



Hair Bent on Perfection

Angelo David Piscareta of Angelo David Salon is making waves as the city's "king of couture hair extensions"

What factors do you attribute to your salon's popularity?

My 25 years of experience as a hairstylist has helped me create a salon that truly caters to clients and delivers what they want. I understand how the industry works and have become a leading expert in a high-demand niche: hair extensions. Today, socialites and female business executives are just as likely to be wearing them as celebrities.

What sets your salon apart from others?

Everything we do is customized for the individual—my salon represents a wide range, from couture fashions to ready-to-wear, except that our focus is hair. I see hair as a tool for changing people's lives, not just to make you look good or feel beautiful. We all know the strong psychological attachment women have to their hair. I try to find ways to use hair extensions, wigs and other additions to help them look their best, which in turn can boost their confidence. By the way, men are just as hair-attached, and I offer them similar, life-changing solutions.

What is the biggest challenge you've overcome?

Changing people's perceptions about hair extensions and additions. I've always championed them as fantastic options, but it took a while before they gained total acceptance in the beauty industry. Now, everyone wants them because statistics show that 40 million women in the U.S. will experience some form of thinning hair or hair loss. What I offer is a noninvasive solution that will not only make women feel beautiful again, but also give them back the youthful, feminine or stylish look they want.

Why do you think your salon has a reputation for the best hair extensions in Manhattan?

I always approached what I do as "the Vera Wang of hair extensions," because my focus is on using high-quality products and customizing the perfect hair addition for my clients. Not everyone will respond to one type of extension, so I offer any array of extension types and application methods that will suit an individual's needs. When a woman wants and needs the best, she seeks out the best, and tells her friends.

Please explain the concept of "couture hair" and "couture hair color."

The driving force behind my couture services lies in the thorough consultation that we offer every prospective client. This complimentary consultation gives us a chance to get to know the client and fully understand her needs. From the information that we gather, we can then decide what type of extension or hair-coloring approach will work for the client, her hair type and hair texture, her desired maintenance and so forth.

Besides hair extensions, what makes your salon successful?

You can have amazing products and talent, but the real secret to my success is service, service and service. The best customer service is always in the forefront of everything we do. It is all about being attentive to the client's needs, while going above and beyond to provide what they want. We offer everything from gourmet coffees to spacious private rooms. For convenience, my Angelo David Hair Care products can be purchased in the salon or online, along with gift certificates. If the client wants it and we don't have it, we'll get it. ♦

ANGELO DAVID SALON

48 East 43rd Street ♦ 2nd Floor ♦ New York, NY 10017
♦ 1.888.496.2524 ♦ info@angelodavid.com
♦ www.angelodavid.com ♦ Twitter: @AD_salon