

# Making the cut

Shelene Shaer offers a haircut, a car wash and freshly baked bread – all under one roof.

She chats to Delia du Toit about her unique salon.



## FACT FILE

**AGE** 40

**TRAINING**

Hairdressing at what was Joubert Park College

**MOTTO**

Persevere and be positive

**CHILDHOOD**

**AMBITION** To be a nursery school teacher

**FAVOURITE**

**TREATMENT**

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**Why's Tanaz all the rage?** It's a new concept in hairdressing – a one-stop service in a homely setting. At Tanaz you can get a haircut, have a massage or a facial and have your car washed – all in one place.

We also have a coffee shop where you can buy freshly baked bread on a Friday. And then there's the Bio Ionic hair relaxing, for which we're quite famous.

**Your knack for business has been awarded several times.**

Last year I won the Regional Business Achievers Award in Gauteng. We've also won the Best of Johannesburg Readers' Choice Awards for the best salon five times in a row – from 2003 to 2007. Two years ago we received a Global Salon Business Award where we were honoured for our marketing and client philosophy.

**What's your secret?** I got where I am because I love my job. I'm an artist with hair! I also love teaching my staff to be successful. But most importantly, we build good relationships with our clients. To keep them means keeping up with trends. We watch Fashion TV 24/7 and surf the web to make sure we know what's hot.

**It almost sounds easy. Is it?** No, anybody who says having your own business is easy is lying! Putting together a good team is really challenging. We opened the Cape Town branch a year and a half ago and although it's not as successful as our Illovo branch, it's getting there. We now employ 34 people.

**Who are your regulars?** They're about 35 and they know what they want. Our stylists are graded on three levels and you pay for the level of stylist you choose.

**So how do I avoid a haircut from hell?**

Talk to your stylist! Ask them to repeat your request back to you, to make sure there's no miscommunication.

**Tell us about your men's salon.** Two years ago we decided to run Tanaz Man as a separate side of the business. Trends in the men's grooming industry are constantly changing and men want their own salon.

**What else is new?** We've just opened Tanaz Image, where we offer advice on what colours suit you and how to dress for your shape. At the moment we have one consultant offering the service, but we want to train all our staff members in this field.

PHOTOGRAPHER: DEBBIE YAZBEK • MAKE-UP: IRENE SCHULTZ

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