

SALON

of the YEAR: revenues \$250,000 to \$499,999

SALON AQUA



Salon AQUA collects inspiration like souvenirs, gleaning ideas from cosmopolitan cities.

“Our Soho-meets-South Beach environment attracts a trendy, educated, well-traveled clientele, and as we are located fairly close to New York City, we enjoy a large clientele that works and plays there,” says co-owner Perry Golino.

“We think the days of factory-style salons are numbered,” says co-owner Lawrence LaLomia. “We feel the public needs more comfortable, specific and familiar surroundings to truly feel a part of the experience, and not just like a number.”

At Salon AQUA, that attention to chic extends from the white leather couch with baby-blue suede arm pillows in the seating area to imported Philippe Starck cutting chairs. But luxury doesn't have to mean wastefulness.

“When we stepped away and thought vertically, we were able to put more into less,” LaLomia says. “Floor-length mirrors made the salon look bigger, and we opted for more cutting stations, which provides us with more income.”

SALON NAME:	SALON AQUA
Location:	Hewlett Harbor, New York
Opened:	November 2002
Owners:	Perry Golino and Lawrence LaLomia
Salon Style:	Progressive Retro
Design Investment:	\$265,000
Square Footage:	1,600
Styling Stations:	13
Furniture:	Takara Belmont
Design:	Robert Pascal
Architecture:	John Novello
Salon Distributor:	Takara Belmont
Judges' Comments:	“Clean, beautiful; the simple lines are very high-impact. Very glam. I could see getting in gear for a show or major event here.” —Bliss “The stark white matched with the Starck furniture is impressive.” —Calcasola