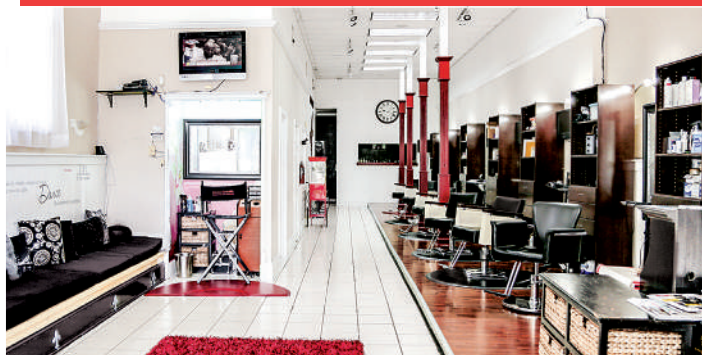




Celebrity stylist and owner of Dana Chane'l Beauty Salon & Barber Studio, Dana Chane'l.

DANA CHANE'L Beauty Salon & Barber Studio

**BOLD TRANSFORMATIONS
IN NEW ORLEANS, LA**



The 2,000-square-foot contemporary space, which is more long than wide, features a red, white and black color scheme.



Five of the six windows on the front of the salon building feature photos of Dana Chane'l and her four stylists.

From styling classmates' hair in her home as a teenager to owning her own salon and working with celebrities such as Ester Dean, Michelle Williams and Toya Wright (to name a few), hair pro Dana Chane'l is transforming women all over New Orleans at her hot salon.

After Hurricane Katrina hit New Orleans in 2005 and destroyed Dana Chane'l's hair salon, the mane maven insisted she had no plans of opening another salon. But in 2007, a friend pointed out a building located on New Orleans' historical St. Charles Avenue. "I couldn't get my mind off that

building," Chane'l explains about her current salon location.

Chane'l's salon is the only African-American business on St. Charles Avenue, something the entrepreneur wasn't aware of until several months after she had been in business. "That's when I was like 'this is serious,' and I started appreciating it more and telling people about it. It's something I accomplished," she says.

The 2,000-square-foot beauty

perfect," shares Chane'l. Clients can expect a number of perks when they walk into the salon, including bottled water and popcorn. "We run contests and raffles. We do a lot on the radio, so customers can buy coupons from the radio station," explains Chane'l. And the salon staff even celebrates clients'

birthdays.

The hair pro also makes sure her clients are left in experienced, well-trained hands and that her stylists are passionate about hair. "I like for [stylists] to have

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a clientele. They need to have a lot of educational background behind them," she explains. "The most important thing is they need to be able to grow the hair. Some people are born for this and others are taught. I'd rather have the [stylists] who are born with it."

Looking to the future, Chane'l says she wants to keep the location forever. "I do want to branch out and maybe open a couple of other locations, but this will always be my main location since this is where I started from, on this different path, since [Hurricane] Katrina." **SBH**

The Menu

Dana Chane'l Beauty Salon & Barber Studio

1218 Saint Charles Ave,
New Orleans, LA 70130

- Shampoo/Basic Style..... \$45 and up
- Natural (no relaxer) \$50 and up
- Relaxer (with deep condition and trim).....\$85 and up
- Hair cut.....\$25 and up
- Color.....\$75 and up
- Extensions (sew-in)..... \$250 and up

For more information, call Dana Chane'l Beauty Salon & Barber Studio at 504-309-8307



The sofa is covered in cushions, and the wall behind it features inspiring words and phrases.

PHOTOS: COURTESY OF DANA CHANE'L