



BEAUTY & THE DIRT

Welcome to Mimi's world, you might never want to leave...

Aldo Coppola – Sloane Avenue (Part 1)

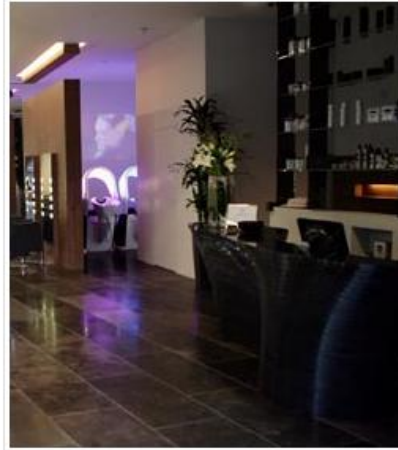


By Emma Skipper

I had the pleasure of popping down to **Sloane Avenue** last week to have a cut and colour at the new **Aldo Coppola** salon by the Art Director, **Oscar Mercaldi**.

Aldo himself is renowned globally for his both his talent as a **hair** dresser and for the luxury treatments that his salons offer. As a testament to this **he's** worked runway shows for the likes of **Versace, Valentino and Armani** as well as being hired as the **leading consultant** to L'Oreal for a time, so he clearly knows his hair!

The Sloane Square salon was designed by **Philip Stark** and as a result is luxurious and immaculate. The first floor holds the stylist's area, with sleek customer stations and an **exclusively designed nail-bar** that is set to be fully functional within the month. One of the highlights are the fab washing station chairs, that are not only ergonomically designed, but they're positioned in front of a **projection screen** for some light **entertainment** AND serve a decent dose of light-therapy and rolling in-built massage! If you normally fall asleep with a head massage, trust me on this one, you'll be **comatosed** by the time they've finished with you here!

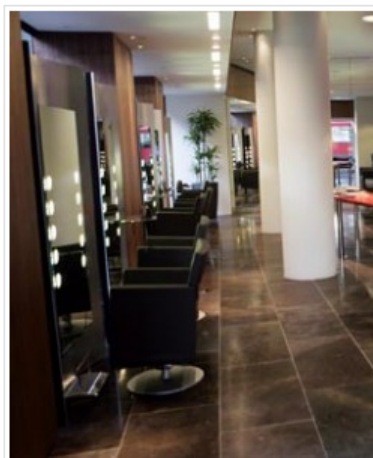


Aldo Coppola Salon Interior

The lower-ground floor holds the **beauty** treatment rooms and the **cavernous VIP room**. This cave of wonders has yet to be finished but is set to launch very soon. It promises a **fully licensed bar** and **private and secluded area** where its guests can enjoy their treatments in peace. And while we're on the note on peace and quiet, the **massaging pedicure station** is also hidden away, so those of you that, like me, **HATE** getting your feet out you can have your pedi without noisy onlookers. Having been thoroughly impressed with the decor (I'm very excited to see the VIP bar when it's operational) I was sat down for my cut and colour by the Art Director, **Oscar Mercaldi**, who was slightly

ever as his customer was none other than the supermodel, **Eva Herzigova**, I think I'll let

Aldo Coppola – Sloane Avenue (Part 2)



Aldo Coppola Stations

Continued...

I was booked in for a **colour** so I opted for some **natural highlights** in my already **blonde hair**, however I was slightly confused when I was told there would be no foils of any kind involved. Instead Aldo Coppola use a unique colouring technique called **Shatush**, and no it's not a dog breed as I originally thought. In fact it is an ingenious technique that involves **backbrushing** your hair and applying colour to the **loose ends**. By opting for this rather than the foils, the colouring is supposed to achieve a more **natural look**, with less **horizontal regrowth**. I certainly hoped that this was the end result at the time as I looked a complete fool as I sat there with my full head of **back-combed locks!**

Oscar applied the colour **freehand** and then went about his business with his other clients as the lovely Daisy took me over to the ridiculously high-tech **light-therapy massaging chairs** by the washing stations.

Having been **fully comatosed** and undergone a **hair** steam (yes they steamed my hair, apparently to rehydrate it?!) I head over for my cut as Oscar darted back to my station having finished one of his fabulously extravagant Italian clients. This was the shortest part of the treatment as he's **nimbly snipped** my lengths and revitalised my very shabby style.

Having had a blow-dry and style that lasted about an hour, not only was I feeling **inappropriately spoilt**, but I was amazed at the result. My hair was a **beautiful golden flaxen** and had a beautifully **clean and well structured cut**. I would thoroughly recommend heading to Oscar and his team for anyone wanting a luxurious 5* **hair cut** and I'd be tempted never to go back to foils after the gorgeous results of the **Shatush colouring technique**. Plus, if you've got the funds, book into the **VIP room** with some friends and experience it all down there with **cocktails**... what better way to unwind and beautify!

From £55 for Blow Dry and from £120 for Cut.

Aldo Coppola can be found at 70 Sloane Avenue, London SW33DD

To book call: 0207 0520709