

FOR THE LOVE OF HAIR

Heloise talks about her long-standing passion for hairdressing



HELOISE NAUDE

Hale Hair Boutique

154 Merton Hall Road SW19 3PZ
020 8540 1632
info@halehairboutique.com
www.halehairboutique.com

Tell us a bit about your business.

I am a Salon Owner and Hairdresser for Hale Hair Boutique, which I took over from Michael Wray and rebranded in 2016. I chose Hale as the name partly because it is the meaning of my name, Heloise, and partly because it means healthy, well and fit, which is what we want our clients to feel when they leave the salon. We offer exceptional hair services, we care about our clients and want them to have the best experience.

How did you get into your chosen career and why?

I used to work in a salon on weekends whilst I was still in school. I really liked the social aspect of hairdressing, as well as having the opportunity to be creative and make a positive change in someone's life.

What do you enjoy most about what you do?

I love to see the transformation in the clients' mood and style, especially if they come in not feeling great and leave feeling ecstatic. Highlights are also a highlight for me!

What have been the high, and low, points of your career to date?

It was tough starting over again when I first moved to London, but a high point was definitely getting my own Salon by the age of 27, with lovely staff working for me and awesome clients. Now my only low points are when I can't fit everyone in!

What has been your best business decision in the last few years?

To change from mobile hairdressing to Salon only, which is much more comfortable for the client and myself.

Is there a secret to your success? Always be willing to learn more than what you already know.

*"Amazing service and super friendly team - my hair has never looked so good!!
Would highly recommend!"*

TURNING IDEAS INTO BUSINESSES

Having left the BBCWW Brands Team, Wandsworth mum of three Susannah now helps parents achieve a better work/life balance by giving them the tools to market their business

Tell us a bit about your business.

In 2017 alone, I helped set up over 55 new businesses; 50 of which were for parents who wanted a better work/life balance around their children. Some had established businesses but no brand identity; others had an idea and didn't know where to start. I create, set up and print logos, branding, packaging, marketing, social media and websites - all in one place.

What do you enjoy most about what you do?

Without a doubt it's the heart-wrenching gratitude from the parents who have dreamed of running their own business for years. To have their business up and running in a matter of weeks is their dream come true. This has been the most rewarding experience.

What have been the high, and low, points of your career to date?

After 20 years of working in music and television, my role was closed and redundancy was offered. With three children and a London mortgage, I was terrified; this was the first time in my life I didn't have a secure income.

I joined every agency, studio and online freelancing service I could find and waited! Nothing! I decided there and then if I was going to make any money I had to find it myself. I started looking for business. I set up two close friends' new businesses and since then the response has been phenomenal.

What do your clients value most about your services?

Reading their reviews, I would say it's the passion I put into my clients' new businesses. I don't just provide their business tools, I'm there to support their business needs. I believe they will be successful and I'm there for that journey.

What can you offer clients that competitors can't?

I know how tough it is to start your own business, especially if you have little ones around. Some agencies charge a fortune for just the branding. I offer an affordable solution for all of your business needs with flexible payment schemes. So if you're reading this and you've made it to the end, call me for a chat.



SUSANNAH PERRY-GREENE

Perry-Greene Design

07957 444716
info@perry-greenedesign.com
www.perry-greenedesign.com