

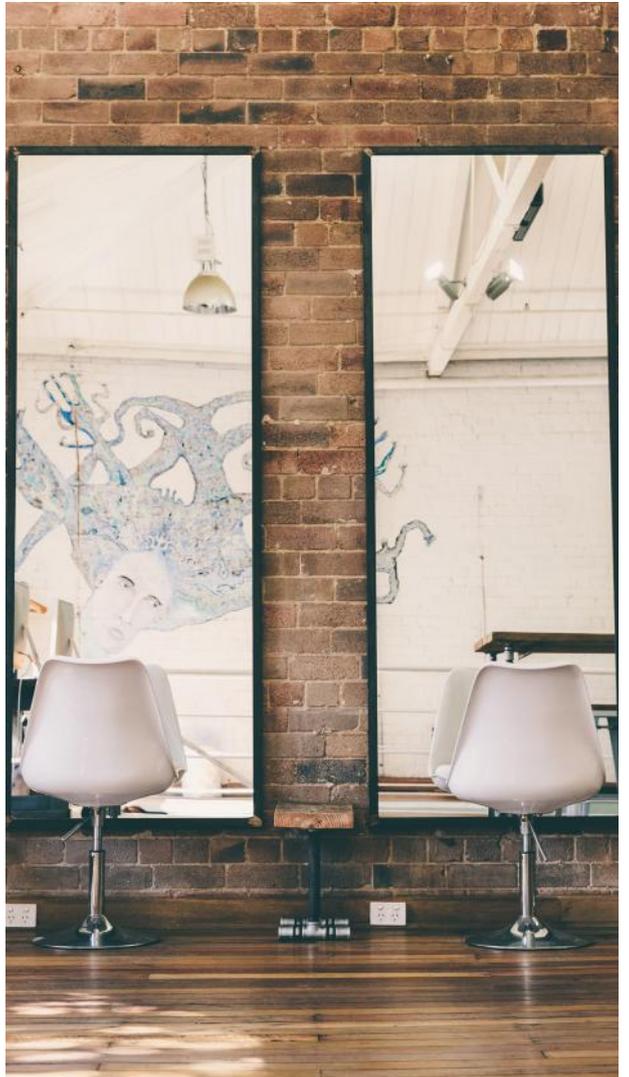
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# SALON STYLE

EDWARDS AND CO

There are a lot of great hair salons in Sydney, and to be honest I thought I had heard of all of them. But then I met Jaye Edwards, salon owner at Edwards and Co, a warehouse-style haunt hidden away on the wholesale fashion strip that is Kippax Street in Surry Hills. So who is Edwards and Co?





It's obvious, really: Jaye himself and his team of multi-talented hairdressers. What isn't obvious is that Jaye is only 25 years of age and evidently a man who won't rest on his laurels. Since opening his first Sydney salon twelve months ago, he has already opened a second salon in Melbourne and is currently looking at spaces in Los Angeles. Just another feather in his cap, Jaye also did all of the interior design of Edwards and Co himself, and I have to hand it to him - the salon is truly gorgeous.

For those out there that have had enough of crammed, low-lit salons with a focus on playing loud, head-pounding music rather than on creating relaxing ambience, you may have found your forever-salon. Edwards and Co is all raw timber, wooden beams, recycled metal, natural finishes, high ceilings and a hell of a lot of that word we like to throw around... rustic. "I just really like that clean simple look, so it has that feeling and aesthetic of a loft or warehouse - heaven to the eyes in my books," says Jaye. The salon is large and open, with plenty of room to walk around (and breathe) and there are designated bays for cutting, colouring and blow-drying, creating great flow throughout the space.

In the slightly less-travelled corner of Surry Hills, Edwards and Co is in a unique location, and the team matches this point of difference with their skill in the salon. "What makes us really unique is our attention to detail, long lasting colour techniques and premium customer service." in a city like Sydney where word spreads like wildfire, standing out is integral for survival and Jaye suggests that a great team, above all is what will make a lasting impression. "I had a vision and wanted to share it with people that wanted to work hard like myself. It's been a dream and I am so thankful for my team." And one look at the name of his salon is enough to tell you he means it.

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