

# WWD FRIDAY

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Hairstylist and salon owner Eva Scrivo has unearthed a new outpost...



## The HBA Report

### Scrivo Unveils Downtown Salon

By Andrea Nagel

HAIRSTYLIST AND SALON OWNER EVA SCRIVO HAS UNEARTHED A NEW outpost — in the Noho section of Manhattan.

The salon is located at 50 Bond Street, one she, her husband and an architect spent six months rebuilding, and that will for the next several weeks supplement Scrivo's Hudson Street location.

By the beginning of July, a new Meatpacking District salon on 13th Street, next door to Spice Market, will replace the Hudson Street salon, which will close in June.

The Meatpacking District salon will measure 4,200 square feet and also will be the primary education facility for stylists from other salons on Scrivo's cutting and coloring techniques, makeup and business-building skills — an initiative that Scrivo began in the past year.

The Noho salon is what she and her husband, Arik Efros, who is also the company's chief executive officer, refer to as their labor of love, one that had them digging up eight layers and 100 years of flooring and knocking down wall after wall, only to discover windows that had previously not seen the light of day for decades.

"We had planned to spend three months refurbishing the space. That turned into six months," Scrivo said at an editor event early this month. The salon, opening Tuesday, includes 3,500 square feet on its main floor, which houses a retail space as well as the cutting and coloring areas. A 2,000-square-foot lower level will contain spa services with treatment rooms, and also will house offices.

During the event, which introduced the beauty media to the new space, a camera crew for "The Martha Stewart Show" was present, recording Scrivo's welcome to editors and her struggle to turn the place into the modern-yet-funky space it has become.

"The midcentury Venetian [glass] chandeliers come from a store down the street," Scrivo said, which she hopes will complement the hardwood floors, sleek styling stations and modern furniture built by their architect, Vincenzo Mora, and Nakaoka/Roberts design group.

Scrivo, who serves as Stewart's hair and makeup artist, often appears on her show as a beauty expert. Despite all the success, she remains humble and grateful, especially to the stylists with whom she works, as she introduced some of the salon's key players, attributing them to her windfall.



as seen in...



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