

## Salon Franchise Expands in St. Louis Region

By Diana Barr | October 28, 2019



MY SALON Suite, a franchisor of upscale salon suites leased to providers of hair, spa and other beauty services, is expanding in the St. Louis region.

Franchisee Brad Carr opened a location at 5841 Suemandy Drive in St. Peters earlier this month. The New Orleans-based concept's first St. Louis-area location was opened last fall at 445 Lafayette Center in Manchester by franchisees Anabelle and Don Fabellar. A third location, owned by franchisee Brian Repp, is slated to open in Creve Coeur later this year or early in 2020.

MY SALON Suite leases individual, private salon space to hair stylists, nail technicians and other beauty and spa service providers. The suites, accessed from a secure lobby, can be individually decorated and come fully furnished, with utilities included.

Carr, who currently also is vice president of strategy for Philadelphia-based franchisor CertaPro Painters, retired from Enterprise Holdings in 2017 as vice president of business sales after 30 years with the car rental giant. He said after leaving Enterprise, he was looking for something new to do and was excited by the My Salon concept. "I thought it was a great opportunity for myself, for one, and then for all the stylists and suite members to start their own business," he said.



He said the concept is gaining in popularity as “stylists are realizing they can make more money for themselves,” compared with renting a chair or being a commissioned stylist inside someone else’s salon.

MY SALON Suite franchise costs run from \$395,000 to \$955,000, including a franchise fee of \$50,000 and depending on the size of the franchise. The individual suites cost about \$15,000 each to build out, Carr confirmed.



Rates for leases – typically a year in length – for individual suites differ depending on size and location within the site, he said.

The 7,000-square-foot St. Peters location houses 38 individual salon suites. Carr declined to give the location’s current occupancy but said interest has been high among stylists currently operating elsewhere, and a stylist specializing in eyelashes will be among the members.

Each suite features a style station and full-length mirror, styling chair, shampoo sink, color station and separate sink, and storage. Tenants, referred to as members by MY

SALON Suite, also are offered ongoing business development and support, officials said.

MY SALON Suite, founded in 2010 in New Orleans, now has over 100 salons in nearly 30 states and Canada. The company plans to add 200 franchisees and 300 salons in the next five years.