



Parisian Salon and Day Spa

A state-of-the art, multi-million dollar a year business built and run with tremendous passion, professionalism and heart— located in tranquil Cromwell, Connecticut.



THE SALON
alliance

GOLDWELL  kms
california

Owner Sebastian Airo started the salon in 1964 with a business partner and ultimately moved to his current 3,400 square foot location in 1973. This bustling salon and spa makes every inch of square footage count – offering full salon and spa options to eager, devoted clients. Airo currently employs 50 talented individuals including his daughter, Patricia Barbaro, who is Parisian’s Manager in charge of the day-to-day activities. The salon has a definite “wow-factor” – a chic, stylish, New York City-vibe, yet still warm and inviting. Clients drive hours, from as far away as New York City or Rhode Island, every 6 to 8 weeks to have their locks looked after at Parisian.

“I have been a stylist for 48 incredible years. My partner and I originally started with a 3-chair salon that continued to grow and expand to what is it today. Sometimes, I wake up and can’t believe this isn’t a dream. This business is everything and more I dreamt of when I was a young stylist,” exclaimed Airo. “The late Noel de Caprio, founder of Noelle Salon and Spa, was my idol, my inspiration. She helped me, shared her knowledge and gave me many tips on how to best run the business in the beginning. She was an incredible person who inspired me very much and I follow the philosophy of professionalism, service and giving back to the community in whatever I do,” added Airo.



Airo and the Parisian team fell in love with Goldwell products and services many years ago and have been a dedicated Goldwell color salon ever since. “Years ago, hair color results used to be so dull. With Goldwell, I have an amazing range of shades and products to choose from – like Colorance, a personal favorite – that allows me to create amazing, personalized results. Goldwell color delivers shiny, well-conditioned hair from root to tips. No more dry ends or uneven color! You can see the difference from other colors.” he exclaimed.

“The Goldwell education program is also terrific. I am not an educator and, with Goldwell, I know my staff receives the best and most current education available. I insist all my stylists take several education classes a year and so do I. It’s essential we all keep up with the changes in the industry. The SALON Alliance Program is great and I recommend all salons participate. There are just so many benefits. Honestly, Goldwell stands behind us in every way – from products, education, marketing and advertising support and more. PLUS...this is very important...they are professional-only and are not found in drugstores! Today, that is critical for salons.”

Parisian Salon and Day Spa’s management and staff are active in many community activities, including sponsoring their local area soccer team, and they participate in ongoing charitable activities. Each year, the salon partners with Goldwell during the month of October and donates 100% of the proceeds from the sale of Goldwell’s Leave-In Serum to fight breast cancer.

What advice does Airo offer to young stylists wanting to grow and perhaps open their own salon?

“Understand that you are so very lucky to be in this industry. It offers so, so much. Be open-minded. Keep up with education because there is so much competition out there. Partner with a great, professional manufacturer, like Goldwell. Don’t be greedy – share your knowledge and passion with others. Other salon owners still call me for advice and I am always happy to help out. I guarantee you, based on my experience, your dreams – even if that means driving a Ferrari - can come true. I have truly accomplished and achieved everything I had hoped for thanks to this industry!”

WWW.PARISIANDAYSPA.COM
