

Press Release

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FOR IMMEDIATE RELEASE
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ILLUMINATE SALON LIGHTS UP IN PLAZA MIDWOOD

CHARLOTTE, NC, JULY 25, 2012: Chip Perry, Brandi Piana, and Rob Murphy proudly announce the August 1st grand opening of Illuminate Salon, located at 1111 Central Avenue in Plaza Midwood. While the salon is new to the neighborhood, the owners are established hairstylists serving Charlotte's upscale clientele. Perry and Piana join Murphy in transforming and expanding the former Paragon Salon space to a new level of casual elegance. "We are elated to be in this hip district; it's a place that many of our staff and clientele call home," says Perry, former owner of Fuze Salon and national educator for Redken 5th Avenue. The trio and their team of professionals are proud to care for hair with the aid of products from KEVIN.MURPHY, Redken 5th Avenue, and Pureology.

The name of Illuminate Salon was chosen to represent both the visual and the emotional. To light up and to lighten up, each literally and figuratively, are attainable goals at this place of luxurious comfort. Playful interpretations of light are expressed throughout the space. "The design was a fun collaboration of creativity between Aida, myself and the three owners" says The Furniture Connector's Rodney Hines of his experience working with Aida Saul of AidaInteriors and Luxe Home Couture. Custom woodworking features reflect the warmth of Illuminate Salon and are presented by Zachary Sessions of Camelot Craftsmen, and by Chris Pollard of Innovative Installations, Inc.

Illuminate Salon, where style meets hair and light meets space, at the intersection of Central Avenue and Hawthorne Lane.

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If you'd like more information about this topic, or to schedule an interview with Illuminate Salon, please call Chip Perry at 704/577-8074 or e-mail Chip at chip@illuminatesalon.com