



ONE-STOP SHOP: The newly-extended Matthew Charles salon at 9-11 Cross Street, in Blaby

Visit hair and beauty heaven

INTERNATIONAL hairdresser Matthew Charles officially opens his unique, one-stop shop for looking good from top to bottom at the end of July.

Following an extensive overhaul, the newly-extended salon, at 9-11 Cross Street, in Blaby, will be opening its doors to offer a walk-in barber's facility, a ladies and gents hair salon, beauty rooms, a tattoo and body piercing studio, as well as retail areas for clothing, jewellery, accessories and hair styling products.

The Affinage-appointed salon sells a wide range of today's best-selling professional hair cosmetics, including names such as Tigi, Fudge, Wella and VO5. The clothing range – managed by Matthew's sister, Cathryn – will include top brands such as golddigga and Firetrap, when it opens for the autumn season.

It's a sparkling opportunity for clients old and new to experience a comprehensive level of pampering – if you fancy a beauty treatment and you're pushed for time, the girls in the beauty rooms will treat you while you have your hair coiffed to perfection, either by Matthew, or one of one of his in-house trained technicians.

But it's not just the range of hair and beauty treatments in this salon's repertoire which make it that little bit different to



its rivals.

Contemporary sawn timber dominates the overall look, complemented by solid wooden flooring and delicate crystal droplighting.

Starting in the trade at the age of 14, Matthew has also worked in several different countries, including Australia and Spain, and says that one element is common to all climes – the total relaxation and enjoyment of each and every client.

Matthew continues this ethos at his Blaby-based empire. He strongly believes in clients indulging to the max while paying him a visit, so much so that he's installed a reception area – also run by Cathryn – with its own fully complimentary bar,

stocked with a range of wines, continental beers, cocktails and soft drinks. And that's not all – out the back, there will soon be a barbecue and seating area to ensure clients linger a little longer and relax a little more.

It's certainly an exciting time for Matthew, who has overcome a tough past with determination. Returning to the business after a four-year break through illness and convalescence, the ambitious stylist has managed to bounce back and pick up exactly where he left off.

And if you need proof, you have only to look at his appointments book, filled with names of those who have returned now that he's back in business.

"A lot of my clients were saying that they couldn't find anyone to replace me in terms of the relationship they had with them and also the quality of the service," says Matthew proudly of the bond of trust he shares with his long-standing clients.

"A lot of my clients just leave it up to me what I do with their hair," he adds. "When you do this, you have to look at the whole person and their character before you can decide what is the best look for them."

Not surprisingly, the salon's diary is already getting full, so to avoid a long wait for an image overhaul you'll love, give Matthew and his team a call now on 0116 278 9977.

