Boot Camp is a 5-week taster programme to get an idea of what it's like to be a hair stylist, and gain valuable skills and knowledge about the industry. This will be held 1 day per week (Tuesdays at 10am – 4pm, also evening sessions are possible) over a 5-week period from July 22nd.

The 5-week programme costs £249 per person which includes over 30 hours of training, equipment provided during the course and refreshments. Students will receive a certificate on successful completion of the programme. Places are limited so book early.

This is one of the most cost-effective introductory hairdressing courses around. To receive more information complete and return the course form or call in at the salon for more information.

Customer Satisfaction Survey

In the run up to the first anniversary of the salon opening, Silk Trends conducted a customer satisfaction survey throughout January and February to find out what our customers think of the salon and the service we provide. The survey proved to be very popular and we received very positive feedback.

For example, an overwhelming number of you indicated that you make your decision about visiting a particular hair salon on quality of service, and we will continue to concentrate our efforts to improve the service we provide for you.

Additional services were requested, such as a nail bar services. We are working towards introducing new services into the salon such as our new manicure, pedicure and threading services which are proving very popular.

Anniversary Prize Draw

As Silk Trends celebrated its 1st birthday in March, we offered a prize draw for customers who completed the customer satisfaction survey. A large number of entries were received and the winners were randomly selected during our Anniversary party.

The winners of the Anniversary prize draw were Elaine Freeman and Sophie Anderson, both from Chingford. The winners receive a free Hair makeover appointment with our Director.

New Price List – 5th May

On 5th May 2008 we produced a new price list after conducting a price review and the addition of new services. Please visit the salon for your new copy.

Job Opportunities

We are currently looking for an Apprentice Hairdresser to join the team. Must be qualified or working towards at least NVQ Level 2 Hairdressing with some basic hairdressing experience. If you, your family or friends are qualified in Hairdressing and feel you would add value to the Silk Trends team, please contact us at jobs@silkrends.co.uk with an up to date CV or call 0208 529 8000.

Opening Hours

- Mondays 11am – 6.30pm
- Tuesdays closed
- Wednesdays 10am – 6.30pm
- Thursdays 10am – 8pm
- Fridays 10am – 8pm
- Saturdays 9.30am – 6pm
- Sundays – Closed

To ensure the salon runs smoothly we would be grateful if you would book an appointment. If you need to cancel, please give us at least 48 hours notice so that we can offer the appointment to someone else. Book your appointment now by calling 0208 529 8000.

Silk Trends Website

Keep up to date with the latest news and events by visiting our website www.silkrends.co.uk.

You can also contact us at info@silkrends.co.uk

✂

ref code:		VOUCHER
	Hairdressing Services	
	£5 off your first Mizani Hairdressing service	
	Bring this voucher to receive your discount.	
	Book a consultation now 0208 529 8000 202 Chingford Mount Rd, Chingford, London E4 8JR - www.silkrends.co.uk	