



Ella Hawkey, creative director and owner of Atelier hair salon in Clifton Village

Atelier hair salon opened in the heart of Clifton Village four months ago offering quality hair services and championing a new range of products made from natural ingredients.

Owner and creative director, Ella Hawkey, says the salon has seen a steady growth since day one and has had such a great response from customers, that she is now thinking of expanding –

with plans to open a holistic spa downstairs in the salon in September, and a hope to launch another salon in a few years' time.

Ella has been in the industry for 15 years, bringing to Clifton an impressive background in hair styling for some of the most renowned brands. She trained in London at Toni & Guy and then spent a number of years working for the brand in Bristol, followed by a move to the Robin James Aveda salon in Cabot Circus, where she learnt the benefits of natural based hair products, and then on to Hair at 58 in Cotham.

It had always been her dream to open a salon in her own unique style, so when the opportunity presented itself, she jumped at the chance and transformed an old salon space in Regent Street into a luxurious, boutique salon. The cool and trendy décor, with wooden flooring, up-cycled pieces of furniture, dark leather sofas, deep purple walls, patterned wallpaper and striking Moroccan lampshades all reflect Ella's style and creative flair perfectly.

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Ella says: "Our exquisite, tranquil environment evolved through the desire to work in a creative haven, where clients can relax and enjoy a truly luxurious experience. With great music, extensive refreshments and divine aromas, we like to think of Atelier as an oasis in the heart of the bustling city."

Ella's enthusiasm shines through with everything she says and it is obvious that she is very passionate about hairdressing and customer service – which has meant that her client list is constantly growing.

"I love what I do," says Ella. "Hairdressing is an art form and inspiration can come from people, places, films, fashion or even music... Whether it's understanding what will suit someone's colouring and face shape or creating a winning image, I am passionate about styling and love working with a diverse clientele."

The atmosphere at the salon is friendly and personal and Ella ensures there is always great attention to detail with every service, from the quality of the coffee to the complimentary hand massages.

"Business at the salon is going really well and we're always busy," says Ella. "I've needed to take on extra staff at different levels, so that there's broad price ranges, meaning that we can be accessible to everyone."

The salon also has extended opening hours, opening every alternate Sunday and late nights on Tuesdays, Wednesdays and Thursdays – offering even more opportunities for busy people to come in to get their hair done.

As well as the successful in-house recommend-a-friend schemes and offers, Ella has found that social media and collaboration with other local independent businesses have greatly helped in making Atelier such a successful and popular salon. Working closely with nearby boutiques, Ella has been able to produce photo shoots and offer competitions, which, she says, "really helps to get the salon's name out there."

Atelier, 14 Regent Street, Clifton Village. Visit: www.atelierclifton.co.uk