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State of the Beauty Industry

Stylist, Naz Kupelian Uses His Know-How To Improve The Beauty Industry

In an industry where stylists and styles alike come and go, Naz Kupelian, owner of his self-titled salon in Lexington, MD, has been a key player in it for over twenty years. But there are no tricks up Kupelian's sleeve that keep him in the industry's elite. He simply follows a recipe of professionalism, honesty, and education with his clients, which assures that his chair, as well as those of his employees, is never empty. With a no-nonsense demeanor and a fearless attitude, Kupelian is single-handedly giving the industry a much needed face lift. Recently, Kupelian was able to speak with *sheen* about his thoughts on maintaining success as a stylist.

"Education, education, education," said Kupelian. "You should get as much as possible. Education equals confidence, and confidence equals success." He notes education, or lack thereof, in part with having an honest relationship with clients, as a golden rule. "Honesty is important. Don't give clients something [products] you do not believe in. Our jobs as stylists are to be honest and open, to tell the truth. Just don't give service for the sake of giving service."

Another principle of success that Kupelian practices and preaches is communication. However, this may cause stylists to have to deviate from the traditional "the customer is always right" way of thinking in the salon.

"Work with the clients, and give them what they need, not what they ask for,"



he asserted. "Communication is key. The client may ask for something but need something else. Be involved." According to Kupelian, this involves the stylist helping the client to fully understand their hair, from how to take care of it between salon visits as well as what products to use on it.

"It starts with the hairdresser. Take time to explain to clients, how to transfer looks from day to night," he explained. "In the salon, we talk about everything but hair. It's our job to educate clients."

In addition to running his salon, Kupelian also serves on the creative design team for Rusk hair products.

"After seven years of working in the salon, I wanted to do more," said Kupelian. So after a chance meeting with a Rusk representative at a hair show, he came on board as a Rusk educator. He soon worked his way up to a position on the creative team. This position allows him to travel internationally and do hair demon-



strations, his next show being in October in London.

Both of Kupelian's jobs tie in to his love of styling hair. "I like seeing hair a mess, then seeing the client leaving the salon looking and feeling good."

For more information on Naz Kupelian and the Naz Kupelian Salon, please visit www.nazkupelian.com

Holly Clay

