



Ooh LÁ LÁ

A salon brings a taste of Paris to the Pacific Northwest



A WORLD AWAY FROM the runways of Paris, patrons and friends of Teze Salon in Puyallup, WA are having a high fashion moment of their own. The salon recently relocated, having outgrown its original location, and the Grand Opening celebration is an event worthy of any designer's big night. Outside, Red Carpet arrivals have their pictures snapped. Inside, waiters circulate with champagne and finger food while models, coiffed and dressed in the style of the moment, mingle with guests.

"I want them to feel like they have a little piece of Fashion Week," says Owner Tina Holst. The choice to have the models circulating in the crowd, rather than walking a catwalk, came from her experience doing similar events. "People liked the runway portion of it," she says. "But what they were thrilled about was being able to have their pictures taken with these wild, outrageous models. They loved it – they were stars!"

FRENCH ACCENT

Holst describes Teze's clientele as trendy, up-to-date and style conscious. "We do some fun, funky things," she says. "The minute I get someone in my chair who wants that, I'm all over it!"

Perhaps because of her fashion sensitivity, Tina gravitated toward French style leader L'Oréal Professionnel early on, and

both Tina and husband Jim credit Teze's success, in large part, to that relationship: Teze and L'Oréal Professionnel have a partnership at the L'Oréal Elite level.

The French connection does not stop there. The salon's name, Teze, is actually pronounced "tZAY." Holst's husband, Jim, explains that it was originally pronounced "tease," but as the relationship with L'Oréal blossomed, they wondered whether a little French flavor was in order. Research uncovered a small town in the French province of Berry, called Teze, and pronounced "tZAY."

Staying on fashion's cutting edge requires constant training, and continuing education is a hallmark of Teze. Their 8-point Artist Development Program, required of all stylists, is a model for the industry, according to SalonCentric District Sales Manager Michael Courter.

"When stylists come to the salon they have a toolbox. We're going to put more tools into that toolbox," says Jim. "It covers everything from greeting, product knowledge, client care and comfort, to makeup and blowouts. This is an ever-changing industry and that's why education is such a huge part of being a stylist today."

Tina, herself a veteran educator, says a long-term goal is to become a L'Oréal Professionnel Training Academy, an honor currently shared by only five salons in the country. Much of the new salon's design was undertaken with that dream in mind.

CUSTOM-BUILT FOR CREATIVITY

Tina describes the salon interior as, "Elegant-industrial, if there is such a thing." With exposed beams and lots of stainless steel, the décor looks like something out of Architectural Digest. It conveys the cutting edge persona of the salon, and the Holsts say it's designed to be equally appealing to both men and women.

The 3,000 square-foot salon has 18 styling stations and a 10-station color processing table. Fourteen-foot tall windows offer a spectacular view of Mt. Rainier. Free Wi-Fi enables clients who want to stay connected to do a little surfing or check email while their color is processing.

The Holsts are particularly proud of the Wash House, where every Teze service begins with a Série Expert European Wash and Conditioning Treatment. It's physically separated from the salon to create a relaxing, tranquil environment. While the vibe in the salon is energetic, in the Wash House even the music is geared for maximum relaxation.

In describing Teze's approach to customer service, Tina says, "I train my staff that we should feel humbled that they come to us. This may be the only time in their day that they get to feel special."

Teze's clients returned that love on the night of the Grand Opening. The Holsts expected, at most, 150 guests, but had a turn-out of well over 200 people, resulting in a very literal interpretation of the term "rubbing elbows." Even so, every guest felt like this experience – Red Carpet and star treatment included – was created just for them.



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Tina Holst,
Owner, Salon Teze



LEFT ABOVE: High-tech chic at Teze Salon.

BELOW: Teze Artist Chelsey Mares primps Railey Holst, daughter of Owners Tina and Jim Holst, for the Grand Opening.

RIGHT ABOVE: Teze Artists Stacie Allen and Kevin Singdee create model Lisette Sonmor's avante-garde look for the Grand Opening.

CENTER & BELOW: Teze Salon in Puyallup, WA.

