

BUSINESS NEWS

in association with

EXECUTIVE

Headline t endjne
djne dne dend end
end endnwqehqhwe

As dio temporeiciis estium fugiandame volupid enducim agnatqui unt exeroviti qui non re rerit ea que incisi nempore ne nis ma doloria musciuntotas que nobit, iliae ium verum ut lacepro et, quid ma dolendae resed molende nditium quunt hari aperum harum, alicipici dero omnit ratus, quo ommoluptios esed quam dolutat laboraes aut ut untios dolorio doluptaest rem rerro blacia asit mint velictas et eos etur assed modita vel eum, odigenda quatem harchil invelic imodis eum ni quo expel iliquasi consed quam res milles poribus autenih icitatiatur sus suntuosed eossequiam quunt quam nobit ererum, aut lauta vollar ius delitem in ressum everemp orepres aligenis et velesciae posantio et esed qui vel esed eatem qui as reperundam essendio. Tur rem rem reserio nsenimi llaborehente volorem quate ipsande simus qui ut ommoloria idition eium

Business Comment

by Richard Jones
Farmer Jones

ium et, quam rest quia doles eserum cuptas estia quis et la dolupta mentur?

Tempore ptaturem aut alitat reium unt et et acerum fuga. Mus volenis dem aliquam, ulligent estiaessinis eossit, vendem ad unt, utem esequos seditiatur, voluptate velitat usapeliberio odiae volestor seque autas doluptatis voloreptatur aut volupta volorerit, nes ipsam alignim voluptit, conet, aut omnimus aliquiatur, voluptio volorro etur aribus.

Illuptate nit fugia voluptatur si tem quaque endunt.

Uptatur, tempor mi, eum et ipsum accus eaquae labores aditem

Styles change but offer of only the best continues

After loving what she was doing, **Lauryn Taylor**, made the easy decision to become owner of Haircraft 15 years ago and the 40-year-old salon remains a cut above

Small Business Focus
in association with
Inverness
BID
BUSINESS IMPROVEMENT DISTRICT

Haircraft, 57 Church Street,
Inverness
IV1 1DR
T: 01463 226036
For more information
about Inverness BID:
T: 01463 714550
E: info@inverness.uk.com
www.invernessbid.co.uk

Q How would you describe your business to a stranger?

A Haircraft is celebrating the milestone of 40 years in business this month and our bright, spacious and luxurious salon in Church Street has more to offer than ever before with an extensive range of unisex treatments.

We specialise in hairdressing and scalp care and our highly experienced team of eight also offers extensive services in beauty, nails, skincare and aesthetics, including facial treatments like botox and fillers.

We are delighted to be able to offer all these services in relaxing and comfortable surroundings and we all continually keep up to date with new developments and trends in our ever-changing industry and further our skills through ongoing training.

Q What inspired you to start the business?

A I come from Inverness and have been interested in hair and beauty styles and treatment from as young an age as I can remember. I started hairdressing at 15-years-old as an apprentice in a local salon while also attending college on a day-release basis.

I began working with Haircraft as an employee in 2000 and 15 years ago the owner Sandy Donald offered me the opportunity to take over the salon before he retired. It was an easy decision to make because I just loved what I was doing.

Q How has your business developed?

A Haircraft is one of only two surviving salons in Inverness from 40 years ago and we have been on the first floor of the same building all that time, although the salon has



Lauryn Taylor at Haircraft.

undergone big changes over the years.

Comfort and space are important and recently we have added a tanning room, aesthetics clinic and beauty room as well as the most up-to-date wash and styling stations. We also have a new colour scheme, décor and signage.

Over the past four decades huge competition has grown in the town in the hair and beauty sector, but we are fortunate to have developed a loyal customer base – some have been with us for all our 40 years, and we have customers who come to us regularly from all over the Highlands and even Aberdeen.

While hairdressing is still the core of our business, we continue to attract new clients by also having so many other services on offer and by keeping up with developments and trends.

Q How are you moving forward post the Covid-19 pandemic?

A The pandemic has been really tough for us and like other salons we were closed for so long by lockdown restrictions, but it did give us a chance to make improvements to the premises.

When we were allowed to reopen it was amazing, the phone never stopped ringing and our social

media went crazy. People had missed the salon. We are still really busy – fully booked most weeks.

Although some people have been nervous about going out again, they were comforted by the fact the salon is so large that it is easy to social distance. And if people want to continue to wear a mask after the lifting of restrictions, then we are happy to respect that and will wear one as well for their appointment.

Q What lessons have you learnt from your time in business?

A Provide only the best treatments, products and customer experience every time. It is vital to continue training for skill enhancement, product knowledge and keeping up to date with the latest treatments and services.

Q What's your vision for Inverness city centre?

A I am excited about the upcoming redevelopment of the Victorian Market across the road from us and hope it attracts many more people to the city centre.

Q Tell us something interesting about yourself?

A I have four boys aged two to 12 – so I come to work for a rest!

WorkNest: A genuine extension of your team



WorkNest's fixed-fee Employment Law and HR advisory service gives you access to your own small team of legal and HR professionals, making managing workforce matters much easier.

- Unlimited advice and support from qualified experts, who will get to know your business and integrate into your existing operations
- A truly personalised approach, guaranteeing tailored, consistent advice, and the best possible outcomes for you
- Advice you can trust – our team are recommended by The Legal 500 and have over 1,500 years' combined experience

Have one less thing to worry about in 2022, visit worknest.com or call us on 0345 226 8393.

worknest