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NAZ KUPELIAN SALON
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BIG FISH, SMALL POND

Naz Kupelian Salon

In every small town across America, there's at least one salon that raises the bar for everyone else. Lexington, MA, (population 30,355) has Naz Kupelian Salon.

Lexington, MA's claim to fame is that it is the site where the opening shots of the American Revolution in the Battles of Lexington and Concord were fired on April 19, 1775. Throughout the year, locals and visitors enjoy tours of the town's many historic landmarks. When they are looking for modern-day hair trends, they visit Naz Kupelian Salon.

Staying current is important to international hair artist and salon owner Naz Kupelian. Kupelian, who is a member of Rusk's elite creative design team, regularly attends hair shows and conventions to keep informed about trends, and teaches his stylists how to create the newest looks in hair during regular in-house education sessions. "Owning my own salon and providing the necessary education to my stylists enables me to control the quality and work that is performed under my name," Kupelian says. This summer, Kupelian is recommending shimmering highlights and rich lowlights to help enhance clients' radiant skin. For blonde clients, he is adding golden tone-on-tone lowlights, and darker haired clients are receiving dark golden tones or caramel highlights.

The 1,100-square-foot salon, which opened in 2000, recently underwent a complete renovation that included new floors and walls, updated shampoo sinks and stylist stations and the addition of a spa treatment room. The modern decor incorporates vibrant and classic contrasting colors such as deep purple and warm gray and stainless steel accents.

The salon's growing clientele visits the salon for its outstanding services, including cuts, color, hair extensions, straightening services, facials, eyebrow threading and waxing. Kupelian's honest and straightforward personality and his dedication to education ensures stylists continue to grow and clients always leave the salon satisfied and looking good. "I believe that with quality education it is possible to raise the level of respect of the whole styling industry." <—Nicole Altavilla

IN STOCK: Naz Kupelian, Rusk



FROM TOP: The shampoo stations were updated when the salon underwent a renovation in 2000; the purple couch in the waiting area adds to the salon's modern decor; the styling stations feature freeform mirrors.

