



MAYFAIRONMAIN

## First year anniversary celebrations

ON 6th APRIL 2017 Mayfair On Main, Gibraltar's first luxury hair experience where quality and service matter was officially inaugurated by the Chief Minister of Gibraltar, Fabian Picardo QC MP. It has been a whirlwind 12 months for the team that have revolutionised the Gibraltar hair industry and bought a touch of London magic to all those who have graced their flagship salon on Main Street. With first year anniversary celebrations spanning the first week of April including a reception for their loyal clientele Mayfair On Main has much to celebrate.

### THE DREAM TEAM

Sarah Carreras and Pauline Olivera are the dream team behind the hair revolution whose common passion for the hair, beauty and fashion industry has led to a constantly fully booked salon with waiting times of up to three weeks for our senior members of the Creative Team. They have created a level of excellence in the art of hair, together with an outstanding standard of service offered to all our guests. This has led to an increase in the standard of service across the Gibraltar hair industry



The Chief Minister Fabian Picardo pictured with Sarah Carreras and Pauline Olivera at the official inauguration of MoM in 2017



First year anniversary reception

which Carreras and Olivera are proud to have instigated. Carreras explains; "Our goal to increase the standard across the Gibraltar hair industry will allow us to be able to place our Apprentice Stylists in positions within suitable salons across the market place. We are proud to have been able to realise this goal so early on and look forward to working with key salons in the future."

The duo ensured that their flagship salon would provide a touch of luxury in its surroundings, the end product and quality of service. This quality of service was recognised by the GFSB Main Street Review 2018 where their flagship salon was rated as Green in the Traffic Light Scoring System

which indicates that it is "a core part of the city's attractiveness." After only twelve months in business being rated together with three other key local businesses is quite an achievement and the MoM Team are proud that their quality of service level has been recognised as they aim to set an example of quality of service across the market place.

Another ambition of the duo was to change the perception of hairdressing as a career in the Gibraltar market. They hand picked a team that would allow them to transform the role of a hairdresser in the Gibraltar market from being a mundane one to being an inspirational and artistic role.

### EDUCATION

They are dedicated to education and are in the process of setting up Gibraltar's first hair academy together with the Department Of Education. Olivera explains "We are proud and extremely excited to have the opportunity to work hand in hand with the HM Government of Gibraltar. This will allow us to give our first class education experience to the young students of Gibraltar with a desire to show their creativity in this industry and for them to learn and grow their knowledge in this exceptionally rewarding vocation."

Education has already started in house with the Mayfair On Main Apprentice Team who are receiving classroom style training as well as being lucky enough to learn on the job in the flagship salon. By firmly committing themselves to education within the sector Carreras and Olivera are sowing the seeds for the hairstylists of tomorrow who will be home



Creative Director Pauline Olivera pictured with Maureen Lipman

grown and whose education will not only allow them to gain an internationally recognised qualification but will allow them the recipe to a quality of service level that will see quality standards increase across the industry.

### CELEBRITY CLIENTELE

As well as providing the hair for numerous events and weddings over their first 12 months in business, Mayfair On Main were selected to do the hair for The Real Housewives Of Cheshire when they filmed on the rock. The mark the Creative Team made on the cast and crew led to their appearance within the tv show and much acclaim. Further celebrity success came when Maureen Lipman attended for the annual Gibraltar Literary Festival and Mayfair On Main was selected to ensure her crowning glory was looking its very best. The team are not phased by their success but constantly strive to provide a level of excellence and service like no other.

Following the success of the flagship salon and due to unprecedented demand for the



The dream team behind MoM, Carreras and Olivera

services on offer, Mayfair On Main were proud to announce the opening of their second salon which will offer a revolutionary new concept to the Gibraltar Hair Industry. This special announcement was made by Carreras to the many guests that attended the first year anniversary reception on 6th April 2018 with the concept yet to be revealed.

The new premises will follow the same design theme created by Entrepreneur and Designer Sarah Carreras at the flagship salon. French Renaissance and Classic Italian styling is a huge influencer for the look of grandeur and opulence created to ensure a luxury escape whilst one enjoys their hair service. Surroundings are as important to Carreras as the end product provided by the business as this sets the scene for a hair escape like no other. As well as offering a new concept the second premises will also serve as an invaluable location for academy education where Apprentice Stylists will receive training in a salon environment.

With further expansion on the



MoM in house Apprentice training, Apprentice Stylist Niclas Ott with training provided by Head Of Education Pauline Olivera

cards Carreras and Olivera are optimistic that the MoM brand will be rolled out to allow clear career paths for budding Stylists and front of house teams to become part of such a creative and dynamic industry. It is an exciting time for the young Mayfair On Main team and a game changer for the Gibraltar Hair Industry.

Gibraltar's luxury hair salon experience where quality and service matter

MOM

For more information or to enjoy the Mayfair On Main experience, call the salon on 00350 20075913  
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