



FOR IMMEDIATE RELEASE

Media Contact:
Kim Weiss
Public Relations
919-272-8615
kjw27612@yahoo.com

Salon Moxie Set To Open In North Raleigh

March 12, 2007 (RALEIGH, NC) -- Salon Moxie will open this month in Raleigh's North Ridge Shopping Center, destined to appeal to clients who want the fresh looks and high style of upscale salons without upscale prices, according to its creators.

Salon Moxie is a new concept from Jack and Joelle Ray of Samuel Cole Salon on Newton Road, which was named 2006 Salon of the Year by Citysearch.com and 2006 "Bravo" Award for Best Salon in the Triangle by *Metro Magazine*.

According to the Rays, the vibe at Salon Moxie will be "fresh, hip, and high-energy," and it will fill the void between "budget" salons and the more expensive destinations.

"Salon Moxie is the alternative," said Joelle Ray. "You shouldn't have to choose between your pocketbook or your looks, and just because you don't want to spend top dollar doesn't mean you shouldn't have great hair. We see Salon Moxie as a way to meet a market need: a salon where you can get the freshest looks from the freshest talent, in a cool, exciting environment, at moderate prices. Quality styling won't have to feel like an 'indulgence' any longer."

Salon Moxie's casual ambience will also welcome walk-ins – a boon for those who just don't want to plan their next hair cut weeks in advance.

Raleigh artist and interior designer Clark Hipolito of The Art Company is providing Salon Moxie's "rock'n'roll" environment, as the Rays call it. Hipolito, who began his career as an artist for MTV, has transformed many raw, drab spaces into vibrant environments. His work has been featured on HBO's *Sex and the City*, among others. At Salon Moxie, he is using his trademark specialty-painting effects to create cherry-red walls where dramatic slashes of color evoke images of giant scissors and locks of tumbling hair.

A stable of talented stylists who will continually enhance their expertise through cutting-edge educational opportunities will provide the talent. Salon Moxie's stylists will also benefit from Jack and Joelle Rays' 29-plus combined years of experience in hair design.

"We intend to offer our clients 'rising stars'," Ray smiled.

For the prices, Ray said, the quality of hair cutting, styling, and coloring at Salon Moxie will be unmatched in the area. "Just as we do at Samuel Cole Salon, we will only hire stylists for Salon Moxie who have natural talent, a positive attitude, and a passion for this industry. For atmosphere, talent, and affordability no one will offer more."

Salon Moxie will also offer Tigi Linea, Bumble & bumble, and Wella-Sebastian products.

The Rays say they're looking forward to serving a new client base of all ages, who "deserve a quality hair salon at great prices. We're excited about having a whole new group of friends to meet."

Salon Moxie's website will be available soon. In the meantime, for more information, contact Samuel Cole Salon at 919-845-0098, or visit www.samuelcole.com.

###