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## THE DAVID MALLETT EXPERIENCE JUST GOT BIGGER

Step into the newly expanded David Mallett hair salon in central Paris and you can't help but sense there is change in the air.

Maybe it's the elegant welcome afforded by stunning former model Leslie Vénus, perhaps it's the five new stylists plying their trade on some of the best known heads in Paris, or the recently appointed manicurist and pedicurist, Laurence. Or maybe it's the life-sized ostrich mounted proudly in the centre of the new wing of Mallett's recently expanded salon.

Whatever the difference, this is a salon on the move, growing in size and determined to provide Parisians with the finest hair and beauty treatment in the city.

"The salon has gotten bigger, but the experience hasn't changed," explains Mallett, the Australian-born coiffeur who, in three short years has cornered the Parisian market in high-class hair styling. "The individual attention we give to every client is still the same. We've just doubled the size of the salon, hired more staff and in the process, become better at making sure every client that steps through the door is treated like a VIP."

Mixing star treatment with cutting edge hair design is what Mallett does best.

Still in demand with the magazine, modeling and advertising worlds he left behind to open his Paris salon, Mallett divides his time between glamorous photo shoots in exotic locations with some of the world's most famous women, and the serious business of keeping alive a proud Paris tradition.

According to his business partner Ralph Loeffler, the unique blend of Hollywood glamour and Paris chic that Mallett brings to his work has helped to create a salon reminiscent of a gentler, more-refined hair-styling age.

"There are no more high-class coiffeurs left in Paris," he says. "There used to be salons which were like five-star hotels. You would visit them as much for a moment of tranquility and refinement as you would for an actual haircut. Now, there are plenty of chain salons, but very few boutique establishments where personal service is combined with a truly luxurious, utterly indulgent experience. That's what we have set out to create here."

More high-class spa than hairdressing salon, the David Mallett experience is underpinned by some of the best practitioners in the business.

Stylist Fanny Admont and colorists Giorgio and Remy have helped build a loyal client list which is as international as it is prestigious.

Newly recruited stylist Alain Haberlay brings his 20 years worth of experience to the salon while pedicurist and manicurist Laurence has joined to give clients the complete beauty experience. And former model, Lesley Venus floats effortlessly from reception to salon floor, ensuring each client's David Mallett experience is as seamless as possible.

And with the expansion in staff numbers has come an expansion in floor space. Doubling in size to over 360m<sup>2</sup>, the new look salon wraps around a verdant, open-air terrace where the only sound is that of the troubles sliding from the shoulders of Mallet's faithful clients.

The new wing of the salon has been furnished in Mallet's signature style - part flea-market, part high-concept design. Lamps from Brussels sit alongside sofas from Milan and a vintage sideboard from New York.

A stuffed, full-sized leopard from Tanzania shares space with a majestic, stuffed ostrich from South Africa. Muted taupe walls and angular modern hair stations are juxtaposed with floor-to-ceiling French windows and elaborate ceiling moulds.

"The style of the place is eclectic, chic, simple, not frilly or fluffy," explains Mallett. "It's a typical Parisian apartment decorated by a typical Aussie bloke. It's an accumulation of the last 20 years of my life, traveling the world, absorbing ideas and experiences, and it reflects perfectly my style of hairdressing."

And with more than 20 years experience as a sought-after stylist in the fashion industry, Mallett says he is now well-placed to bring a bit of glamour into the lives of each of his clients.

"Most of the time in the fashion industry you are working with 15 and 16 year old girls – who are invariably so beautiful it's hard not to make them look amazing," Mallett says. "But so much in the fashion world is ephemeral. The beauty is fleeting – it exists briefly for the click of a camera shutter. I wanted to take what I had learned on these fashion shoots and apply it to the hair styling of real, everyday women."

"The challenge for me is to make the beauty last - give a cut that endures, a color which wears well, a hair style which makes my clients feel fabulous long after they have walked out of here."

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- Picture Editor's note: a selection of hi-resolution images from the new look salon are on the enclosed CD-Rom or available for download at [www.david-mallett.com](http://www.david-mallett.com).