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Austral Salon
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Local Salon Gets Cutting Edge Training Abroad
Austral Stylists Invited to Attend International Academy of Style

Columbia, SC – Is Columbia the next great hotspot of fashion and style?

According to one prestigious school of hairstyling, it is possible.

In late September, the Phyto Institute of Paris invited two stylists from 10 salons from across the United States to learn cutting-edge style techniques. Stylists Barri Arnold and Ellen Owens of Columbia's Austral Salon were among that follicular elite.

The internationally acclaimed facility – best known for groundbreaking use of botanicals in hair care – offered the chosen few a unique opportunity to study advanced color, cutting and styling techniques with master experts for a week.

“Everything you’ve heard about Paris is true,” Arnold said. “The experience was extraordinary. We learned techniques that are more complex than anything currently practiced in the states.”

They include color blocking processes that work with layers to give highlights the most natural look possible as well as blow-styling techniques that add more volume and texture.

“What we’ve brought back from Paris adds even more value to what we do,” Owens said. “This is about more than keeping an eye on future trends. It’s about knowing what styles and techniques will continue to make an impact in ten years.”

Staying ahead of the curve remains the cornerstone of Austral Salon. Owner Tim Shealy says that keeping up with the industry is as important now as it was when the salon first opened 21 years ago.

“Education is key at Austral,” Shealy said. “We’re always learning new ways to give our clients the most distinctive cuts, color and style. We’re incredibly proud that Barri and Ellen were asked to represent us in Paris.”

Austral Salon’s commitment to educational excellence begins with a stylist’s first cut.

“Each one of our stylists is required to perform eight exemplary cuts under my supervision – as well as several successful colorings under Ellen – before they get the Austral seal of approval,” he said.

The continuing education approach also includes frequent visits from other international style experts and consultants.

“Our stylists are worth it,” Shealy said. “So are our clients.”

To schedule an appointment at Austral Salon, please call 803-790-0770 or visit them on the web at www.australsalon.com.

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