



Hair Extension & Additions Specialist

Premier Stylist

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PerfectTress is proud to announce Stan Parente as our Premier Stylist in this first edition of our newsletter! His dedication to executing an outstanding service is an inspiration to stylists across the nation.

Salon business owner, Stan Parente of Washington State, has always found himself drawn to what's new and different. He is the owner of three prosperous salons located in Maple Valley, Federal Way and Bellevue. Being in the industry for 38 years, Stan has perfected a methodology in achieving beautiful results for his clientele. He aims to usher in fashion forward services while providing his clients with the best possible products.

Stan began his journey to success by envisioning a high end salon that stood out from the rest. He found himself unimpressed with the caliber of salons and made it a personal goal to 'Be The Change'. An emphasis needed to be placed on both the quality of the product and the education of his stylists. He recognizes that clients naturally gravitate towards the superior product and that hiring a knowledgeable staff generates five-star results.

Keeping a good reputation takes work. He understands that his employees are a reflection of himself. To ensure his salons are equipped with the finest stylists, Stan devised a yearlong apprenticeship program. Stylists must complete this program prior to working solo on the floor. He encourages all stylists to take complete creative control and to always think outside the box. This type of artistic motivation establishes an undeniable comradery within his staff. Clients can sense this the minute they walk in the door. While other salon owners may feel threatened by watching the success of an individual stylist, Stan feels proud! He enjoys watching his staff flourish. The key to success lies within empowering your employees. By harnessing this strategy, there is no doubt that Stan's salons will continue to thrive!



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