

DEDHAM TRANSCRIPT

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Shear Genius

Salon Capri
expands family's
legacy to Dedham

By Alexa Child
CORRESPONDENT

Dedham's Salon Capri prides itself on expertise, innovation and sophistication.

The salon, with white walls and concrete floors, is bustling with stylists and buzzing with hair dryers. "It's a sterile and clean, modern space — soft furniture, soft lighting," said owner and stylist Nick Penna.

Launched in the spring at open-air mall Legacy Place, this is the salon's third and largest location; the other two are in Newton and Hyde Park.

Nicholas and Gina Penna opened Salon Capri in Hyde Park in 1967. In 2000, their children, Nick and Laura Penna, became partners, opening up a second location in Newton.

Nick Penna, 37, who trained at Blaine Hair School in Boston, said he chose Legacy Place as the salon's third location because he and his sister grew up in the area.

"We knew the area, we knew the demographic, we knew the people and we felt like it would be a good fit," Penna said. "(There are) a lot of new happenings around here. We wanted to be a part of it."

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Jessica Taylor-Buckley

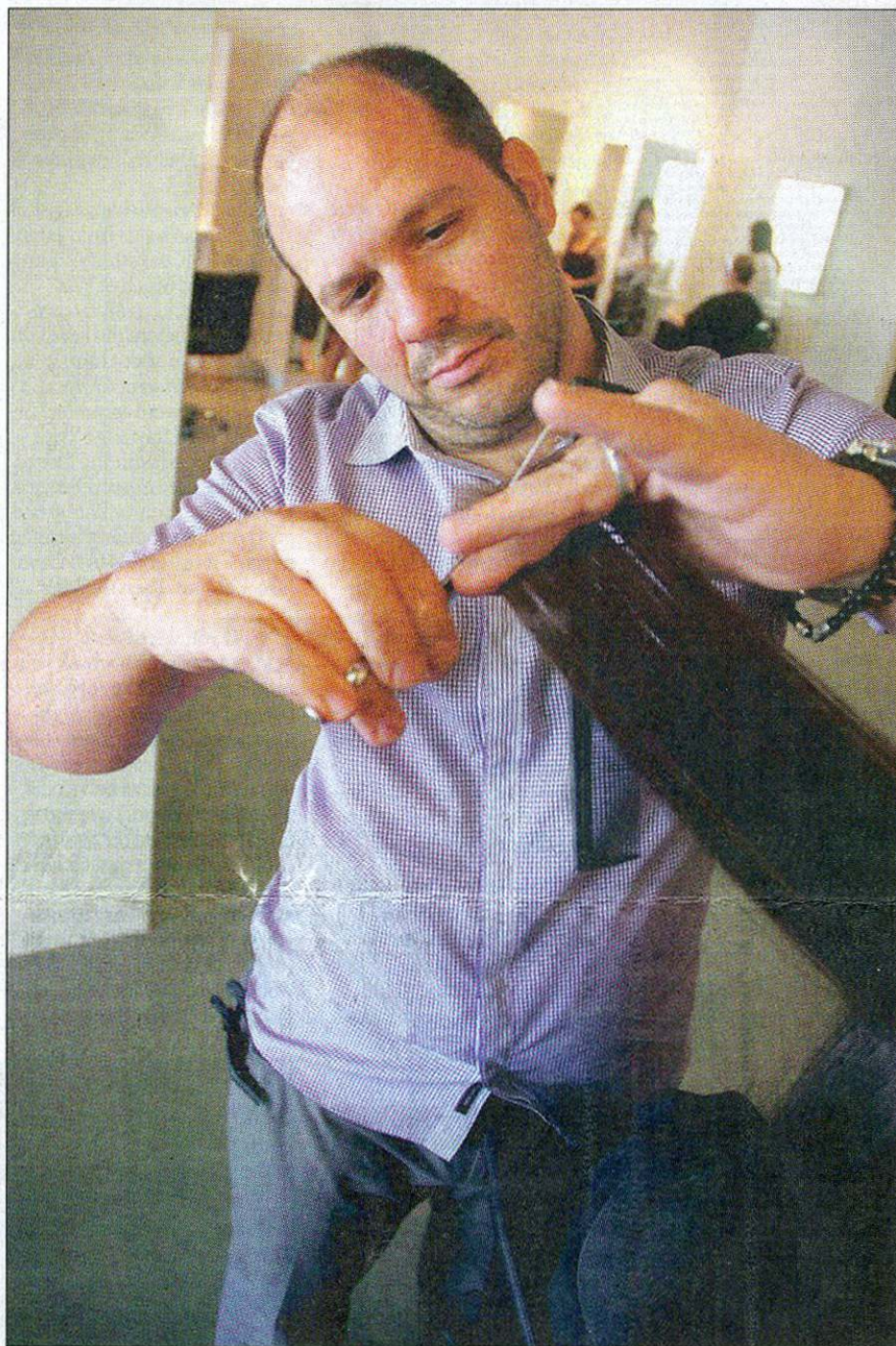


PHOTO BY SEAN BROWNE

Salon Capri co-owner Nicholas Penna trims the hair of customer Adrianna Taylor of Newton, on a recent Friday afternoon at Salon Capri in Legacy Place.

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So far, business has been really great, Penna said.

Its success can be attributed to many things, including the heavy foot traffic at Legacy Place, its established branches and the range of services available, said Penna.

With 15 stylists, four estheticians, one makeup artist, three nail technicians and five assistants, the salon offers more than just haircuts.

Salon Capri has two treatment rooms for waxing and facials, as well as a L'Oreal Color Bar, situated next to the coloring stations. The color bar resembles a typical bar one would find at a club or restaurant. With all the different shades available, clients can sit down at the bar and receive a full color consultation. The L'Oreal Color Bar at Salon Capri in Dedham is the only one in Massachusetts and one of only a few in the entire country, said Penna.

"It (the color bar) is focusing on bringing clients into the mix — sitting down, having a conversation with your colorist. You're actually watching the process happen," Penna said. "It's bringing color out into the open."

Penna also stresses the importance of education and training. "We have a huge focus on education; all of our staff is educated," he said. "We have a great team."

Among the team of 28, two are local. Clad all in black, Jessica Taylor-Buckley, 31, grew up in Dedham, graduating from Dedham High in 1997. Now a resident of Scituate, Taylor-Buckley works at Salon Capri as a makeup artist.

Trained at Bojack Academy of Beauty Culture in West Roxbury, Taylor-Buckley offers complimentary makeup applications, using celebrity makeup artist Christopher Drummond's organic and all-natural makeup.

"I love everything with beauty," Taylor-Buckley said. "Makeup is kind of instant gratification."

Toward the back of the salon is another Dedham resident, nail technician Doreen Avila. The 53-year-old, also trained at Bojacks, started doing nails 12 years ago. Prior to that, she worked as administrative support at McDonald's regional office in Westwood.

"I needed that change. I was in an office pretty much all my working career," said Avila. "Just to have somebody new to talk to every hour — it's fun. It's a great career."



Avila said she chose to become a nail technician because she wanted to help people. She said that certain treatments can really help improve the health and condition of a person's nails, and she enjoys providing her clients with these treatments. "It's something more you can do to help them. To make a difference," said Avila.

In addition to helping people, Avila enjoys working at Salon Capri because of the other employees. "I watch a lot of the hairdressers. It's kind of amazing to watch them," she said.

Penna said the salon's stylists are not only very experienced, but like the family business, most have been with the salon for a long time. "They are very loyal," he said.

Salon Capri at 406 Legacy Place is open Monday-Wednesday, from 9 a.m. to 8 p.m., Thursday and Friday, from 8 a.m. to 8 p.m. and Saturday, from 8 a.m. to 7 p.m.



PHOTOS BY SEAN BROWNE

Top, Salon Capri co-owner, Amy Penna, poses for a photo outside of Salon Capri at Legacy Place in Dedham. Left, stylist, Demetri Papadopoulos, right, works on the hair of Peter Gray, of Mansfield at the salon. Above, Salon Capri is located at Legacy Place.