



MARKETING SOLUTIONS

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Elie.Elle Salon: Where Every Client Is Treated Like A Celebrity!

By: Ms. Kimberly Evering, Marketing Coordinator

A Shining Star in McLean, Virginia

At Elie.Elle, providing excellent customer service is extremely important! Sensitive to their clients needs, the staff at Elie.Elle treats every client like they are a celebrity. Whether you are a walk-in or a regular, you will always be welcomed and given special VIP treatment. Good customer service may often hard to find these days, yet not here.

Elie.Elle is a full-service hairstyling salon that debuted in September 2000 at Tysons Corner Center, in McLean, Virginia – a suburb of Washington DC. Elie.Elle is the ultimate connection to world-class beauty, fashion and style, combines high technology with modern European-style surroundings. Elie Gerdak, the celebrated owner and Creative Director of this nationally recognized salon, incorporates his charismatic personality into his skillful haircutting techniques and his staff's teamwork. Elie and his staff completely focus on your personalized and customized haircare needs, enhancing each client's natural beauty, whether their taste is classic, contemporary, cutting edge or avant-garde.

Rising To The Top

Elie Gerdak began his professional beauty career in the traditions of the French Coiffure training for classic and elegant styling. While working in Paris and London, he trained with the industry's best hair designers. He later moved to New York to work with Vidal Sassoon. Elie's artistic talents combined with his very attentive manners attracted a large following that eventually led him to open an upscale salon in Virginia.

Elie is internationally recognized by the fashion and beauty industries as one of the best hair designers today. As a performance hairstylist, Elie creates wild and beautiful updos on his unique circular platform stage, located within the salon. His personal specialties include curly hair techniques, custom blended haircolor designs and specialty updos. He also mixes custom hair conditioners, not found anywhere else in the area.

Today, Elie continues to create innovative haircuts and hairstyles, combining his formal European hair fashion design roots with the classic good-looking, modern American styles. The results are dramatic, stylish and unique. Simple elegance to head-turners! You can expect these celebrity looks from the Elie.Elle styling team.

Creative Teamwork

The Elie.Elle Artistic Team is comprised of a large team of hair designers who participate in state of the art training. They execute the latest haircuts and hairstyles for both men and women. Elie's haircolorists are trained in the latest techniques and provide innovative haircolor enhancements as well as corrective haircolor.

Elie is aware that in today's society, people are constantly trying to reinvent themselves and to carefully redefine their personal style or image. In response to this, the Elie.Elle Artistic Team strives to enhance each client's individual appearance during the various stages of their life. They provide free haircare and image consultations to all clients, prior to beginning each hair, skin or nail service. Even with their regular haircare clients, they know that it is important to constantly review the newest haircare options with haircuts, haircolor, curly hair systems, hair straightening and the proper styling tools.

Superb Attention to Detail

The mission of Elie.Elle Salon is to provide the areas best professional hairstyling, skincare and nailcare treatments in an entertaining and luxurious state-of-the-art environment, which is enticing to both men and women.

Elie.Elle is designed to be ultra-hip! The steel trussed salon is luxurious, modern and funky. Billowing silk curtains, captivating blue hues of the Mediterranean and cool European tiles set the stage as you make your grand entrance into the salon. There is also an enticing retail boutique filled with the latest Domestic and European celebrity products such as

Bumble and bumble, Privé, Goldwell, Elie's private Haircare System and Sothys Skincare. Elie.Elle proudly carries the extremely popular and effective line of Ouidad Curly Hair System Products.

Special salon features include their platform hairstyling stage, Internet stations and digital imaging photography. Clients may conveniently schedule "e-appointments" online and visit the Elie.Elle website to view services, special events, product specials and packages. Elie.Elle features spa manicure and pedicures, Sothys Parisian Facials and Skincare Spa Treatments.

The experience, talent and skill of Elie.Elle hairstylists and salon professionals are what set this salon head and shoulders above most traditional salons. Elie.Elle is only the second salon in the United States to have a Ouidad Certified Hairstyle Design Team that can perform the trademark "Carve and Slice Technique" on curly hair.

National & International Recognition

Both Allure and InStyle Magazines have recognized Elie.Elle as Ouidad curly hair experts. Elie was recently featured as an expert in a 'Healthy Hair Treatments' article in *DERMASCOPE Magazine*. Elie was personally featured on FOX 5 Morning News in Washington DC, demonstrating his latest updo styles for proms and weddings. Elie.Elle has been named 'One of the Top Haircolor Salons In The USA' by *Celebrity 101 Magazine*, while *ShortCuts Magazine* also named Elie.Elle one of the 'Top Short Haircut & Haircolor Salons In America'.

Elie notes, "Excellent customer service is the hallmark of my salon. There is no substitute for highly trained and skilled hair designers." At The Elie.Elle Salon, every client is always treated like a celebrity.

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EDITORIAL NOTES: For a free haircare consultation or more information on Elie Gerdak and the Elie.Elle Salon, visit their website at www.elieelle.com or call 703-893-2711.

This article was written by Kimberly Evering, a Marketing Coordinator at Marketing Solutions; a complete marketing, advertising, media relations and consulting services agency, specializing in the professional beauty business. Clients include salons, day spas, medical clinics, manufacturers and associations from across North America. For more information contact Marketing Solutions in Fairfax, VA at 703-359-6000 or via email at MktgSols@MktgSols.com.

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