

Salon Superstars

INDUSTRY LEADERS ARE BRINGING WORLD-CLASS AMENITIES TO METRO MILWAUKEE.

BY EVAN SOLOCHEK

When you think of great salons and spas, New York City or, perhaps, Beverly Hills, Calif., come to mind. But you don't need to book a flight to get pampered and polished. From the Third Ward to western Lake County, metro Milwaukee is home to dozens of high-end salons and spas delivering five-star service and accommodations. Come meet the faces behind the beauty.



OWNER SPOTLIGHT

ROSIE STEFFEN
Signature Salon & Spa
1424 Big Bend Rd., Waukesha, 262-547-6600

"I enjoy teaching, mentoring and developing staff and using my talents of cutting, color, business and communication to build my brand. I appreciate the loyal, intelligent, family-oriented people in Waukesha - blessed to be part of this amazing community."



OWNER SPOTLIGHT

EMMY ROTHBAUER
Exclusively Emmy at the Salons of Village Green
5300 S. 108th St., Hales Corners, 414-425-7474

"Art personified... the world is full of color, and I enjoy bringing color to people's style. Life is better in color. Education, trends and communication are keys to becoming an artist in hair."



OWNER SPOTLIGHT

MARY BETH BERNS
Craig Berns Salon Spa
645 Wells St., Delafield, 262-646-7406

"Visualizing a new look before you start is an art that must be developed with time and education. I teach how to use face shape, head shape, and hair lines to help my stylists place the right look on the right individual."



OWNER SPOTLIGHT

STEVE GENGLER
Steven Edwards Color Group
3850 S. Moorland Rd., New Berlin, 262-782-4200

"I love giving clients makeovers and new looks. Over the years, I have collected some of the nicest clients this city has to offer and would like to thank them for making my job so much fun."



OWNER SPOTLIGHT

HOSEA LAMONT
Beauty Science Institute
2742 W. Highland Blvd., Milwaukee, 414-935-9000

"Hair has the power to define identities that determines how we feel, act or desire to be. I speak favor and increase to enhance the lives of my clients and families. Inspired by many, driven by only one."



OWNER SPOTLIGHT

BETH SADOWSKI
The Wild Side Salon
13300 Watertown Plank Rd., Elm Grove, 262-784-9453

"I am very timely. Customer service is a priority. I never assume what my clients want, and I research new styles and prepare for each client visit by thinking of new styles and options for them to choose from."



OWNER SPOTLIGHT

TRISH KRUMINS
The Men's Room Barber Shop
4423 N. Oakland Ave., Shorewood, 414-961-9019

"My passion lies in teaching...training our barbers to hone and perfect their hair-cutting skills. This creates an environment where guys can feel comfortable and confident in our work."



STYLIST SPOTLIGHT

SLADE GUILLORY
Knick Salon and Spa
1028 E. Juneau Ave., Milwaukee, 414-312-7947

"Specializing in formal styling, color and precision cuts. The satisfaction I derive from not only meeting but exceeding the visions of my clients in creating personalized treatments is unmatched in my life."