

EVA SCRIVO

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at 50 Bond St.

as seen in...



The Bowery, best known as a zone for the down-trodden, may have been an inspiration for punk music, art and edgy fashion, but it has never been known for beauty—until now. Eva Scrivo, who debuted her first salon in the East Village in 1996 and helped pioneer the Meatpacking District's beauty scene with a salon there in 2003, has unveiled her latest spot, at 50 Bond St., right off the Bowery. In addition

to hair color and styling, the new salon, with 12-foot ceilings and floor-to-ceiling windows, offers massages, reflexology, waxing and facials, including an antiaging acupuncture treatment. The salon's boutique sells luxury lines like Shu Uemura, Kérastase and Nefeli Chinese herbal skincare products. "When I saw what was going on in the area, I was inspired by the architecture and fashion of places like Daryl K and Ian Schrager's [residential

project], 40 Bond Street, and I wanted to be a part of it," says Eva, whose following includes Martha Stewart, Lauren Hutton, Sandra Bernhard, Daryl Hannah and Samantha Bee. She is not alone. Cindy Barshop, who brought hair removal to a new level with her Completely Bare spas in Barneys and on Fifth Avenue, will be opening an outpost at 25 Bond St. this summer. Says Cindy: "The Bowery right now is still ahead of the curve." —Beth Landman