

Hair on the Net!

A renowned Edinburgh hair salon is building on 50 years of combined experience with its first dedicated hair and beauty products website.

Vincent Bell Hairdressing has set up the new retail site to bring their distinctive product ranges to not only their clients, but a wider market.

With luxury items from beauty professionals such as Aveda and Schwarzkopf, the online store will allow customers to stock up on some of the finest brands available from the comfort of their own homes.

Vincent Bell Hairdressing – which has salons in Edinburgh’s city centre and Stockbridge – is run by husband and wife team Vincent and Karen Bell.

Karen explained that as companies constantly change their marketing strategies, it’s important that their business model reflected their desire to be one step ahead.

She added: “Vincent and I have over 50 years of hairdressing experience between us, so we’ve built up expert knowledge of hair and beauty products over the years.

“Some of our customers have been with us for more than 20 years and it is very common for them to stock up on their favourite products when they are in the salon.

“We thought the next logical step would be to open a retail site so everyone, not just our clients, can buy our ranges by simply going online.”

Karen and Vincent Bell have built a fantastic reputation for high quality styling as well as leading the way in junior hairdressing with their Training Academy at their Bread Street salon.

The website features brands such as skin care by Lancome and Clarins, hair care products by Aveda, Schwarzkopf and TIGI, as well as cosmetics by Benefit and Yves Saint Laurent, and GHD hair irons.

The site also offers men's ranges and both Fake Bake tanning products and sun tan lotions can be purchased.

Find all the latest products available at www.vincentbell.co.uk/shop or for more information on Vincent Bell Hairdressing visit www.vincentbell.co.uk.