

The Magazine for the Hairdressing Professional

INSTYLE

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COLOR WITHOUT COMPROMISE

JOICO

THE ART OF HEALTHY HAIR

ON STAGE

YM SALON SOIREE

YM SALON threw a celebration to reveal the latest spring trends, their new staff and to formally announce the appointment of new salon ambassador, PRINCIPAL BALLERINA DARCEY BUSSELL.



YM Salon ambassador, Darcey Bussell

YM SALON OPENED the doors to its loyal clients, media and friends on October 21, after almost eight successful years in Paddington's Elizabeth Street.

YM Salon owner Sandra Thoma understands the changing needs of her discerning clientele which is why providing a total destination for hair and beauty services is paramount to YM Salon's lasting success.

Inspiring Paddington's social set with the latest head to toe treatments and trends, formerly known as Yummy Mummy's, YM Salon hasn't strayed from its philosophy that strongly arms its clients with a sense of confidence in a community atmosphere.

"We have the most amazing clients who are so educated and astute as to what they desire from their hair and beauty services. We've always attracted clients who wanted glamour in their look, but this is becoming an even stronger trend across the spectrum of our services. Clients want to walk out of the salon looking absolutely gorgeous from head to toe. It's no longer about just a great cut and blowdry or just a great facial. Our clients want perfectly done hair, flawless skin, impeccable makeup, manicures and pedicures and all with high voltage glamour," Sandra said.

With this necessity of absolute luxury, Sandra made the decision to turn to La Biothetique for her product requirements.

"Their holistic, beautiful philosophy completely won me over and they offered me the total beauty concept of hair, skin, body, makeup and we were therefore able to become their first concept salon in Sydney which is so exciting for us," she said.

Widely considered one of the greatest English ballerina's of all time, Darcey Bussell was the only choice for Sandra and business partner Jorge Rivera when it came to the person who best represented their idea of the ultimate beauty.

"We like our women confident, strong and glamorous – all qualities which Darcey embodies," said Sandra. "Darcey is beautiful and graceful, with charm, warmth and wit and these qualities are indicative of the natural and holistic spirit we wish to convey in our salon which is why she was the only consideration for us."

Darcey is a former principal ballet dancer at The Royal Ballet and was already a client of YM salon's supreme selection of services.

To further bolster their burgeoning success, YM has appointed some new talents in the hair salon with Chad Drinkwater as Style Director and Jorge Rivera as Salon Director.

Chad brings nearly two decades of experience on the national and international stage and has continually been awarded at some of the country's most prestigious competitions.

Jorge hails from Mexico and has been a top hair and makeup artist for over 20 years. His salon 'Jorge Rivera' was one of Mexico's leading salons and his unparalleled knowledge of both the creative and business aspects of hairdressing is continually represented at YM Salon.

Models paraded the salon dressed in designer Christopher Esber's latest collection while guests indulged in French champagne and a constant supply of fresh prawns and spring-inspired delights as they spilled into the laneway to the customised sounds of YM salon's spring celebration. www.ymsalon.com.au **IN**

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