



CENTENARY SPECIAL

The RUSH Westfield White City salon marks a significant milestone for the salon chain

FACT FILE

Name: RUSH Hair
 Address: RUSH Westfield White City, Westfield London
 Owners: RUSH Hair & Beauty
 How long in the premises: 6 months
 Staff: 14



Since the very first RUSH salon opened in Wimbledon in 1994, the brand has gone from strength to strength – now it is celebrating the opening of its 100th salon. RUSH Westfield White City follows the brand's styling ethos. It features raw industrial lighting with neutral colours and stone floors with an Instagrammable art installation that is perfect for the digital age.

"We are very fortunate as the premises are a new part of Westfield White City so we had a new shell where we could create our salon vision," explains Stell Andrew, RUSH co-founder. "It's not often you get a new space to transform so it was very exciting to put our stamp on it." A colour wall created by



STELL'S TOP TIPS

- **Be realistic**
The first rule of any renovation is to ensure the goals you are setting are realistic and that you can achieve these by your target time. When we set an opening date, we stick to it, regardless of any issues.
- **Prepare for the unexpected**
Going into a renovation can sometimes unearth some issues you did not expect. This could be anything from hidden leaks to unseen structural issues so always have a plan B and C!
- **Don't be afraid to delegate**
Remember you can't do everything by yourself. Look at employing someone to oversee the renovation. Our project manager Dudley Sutton is one in a million - we couldn't do it without him.

artist Matt Small is just one of the ways the salon chain has shown its individuality and creativity. "We wanted to have something that captured the attention of those looking in from the outside, which is why we enlisted the help of street artist Matt," adds Stell. Matt has created a bespoke multi-coloured abstract wall painting which is used as part of the brand's social media campaign. Guests love to take selfies in front of it and stylists use it as a backdrop when capturing images of their work.

Clean, light and bright are the adjectives that best describe the RUSH aesthetic. The full glass frontage floods the salon with natural light and catches the eye of passers-by, which is essential



in a busy shopping centre with lots of footfall. The furniture in the new store and in all of RUSH's salons in fact, is from **Maletti** so it was already tried and tested. In particular, the team and clients love the **Maletti** Morpheus chair. Stell describes the grey stone floor as a hit for both the team and clients. He says: "Not only is our floor beautiful to look at, but it is also very hard wearing. Footfall is heavy at this branch so that's a huge bonus."

Whether clients combine RUSH Westfield White City with their retail therapy experience or choose to book in for a lunchtime hair appointment, this new salon is a cool and calming space for all. **HAIR**

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