

American SALON

BEAUTY LIVES HERE
JULY 2008

The Glamorous Life

EVA SCRIVO SALON

Injecting a shot of glamour into Manhattan's NoHo neighborhood, the new flagship home of the Eva Scrivo Salon opened in April, boasting a 3,500-square-foot ground floor and a 2,000-square-foot lower level. Owner Eva Scrivo designed the space to reflect the prestigious image the business has attained. "We wanted it to feel feminine and seductive," says Scrivo, who hosts *Beauty Talk With Eva Scrivo* on Sirius Radio.

Scrivo found the salon's dramatic, 1950s-era Venini chandeliers at a neighborhood antiques shop. Enormous mirrors and walnut wood floors enhance the opulent effect, as do the floor-to-ceiling deep lavender drapes, which can be closed for special events. The boutique stocks Kérastase, Shu Uemura, and Bumble and bumble haircare products alongside hair accessories that Scrivo designs herself. The salon offers cuts, color, thermal reconditioning, extensions, customized human-hair ponytails, makeup application and facial treatments. But regardless of which service clients come to the salon for, Scrivo makes sure they enjoy their experience.

"Our clients range from the CEO of a big company to the woman listening to my radio show in the middle of America," Scrivo says. "We treat all of our clients with the same respect because all women basically want the same thing, no matter what their income level or job is: to look and feel beautiful." —L.A.



Injecting a shot of glamour
into Manhattan's
NoHo neighborhood...



as seen in...

EVASCRIVO