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Eva Scrivo Opens Salon on West Side

OPENING A SALON ON MANHATTAN'S West Side was supposed to have come months earlier for hairstylist and makeup artist Eva Scrivo. And this past Tuesday, the day her new Meatpacking District space opened to the public, Scrivo wasn't focusing on setbacks.

But it was hard not to notice the woman appears to have luck on her side.

Just five days after opening her bustling NoHo salon on 50 Bond Street one year ago, her Hudson Street outpost suffered extreme water damage from a fire during business hours. Clients at Hudson Street at the time of the blaze, some of whom were midservice, were shipped down to Bond Street to complete their treatments. Overnight, Bond Street became a destination salon rather than a neighborhood spot, especially without a West Side space to accommodate neighborhood residents.

Unfortunate circumstances aside, Scrivo, and her husband/business partner, Arik Efros, are overjoyed that despite the economy they have the funds (an estimated \$1 million was spent to build the new space) and a client base to warrant opening a salon during these times. From one year ago this month, the Bond Street salon increased business 20 percent. The new salon is expected to generate about \$2 million in first-year sales.

Their success, which is fueled by an extremely loyal clientele, has the duo constantly dreaming up ways to reward the people who make their business profitable and worthy of expansion. Their most recent initiative is a VIP membership, where customers can preorder services and in exchange receive a host of freebies, including weekly blowouts, and access to the new salon's 750-square-foot VIP lounge, which has a movie screen and projector and can be used for private parties and gatherings. Gold and Platinum memberships are available, for \$5,000 and \$10,000,



Scrivo in her new salon.

respectively. So far close to 100 memberships have been sold.

In addition to the lounge, the second-story, 5,000-square-foot salon includes 13 chairs in the cutting room, four chairs in a private color room, a five-sink washing station, a manicure and pedicure area, as well as an office. The space was transformed from an old warehouse that housed artist studios and now features beamed ceilings, original columns, dark wood floors and chain-mail curtains that were recovered from a bank in Detroit, where Scrivo hails. The customer waiting area looks onto a makeup station and retail space, with brands such as Shu Uemura and T. LeClere, as well as Scrivo's self-designed hats and headbands.

Scrivo attributes her success to a combination of factors, including her staff of 30, and to creating a space with a distinct, un-salon feel.

"I am an un-salon kind of person. I don't think [typical salons] have great design. They have noisy chatter. And it's not usually conducive to great haircuts," said Scrivo.

Most of the salon's stylists will split their time between the two locations. New stylists as well as graduating assistants from the salon's training program will supplement the staff.

At this week's unveiling of the new space, Scrivo also shared some other recent news, including her book deal with Altria, an endeavor that looks to inform women on topics ranging from hair care to makeup to fashion and fitness. "[Beauty] is a learned skill within the grasp of every woman," said Scrivo. She also talked about her recent spokesperson deal with Wella, a partnership that aims to make the brand more consumer driven. "At some point, customers will be able to ask for their color by name."

— Andrea Nagel

as seen in...



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