

## **Fashion-forward Michelle Patrick Salons to debut in Dallas**

*This Paul Mitchell Focus Salon will welcome all textures of hair and offer a global approach to style.*

DALLAS, Texas – On Wednesday, Sept. 24, a new breed of hair salon will open its doors in Oak Lawn. Michelle Patrick Salons, owned by the husband-and-wife team of Mattie Michelle and John Patrick, will introduce Dallasites to a philosophy rarely seen in the salon world – expertise for all textures of hair.

Influenced by her across-the-globe travels, Mattie Michelle and her six stylists mold custom cuts and colors that would fit in quite well at any European fashion show. But they combine the ‘dos with just enough practicality to work for everyday life.

“When I started doing hair 12 years ago, I noticed that the salon industry was very segregated,” Mattie says. “Most stylists are trained to serve only certain textures of hair. But, at Michelle Patrick Salons, it doesn’t matter whether you’re black, white, Asian, Hispanic or some blend thereof. We love the look of diversity. So, all our clients walk away with super-fierce styles that express their own personal star-quality.”

Mattie says she expects the salon’s Color Bar and Lather Lounge to become instant favorites. The out-in-the-open Color Bar lets customers work hands-on with a colorist to concoct a tailor-made dye. And the lavish Lather Lounge – with its plush chairs, soothing head massages, oil treatments and spa-like music – sets a new standard beyond the ordinary wash-and-go service.

Other menu items include hair straightening, extensions and, of course, cuts for women and men alike who want a look that’s as original as they are.

The 2,100-square-foot salon is Dallas County’s first-ever Paul Mitchell Focus location. Translation: they’ll provide exclusive access to Paul Mitchell’s full line of products.

First-time clients can expect a modern color scheme of stainless steel, crisp white, pops of hot pink and concrete floors. It’s an upscale escape for all who enter – from high-fashion magazines in the lobby to abstract wall paintings created by Mattie herself. In addition, co-owner and employee

manager John Patrick will always be on hand to ensure clients leave 100 percent satisfied.

Head stylist Mattie Michelle honed her craft of fashion-influenced, personalized cuts under the folks at Paul Mitchell, Toni & Guy, Wella, Goldwell, Cut Color USA and other top-tier hair companies.

Michelle Patrick Salons is located at 4008 Cedar Springs Road (next to Havana's Bar & Grille) in a retail development near the Oak Lawn area. Hours are 10 a.m. to 7 p.m. Tuesday through Friday, and 9 a.m. to 4 p.m. Saturday. The salon is closed Sunday and Monday.

To book an appointment, call (214) 219-3030.