

July 2009

Press Release

identity>the>salon

Celebrate 2nd Birthday

Identity The Salon, celebrated its **2nd year** looking after clients at the salon on Monday evening, 27th July, with a small party. Friends, colleagues and clients celebrated the milestone with drinks and canapes. The salon, located at Stretford Mall, Manchester, has quickly grown in both popularity and clients regardless of tougher trading conditions this year. The unique conceptual 'boutique' styled salon opened its doors in July 2007 with a fresh approach to hairdressing and new business ethos.

The salon currently employs 5 stylists, to look after its city clientele within its kitch surroundings. The salon is a full stockist of popular Paul Mitchell branded products but also believe in hip and upcoming brands such as the Manchester born 'Beever' product range. **Creative Director Richie McPherson said "I am delighted to be celebrating 2 years at Identity The Salon. My team is incomparable, and we are looking forward to a bright future"**

Richie moved to Manchester in 2003 and instantly sparked with the city's vibrancy, and innovation. Stretford Mall was a carefully chosen location, providing quality, city chic hairdressing without the price tag.

The salon over the past two years has been known for its charitable efforts including their infamous Children In Need campaign. Identity>The Salon will compete in the Paul Mitchell Colour Tour in the UK this September. The salon recently achieved a 5 star rating from The Good Salon Guide, offers all professional hair styling and colouring services including specialist services.

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