



SHORTCUTS
Salon & Spa Software

evolve 14 //
A Shortcuts Magazine

INSIDE
TAKARA BELMONT
EXTREME MAKEOVER

TOUCH ME

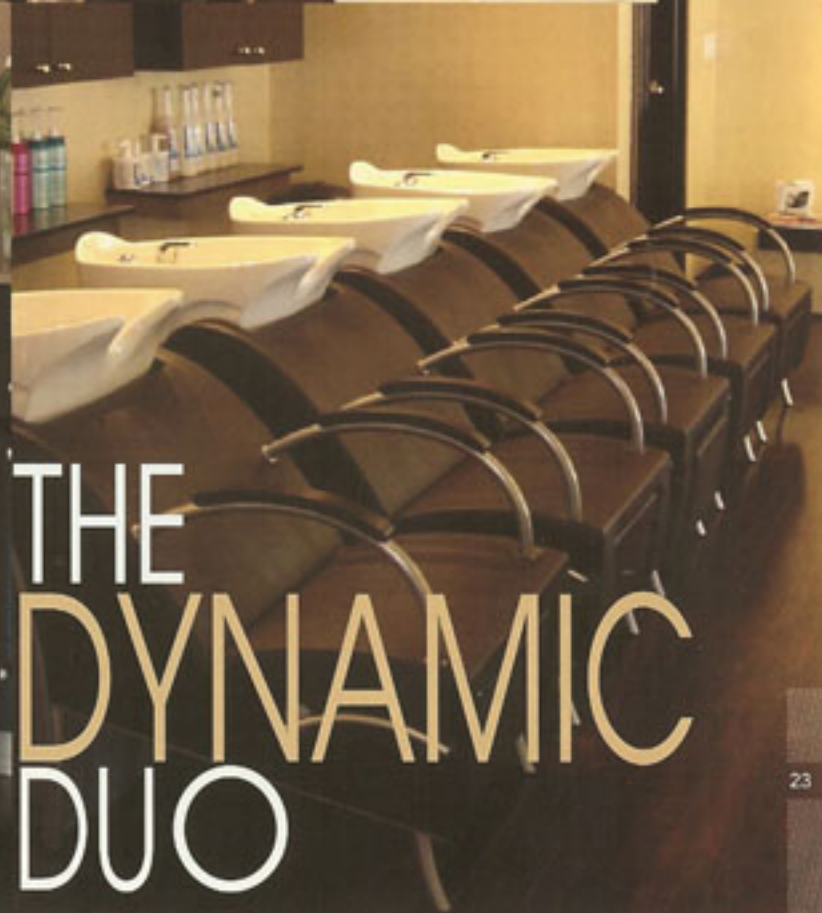
SALON TODAY TOP 200
HIGHLIGHTS

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PLUS
RODNEY CUTLER
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SPORT CLIPS
SALON O
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BRINGING TALENT AND EXPERIENCE TOGETHER TO CREATE A PERFECT BLEND OF EXPERTISE. A FUSION OF TALENT, EXPERIENCE, CREATIVE INSIGHT AND EXQUISITE DESIGN, OMAR ROTH AND ROCCO PALERMITI DEBUTED THEIR TALENTED TEAM AT SALON O.



THE DYNAMIC DUO

PRIOR TO OPENING THEIR NEW SALON, BOTH OMAR AND ROCCO LED SUCCESS-RICH CAREERS IN THE BEAUTY INDUSTRY WITH AWARDS INCLUDING GREENWICH MAGAZINE, WESTCHESTER MAGAZINE'S HAIR AFFAIR (OCTOBER 2005), MADISON AVENUE NORTH (MAY 2004), SHEER ARTISTS, THE NEW YORK TIMES, SELF MAGAZINE, TLC'S HIT SERIES "A MAKEOVER STORY" (JULY, 2004), TIME MAGAZINE, AND TEEN GIRL MAGAZINE.

OMAR ROTH

It wasn't long before Omar made his way to the Frederick Fekkal Salon at Bergdorf Goodman. After years of working on numerous celebrities, and doing many fashion shows such as *Sixth on Seventh*, and editorial work, it was no surprise that he was ready to take on yet another challenge.

He was introduced to Jose Eber of Beverly Hills and was asked not only to lend his talents as a top stylist, but to also take on the role of Salon Director at his first East Coast salon in Westchester.

"I like stylish, but natural looking hair," Omar says. "Women have such a natural beauty; all I have to do is find out what motivates them and bring it out, not only in their hair, but also in the way they feel about themselves".

He starts the journey with his clients by listening to their needs and concerns. "It's not about me, it's about my client," he says. "While I execute my job, I never lose site of what their needs and concerns are".

Omar gives everyone the chance to look their best all the time. There simply is no reason not to.

ROCCO PALERMITI

Following the footsteps of both of his parents, Rocco started styling hair at an early age. At the age of 17 Rocco took his first job working under celebrity stylist Jose Eber. It was in the Jose Eber New York salon that Rocco studied the art of the consultation, and the ability to reinvent a client through a haircut.

Goal-oriented and eager to move forward, Rocco soon became a senior stylist and salon educator.

There are two things that have always come naturally to Rocco Palermi: talking to people with comfort and ease, and effortlessly creating beautiful hair.

"Spending my life commuting between New York and Italy I have always been exposed to a diverse group of fashionable people. I often found myself inspired by a look when completed by the perfect hair."

Rocco begins each hair cut with a consultation. "Studying face shape, style of dress, and hair texture, is just part of what I do before I come up with a personalized hairstyle for each and every client." Rocco believes that a great haircut should not only look amazing but be easy to recreate at home.

EXECUTING AN INEVITABLE DREAM

Already well-known for their creativity and success as stylists in the industry, Omar and Rocco opened Salon O, a 3,200 sq. ft. oasis made up of the finest talent in the industry. A shared vision of creating a salon environment that pampers clients continually and

consistently exceeds their expectations. "Our goal was to design a relaxing environment for our clients to unwind. The look is very eclectic and was inspired by the hottest hotels in the world."

With the spectacular design and resulting calm ambiance, you may find yourself asking for the name of the decorator. Look no further, it is once again the dynamic duo Rocco and Omar!

"The thought of hiring a decorator never entered our minds. Together we combined our visions and found that they were the perfect blend of modern and classic sophistication. The space inspired us to get creative. We actually enjoyed the process."

Coming into this project, Rocco and Omar knew that all aspects of this business would need to be executed perfectly, bringing them to Shortcuts. "From the appointment book, point of sale, client management reports and marketing Shortcuts has proven a valuable component that allows us to focus on our passion." In case you haven't noticed, that is simply making the world beautiful. ■