

# Willow Glen Resident

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Photograph by Vicki Thompson

**Right Cut:** Gloss Beauty Lounge owner Steve Reynolds opened his salon in July. His customers like the relaxed atmosphere. He also offers an assortment of complementary beverages from coffee to wine.

## New salon in Willow Glen offers clients down time

By Ruth C. Wamuyu

Willow Glen residents now have a new place to get their hair done while relaxing with a glass of chardonnay or merlot.

Gloss Beauty Lounge opened its doors downtown on July 6, providing clients with an assortment of beverages ranging from wine to coffee while having their hair styled.

Its 35-year-old owner, Steve Reynolds, has extensive experience and

training as a hair stylist. He supplemented his cosmetology training at San Jose City College with workshops at Vidal Sassoon in Los Angeles and Bumble and bumble in New York.

He then apprenticed at the Faux hair salon in Campbell for three years before moving to Antoni-Paez in Willow Glen. He worked at the Lincoln Avenue salon for six years.

But the former corporate salesman dreamed of owning his own salon and jumped at the opportunity when space became available in Willow Glen.

"I wanted something small and intimate and I found one downtown," Reynolds says.

He opened on Brace Avenue just around the corner from Longs Drugs.

"I love Willow Glen and its small town atmosphere," says Reynolds, who recently purchased a home in Willow Glen after living in the community for eight years.

Once his lease was finalized, Reynolds put together a team of four stylists and a salon coordinator. The stylists were professionals he met while working at other salons and who were looking to rent stations as independent contractors.

Reynolds wanted to bring independent stylists to his shop because he says, "People are more inspired to work when working for themselves."

Liesl McMahon was working on commission at Umbrella, a salon in San Jose, when Reynolds offered her an opportunity to rent one of the stations at Gloss Beauty Lounge.

"I had built my clientele up over the years and was ready to make a change," says the stylist, who trained at Vidal Sassoon and Bumble and bumble. "Almost all my clients moved with me."

Reynolds' clients also switched to his new location.

"I have been his client for many years," Brenda Brown, a Willow Glen resident, says. "He has always been attentive and when he moved I moved with him."

Brown says she loves the classy and "incredibly relaxed" atmosphere at the salon. She goes there to pamper herself.

Reynolds designed his salon with an open and roomy feel, with large leather couches and flowers at each station. He says, often friends come in and "hang out" with each other while having their hair styled.

Salon coordinator Sara Galvez says she likes working with the clients and helping them relax.

"Most of them are mothers from Willow Glen who have hectic schedules," she says.

Brown appreciates the attention and praises Galvez for her "fabulous customer service."

These are the clients the salon wants to attract, clients who need to unwind and "hang out," Reynolds says.

He acknowledges that there is a lot of competition in the area, but he is confident that his business will succeed.

"We will find our niche," he says.

The salon will celebrate its opening by throwing a cosmopolitan theme party with light hors d'oeuvre on Oct. 22 from 6 to 9 p.m.

*Gloss Beauty Lounge, 1114 Brace Ave., is open Tuesday through Friday from 10 a.m. to 6 p.m. If needed, stylists will extend their hours to 9 p.m. on weekdays. Saturdays the salon is open from 9 a.m. to 5 p.m. For more information, call 408.298.6702.*

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