



PRESS RELEASE

SHUNJI MATSUO MOVES TO THE HEEREN

Singapore

After more than 11 years at Wellington Building, Japanese hair maestro Shunji Matsuo is setting his sights on taking hair styling services to new heights with the opening of his new 3,800-square-foot flagship salon on the fifth floor of The Heeren in Orchard Road.

An epitome of modern Japanese space design, the cool, crisp, clean and contemporary feel of the new salon has been specially designed to visually reflect the creative energies and expertise of Shunji Matsuo and his team of 17 stylists. Central to the minimalist design is its striking usage of light and space that starts at the warm and welcoming reception area, with its browse-and-buy retail area and coffee bar, which continues through in a natural flow of vibrant energy, into clearly defined cutting, styling, colouring, shampoo and treatment areas.

Blending flair with functionality, the salon is predominantly white with accents of warm natural wood, glass, and metal, delivering a visual message that is high-end, inviting and unflinchingly modern. Making the most of natural light, the main styling area sits in a double storey height atrium that features full floor to ceiling glass windows overlooking Orchard Road, allowing natural light to flow into the salon.

The open concept salon can seat up to 54 customers at any one time, who can look forward to luxuriating in special treatment chairs from Japan, *Yume*, which have been designed for ultimate comfort and pampering. The new salon will also include specially designed adjustable basins for better head fit and customer comfort, as well as the latest Japanese micro nano-technology treatment to protect hair against damage during the perming, colouring and treatment process, providing a super smooth finish with maximum hair protection for longer lasting results.

New features of the salon will also include a special showcase of eco-friendly Aveda haircare and styling products, as well as Arimino's latest colour ranges from the catwalks of Tokyo, Asia's fashion capital.

Shunji Matsuo Hair Studio is located at 260 Orchard Road, #05-01, The Heeren. The salon is open daily from 10.00am to 6.30pm. Appointments can be made by calling 6238 1522 / 6238 1514, or via its website: www.shunjimatsuo.com.sg

Notes To Editor:

Celebrity hair stylist Shunji Matsuo brings to Singapore over 30 years of international hairstyling experience gained from working in the major fashion capitals of Japan, Europe and the United States. Shunji's expertise and reputation as a celebrity stylist has been built on the international fashion circuit, where his creative hairstyles have been featured on the top fashion runways of leading fashion designers Jean Paul Gaultier, Oscar de la Renta, Comme des Garcons, Yohji Yamamoto, Donna Karan and Calvin Klein.

Shunji's hair creations have also graced the covers and fashion spreads of top US fashion magazines like American Vogue, Harper's Bazaar, New York Magazine and The New York Times.

In Singapore, Shunji Matsuo has made his mark on the hairstyling scene with the opening of hair salons under the brands of *Shunji Matsuo Hair Studio* and *I*CON by Shunji Matsuo*, and has expanded the chain to 10 salons around the region in Malaysia, Vietnam, Philippines and Indonesia.

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