



Atelier Studio's storefront was designed to catch the eye, with a Mondrian-inspired mosaic made up of 21 pieces of recycled porcelain tile in shades of orange and brown. "Our signage was designed for simplicity, with just LED illumination behind the words, and the lights are on a timer and only go on when it's dark outside," Bennett says. "Our retail shelving also has LED lights in them and really glow at night, when the shopping center is active."

Updating a Brand

WHEN THE CELL PHONE STORE closed in the outdoor, mixed-use lifestyle center in San Jose, California, where **Karie Bennett's Atelier Salon and Spa and Atelier Studio** are located, she recognized an opportunity

to expand the smaller salon and initiate her plans to update her brand. The studio was located on a major entry street into the busy upscale mall and when Bennett studied her neighboring stores, she noticed that everyone

else's storefront was fairly neutral. She decided to redesign the logo for both locations, using a brown, white and fluorescent orange, then she incorporated the bright orange paint into the design of the storefront. "It definitely attracts the eye, and we've noticed a bump in walk-in traffic and retail sales," Bennett says. "And since the locations are a block and a half apart, that's been a bonus for both."

The extra space allowed Bennett to grow the studio from four stations to nine, as well as create a color bar and lounge area for clients to relax in while their color is processing. The renovation started a movement, and now Bennett is continuing the brand update with plans to give her larger, original location a little facelift. ■

ATELIER STUDIO

Owner: Karie Z. Bennett

Location: Santana Row, San Jose, California

Salon Established: 2007

Square Footage: 1,600

Number of Styling Stations: 9

Shampoo Bowls: 4

Other: Make-up station with a built-in melting pot allows salon to market a brow bar

Furniture/Equipment: Custom, Eurisko (for the update)

Retail Line: Aveda





Three double-sided stations are on wheels, as are the custom-designed side carts, which allows Bennett the flexibility to roll them out of the way and create a space to hold the salon's team meetings. An additional three wall-mounted stations are located at the front of salon in view of passersby. "The Freestyle dryers are a stylist favorite, since it eliminates cords on the floor, which is a concrete-gray porcelain tile that resists stains," she says.



San Jose's airport inspired Bennett's ideas for the salon lounge, which has outlets everywhere so guests can charge their electronics. When combined with the salon's free wi-fi, the lounge makes it easy for guests to bring their laptops and work while their color processes. "The couch is custom-built to a specific depth so the back of the guest's head can't touch the wall and transfer color to it," Bennett says. "I chose transparent Lucite tables on wheels to keep the area from looking heavy or cluttered. The pendant lights are made from packing cardboard and recycled plywood for an interesting twist on eco-design."



"These shampoo lounge chairs are a big hit! Our guests say they are the most comfortable shampoo ones they've ever been in. There is a headrest built into the bowl, to cradle the head yet allow the back of the head to be fully rinsed," Bennett says. "You can also see the color bar from everywhere in the salon. It really tells the guest that we're a salon that's into color. The barn door leads into our coat closet, and looks nice from the main room."