

# Old Town Scottsdale Salon & Spa Announces Grand Reopening

*MODE Salon + Spa unveils new identity, renovations, and loyalty program*



SALON + SPA

**SCOTTSDALE, AZ – OCTOBER 18, 2018** – Mode Salon + Spa (formerly Tru Salon), Scottsdale’s premier hair and beauty destination announces the grand reopening of its Old Town Scottsdale location. Mode has undergone a complete renovation and features a trendy, welcoming atmosphere that is inviting to all with a strong focus on sustainable and eco-friendly initiatives and the launch of its loyalty program.

Located at 7050 E. Indian School Rd., Scottsdale, AZ, the salon is owned by Topher Miller, who brings over 9 years of experience.

“Opening a salon has been my dream since entering this industry. I wanted to create a place that promotes equality and kindness while still providing excellent service and sustainability. I care about my community, environment, and those around me. Beauty is more than us. It’s more than what we do. It’s a way of life. This is how I want all of our guests to feel after leaving the salon,” shared Topher Miller, Mode salon owner & stylist.

The grand opening event will be held on Saturday, October 27 from 9am-7pm with various activities throughout the day including a ribbon cutting ceremony and champagne toast with the Scottsdale Chamber of Commerce and members from the Scottsdale City Council, food truck and swag bag giveaways including free beauty product samples of featured luxury product lines. From 5-7pm, Mode will host a catered social hour, spotlighting neighboring restaurant Blue Clover, and will announce the grand prize giveaway of \$1,000 in salon services. Additional prizes of \$500 and \$250 in salon services will be given away as well.

In conjunction with the name change and repositioning of the salon, Mode is also launching its exclusive loyalty program during the grand opening celebration, rewarding its customers based on accumulated points with free products and services.

“Cultivating a relationship with our clients is important. Establishing a loyalty program is something that we feel adds value and rewards our clients who spend the most time with us,” stated Miller.

Mode is also a part of Green Circle Salons, one of nearly 2,000 certified sustainable salons across the nation. Mode has recently implemented environmentally sustainable initiatives by recovering and repurposing 95% of beauty waste resources, including hair, hair foils, color tubes, papers, and plastics, as well as utilizing LED lights, water saving shampoo bowls, and being mindful of the products that are associated with the salon.

Mark your calendars for Mode Salon + Spa's grand opening event from 9am to 7pm on Saturday, October 27, 2018.

Appointments can be booked by calling the salon at (480) 947-4830 or by visiting [www.modesalons.com](http://www.modesalons.com).

### **About Mode Salon + Spa**

Nothing is more important than caring for our community, environment, and each other. Mode Salon + Spa is committed to delivering a high-end, inviting beauty experience focusing on sustainable practices and providing hair care, and skincare services for men, women and children.

Please visit [www.modesalons.com](http://www.modesalons.com) for more on Mode Salon + Spa or contact Topher Miller at [tophermiller2009@gmail.com](mailto:tophermiller2009@gmail.com).