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Coppola's Cutting-Edge Styling Comes to Town

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The man whose scissors are responsible for many of Milan Fashion Week's exuberant hairstyles, Aldo Coppola has built a fearsome reputation as one of Italy's most sought-after stylists. But his talents aren't confined to the catwalk; his eponymous salons can be found in some of the most fashionable districts across the globe, all of which incorporate his unique approach towards styling and colouring hair. GLASS chats to Nadia Advokatova, founder and designer of the London Salon.

How would you describe the original techniques that the London team use?

'Creating free hair'. Following the teaching of the 'Hair Maestro' Aldo Coppola at the Milan academy, Oscar Mercaldi (London Art Director) has adapted and developed his techniques for the UK - all cutting techniques have the famed element of de-structuring and colours are all based on natural ingredients and applied freehand. The final result is hair that is free, not constrained in one cut or look. A variety of techniques are used to achieve this result, including 'Shatush', where the hair is backcombed in sections before the colour is applied from specifically designed palette, and 'Sombrero Miami', when a large Frisbee-style headpiece is placed on the head and hair is pulled to sit flat on the plastic, before colour application. Both techniques are wonderfully theatrical and deliver fantastic, natural results in much less time than conventional treatments and without the use of foils - once clients experience the difference, they never go back to traditional methods. I was one of his clients in Moscow, I have experienced his talent there so I decided to open the salon in London.

Can you tell us about your plans for the spa? (and bar!)

Our plan is for the Spa to be a real cocoon for well-being, where all the senses are catered for. Our state of the art treatment rooms are warm and cosy and you feel totally relaxed whilst undergoing some serious high-tech treatments that in a different environment could feel quite 'medical'. After the body treatments the chromo - therapy shower helps to set the tone of the skin while 'working' on your mood. Lastly, you can't have beauty without good food, and you can't have a beautiful Spa without a bar serving delicious 'assaggi' based mainly on fruit and vegetables and freshly made drinks rich in vitamins and antioxidant ingredients.

What mood were you hoping to establish with the salon's décor?

My husband and I have been establishing luxury lifestyle concepts for the last ten years in Moscow. We wanted to bring the best combination of design innovation, quality and style for a discerning clientele.

In London we wanted to create an outstanding space. I have personally sourced all the details of the salon - the mood is cool, understated luxury but there is a serious 'wow' factor to the space, without it being intimidating. The chairs were specifically designed by Philippe Stark and the black corian reception desk and red quartz table were both designed by highly acclaimed designer, Brodie Neill. They really are strikingly beautiful.

What do you ultimately want clients to get out of the Aldo Coppola experience?

We want clients to leave the salon with the best hair cut and colour they have ever experienced and having had time to relax and feel energised and positive. Beauty is not just about hair, is that lovely smile and special glow you have when you are happy.

Are there plans for more London stores?

Yes, and outside London too, however, the whole team is now so busy with the enormous success of 70 Sloane Avenue that we are wondering when we will have time to start our next project.

The Aldo Coppola Salon and Spa is located at 70 Sloane Avenue, South Kensington, London SW3 3DD. For appointments call: 020 7052 0709

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