

Beauty & Balance

A design based on ancient Chinese principles creates a modern space of peace and positive energy.



The retail area has a strong fire element.

Neroli's relaxation area is designed to soothe the senses.

It's no surprise that a salon named after the essence of orange blossom has great regard for the balance of nature. The design of its newest and second location was conceived by the management and is completely based on principles of feng shui, says **Chris Zajdel**, Neroli's director of salon and spa development and project manager for the Brookfield, Wisconsin build-out.

"It was really important to create an environment that was more inviting and more transitional for a superlative guest experience," she says, adding the team consulted with a feng shui specialist. The end result is a harmonious convergence of elements, which includes a

fiery red retail pavilion and an industrial metal-and-brown-leather hair salon. Plenty of green plants, two huge waterfalls and a cozy fireplace complete the earthy yet elegant atmosphere.

The design helps clients find balance, too. A specially-designed nail suite makes manicures a luxurious spa experience, a retail concierge assists in selecting products and a wellness coach is on-hand to consult with clients before a service. In fact, response has been so positive, Neroli's management is remodeling its Milwaukee location to incorporate the principles of feng shui.

—*Kelly Svoboda*

[NEROLI SALON AND SPA]

Location: Brookfield, Wisconsin

Owner: Susan Haise

Established: September 2003

Employees: 42

Square feet: 5,000

Construction time: 9 months

Construction cost: \$750,000

Spa set-up:

12 styling chairs

6 treatment rooms

Nail suite with 3 pedicure and 3 manicure stations

Retail store with concierge

Guest suite with changing area,

steam showers, bridal suite

Relaxation room with wellness area