

Local Business Profile

Berry Hair Salon

Berry Hair Salon won the Redken Regional Colour Genius competition and will represent Ireland for the first time ever in London in September 2008 we catch up with owner Brid Broadbery and get a few tips on what makes her business so successful.



Living In: How did you first get into your area of business – what inspired you?

Brid: I developed an interest in hair from a very young age, partly due to my mother cutting all our hair when we're growing up. Then when I started secondary school my best friend's brother was a hairdresser and that made my mind up for me. I began working for myself freelancing as a film stylist, working on movies like Braveheart and King Arthur. I finally settled into this salon about two and a half years ago.

LI: Tell us about what makes having a salon in Dun Laoghaire so significant.

Brid: I have worked in the Dun Laoghaire area for a long time, so most of my regular clients come from around here. We believe that we bring a wide range of service to the area too. As well as being an up to the minute hair salon we also offer a whole range of beauty services such as professional make up- manicures- pedicures- eyebrow shaping and tinting- eyelash extensions- and the very popular spray tan

LI: How would you describe the service you provide in general?

Brid: We provide a very personal one to one service with all our clients. Berry Hair Salon have a very loyal regular clientele and in my opinion clients feel more confident when their hairdresser has a good knowledge of their hair history. It helps to form a good relationship with the client and to always be consistent without being complacent.

LI: What would you say is your specialty? What do you offer that nobody else does, locally?

Brid: Our pamper yourself packages are fantastic. We are offering packages to combine hair and beauty for special events like weddings- debbs or any one off special nights out. We basically provide everything in beauty and hair that you would need for any special occasion, all done in the one venue! Because of this we also attract a lot of clients from outside the Dun Laoghaire area. We depend a lot on word of mouth as we like to let the haircut speak for itself and it seems to work very well for us. I'm hugely thankful for that.



LI: What hair & beauty ranges do you stock in Berry Hair Salon?

Brid: Berry Hair Salon is a fully Redken concept salon, from retail products to the full colour range! Winning the Redken Regional Colour Genius competition and being first-time representatives for Ireland in London in September 2008 has been a great boost for the salon and has given great confidence to the berry tea.

LI: In your opinion, what makes Berry Hair Salon different to any salon in Dublin?

Brid: What makes Berry Hair Salon unique from other salons in Dublin is the staff's dedicated team work, and their attention to detail. The salon is very airy and spacious which gives it a really nice relaxing ambience. The clients have plenty of space and can chat away to their hairdresser in confidence. In Berry Hair Salon it's very important that clients leave the salon feeling refreshed and totally relaxed and wearing a hairstyle that suits them personally and not just because that particular style is in fashion.



Berry Summer Specials

Full head of highlights incl. Blowdry €99
(Mon, Tues, Weds only)

40% off all beauty treatments (over €20 only)
with every hair appointment
(Wed & Thurs only)

Special offers for the month of July only

Opening hours

Mon, Tue, Fri
9.00am to 6.00pm

Wed, Thurs
9.00am to 8.00pm

Sat
9.00am to 5.00pm