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FOR IMMEDIATE RELEASE



## **SOLA SALON STUDIOS BECOMES THE FIRST SALON STUDIO CONCEPT FOR BEAUTY PROFESSIONALS TO OPEN IN NEW JERSEY!**

Wayne, NJ (May 2019) - **Sola Salon Studios** has had many “firsts” since the company’s inception in 2004. On May 6th, 2019, Sola added another historic milestone to the list by officially being the first salon studio/suite concept for beauty professionals to open in the state of New Jersey!

The first New Jersey **Sola Salon Studios** location was opened in Wayne (1607 Route 23 South) and features 33 state-of-the-art, customizable, move-in ready studios for beauty professionals – hairstylists, colorists, estheticians, nail techs, massage therapists, and more – under one roof.

In addition to providing beautiful studios for professionals to call their business home, **Sola**



helps support their independent businesses with comprehensive educational resources, cutting-edge technology, and high-quality marketing support. The actual studios come in a variety of layouts and several sizes for all types of beauty professionals.

The second New Jersey location is scheduled to open this August in Cedar Knolls (170 East Hanover Avenue). A third location, currently

being designed, will be opened Holmdel, NJ (2103 NJ-35) with a target opening of Fall 2019. Additional locations in NJ will be announced shortly.

**Sola Salon Studios** has been the leader in the salon studio concept in the US and now boasts more than 450 locations with over 12,000 independent beauty professionals as part of the Sola community.

“Salon professionals choose **Sola Salon Studios** for many reasons: to create a one-of-a-kind, personalized salon culture that reflects who they are, set their own schedule with 24/7 studio access, experience more privacy with guests, and make more money. Ultimately, it’s a way to have freedom and control. We are so excited to have been the first in New Jersey, and be able to now systematically roll out the Sola concept throughout New Jersey – an amazing state with so many talented, entrepreneurial-minded beauty professionals. We are providing a new path for their careers that has not been available to beauty professionals before now. Plus, a large percentage of the beauty industry is made up of women. It is personally gratifying for me to empower these female entrepreneurs to realize their dreams of owning their own salons, to create the life that they envision for themselves, to maximize their income and to successfully juggle their business and family obligations,” commented Tina Marcopoulos, Operations Manager of Sola Salon Studios in Wayne, New Jersey.



“We’ve had a vision for our dream salon for years. We were so excited when Sola opened in New Jersey and we were finally able to make our dream a reality! We thought the process of opening our salon would be so difficult and take so much time, but Sola made it very easy, quick and painless. We love our studio and our clients love coming here too!” commented Sarayah Politi and Luana Stavar, owners of East Coast Salon.

### **ABOUT SOLA SALON STUDIOS**

In 2004, Sola Salon Studios was established with the opening of our first location in Denver, CO. Now with more than 450 locations open in the US and Canada, we are proud to offer salon professionals the freedom and benefits of salon ownership without the upfront costs and risks associated with opening a traditional salon. Our innovative salon model empowers hairdressers, estheticians, nail techs, massage therapists and other like-minded professionals to take control of their lives and their careers. We provide beauty professionals with high-end, fully-equipped salon studios alongside the support and tools they need to launch their salon business in no time.

For more information, please visit [www.SolaSalonStudios.com](http://www.SolaSalonStudios.com) or media please contact: Dina Elliot, [dina.elliott@exitonesolutions.com](mailto:dina.elliott@exitonesolutions.com) or call 239-598-0246.

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