

photos by BILL HANSEN

At The New You Salon's nail bar, manicurists Cynthia Sutherland (from left) and Diane Dennis-Fourier pamper the nails of Kelly Ross and owner Cathleen Kelly.

Art at your fingertips

By Debbie L. Sklar
special writer

Andy Warhol may have made his mark with art works of Campbell soup labels and legendary sex goddess Marilyn Monroe, Leonardo da Vinci the enchanting Mona Lisa and Michelangelo his David.

Now art can be found literally at your fingertips. Manicurists are going beyond the standard buffing and polishing to create their own art on fingernails.

The hottest trend in nails currently is the French manicure, where the tips of the nails are painted white, said Bajah Malmquist, a manicurist at Le Look Salon in Bloomfield Hills.

"People love it because it's fresh and clean looking," she said. "For summer, instead of white tips being painted straight across, the style is to paint them in a V."

MALMQUIST, A certified manicurist, was always interested in nails while growing up in Southfield.

"I always knew that I had an eye for doing something special with nails," she said. "I'm pretty artistically inclined and I can paint flamingoes and other decorations across the nail."

"For a different look, some of my customers like diamonds and other semi-precious stones glued onto their nail."

Malmquist's fees are \$10 for a regular manicure, \$14 for a French manicure and \$8 for men.

"Men and women alike are much more concerned about the way their hands look today," she said. "Hands and nails play an important role in society and the more groomed they look, the better the person is going to feel."

"I'm seeing more men come in for manicures because they want that clean, polished look. Years ago, men didn't want anyone knowing that they were wearing clear polish, but that's not the case nowadays — they come in and specifically request it."

AT The New You Salon on North Woodward in Birmingham, proprietor Cathleen Kelly has installed a nail bar — yes, a nail bar — in the middle of her busy full-service salon.

"I thought it would be a neat idea to set up a section in the salon where it would be comfortable for our

clients to come in and get their nails done," Kelly said. "Most of the talk happens at the nail bar and so far, clients just love it because they can sit around, get their nails done and be comfortable at the same time. "I think what sets our salon apart from others is the fact that people not only come in to get their nails done here, but they also come to unwind."

THE BIGGEST rage at The New You is nail art, according to the salon's two manicurists, Cynthia Sutherland and Diane Dennis-Fourier.

"We can do anything from Christmas trees during the holidays to birds, sunsets and full landscape scenes," Dennis-Fourier said. "To me, being a nail technician is more than just doing a manicure."

Each designed is drawn on the client's nail or acrylic tip. Some of the colors glow in the dark and others are metallic.

"Nail art is as simple as a gem stone or stripes, or it can be as complex as a three-dimensional sculpture," Dennis-Fourier said.

Prices for nail art begin at \$3 for a simple work of art up to \$10 for an entire scene. Manicurists start at \$2.50 for a regular hot oil manicure and \$14 for a French manicure.

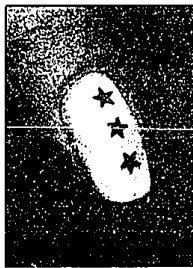
ACCORDING TO Kelly, the nail industry is growing at an almost alarming rate.

"More and more people are taking a look at their nails and deciding that they want them to look better," she said. "When I started this salon 18 years ago, I started with two employees. Today I have 19 employees and business seems to be growing at a rate of 23 percent every year."

"It's not just nail care that they're investing in — it's all-over body care."

Although more and more of her clients are young and men have been coming into the salon, the average customer at The New You is "a career woman who comes in once a week for a manicure — she usually wants her nails polished with pastels or the French manicure," Kelly said.

WEST BLOOMFIELD salon owner Edith Gertsmark loves butterflies and other beautiful things — that's why she named her business Papillon — French for butterfly.



The summer style of a French manicure — with the white polish applied in a V shape — is the perfect backdrop for star nail art by Bajah Malmquist.

Gertsmark has owned the chrome, glass and mirrored salon in the Orchard Lake Mall at Maple and Orchard Lake roads for three years. A native of Latvia, she bought the shop when the previous owner decided to retire. She was a manicurist at the salon and thought it would be her "golden opportunity."

Today the salon performs everything from manicures to massage to hair coloring and styling.

"I guess what makes us different from other shops is the fact that we don't like to make our customers feel this is a rush in-rush out type of place," Gertsmark said.

THE CLIENTS at Papillon are getting younger and many more men are taking part in a weekly ritual. And the clients really pay attention to what their hands look like, Gertsmark said.

Like the other salons, the most popular manicure at Papillon is the French manicure. Prices start at \$10 for a regular manicure, \$15 for a hot oil manicure and \$15 for a French manicure.

Gertsmark, who has five manicurists, said 30 percent of her customers are men.

"Men loving getting manicures . . . They've finally decided that it's all right for a man to have a weekly manicure."

"Men love getting manicures now," she said. "I have doctors and lawyers who come in and want their nails to look buffed and just as nice as a woman's."

Manicures nail some big sales

By Debbie L. Sklar
special writer

Manicures are a booming business. Consider this: There are more than 2,500 licensed manicurists in the state, 823 manicure salons and 8,200 full-service salons, of which 40-45 percent offer nail services, said Larry Gaylor, executive director of Nalico in Livonia.

On a national scale, more than \$50 million in nail care products are manufactured each year. Distribution accounts for another \$100 million and in-home manicures another \$90 million.

Nail tips is a popular service at salons.

WHILE THERE are a lot of different products when it comes to tips, Cynthia Sutherland, a manicurist at The New You Salon in Birmingham, swears by Aqua Nails and French Dipping.

Aqua Nails look very natural and last a long time. They are organic, odor-free and good for people who put their hands in water, she said.

With French Dipping, the artificial nails are dipped into a powder and a liquid that coat the nails, making them stronger.

"Acrylics are excellent for people who have short nails or for those who have no nails at all," said Edith Gertsmark, owner of Papillon in West Bloomfield. "They look nice and with proper upkeep, are relatively easy to take care of."

THE HOTTEST trend in nails currently is the French manicure, where the tips of the nails are painted white, said Bajah Malmquist, a manicurist at Le Look Salon in Bloomfield Hills. Fresh and clean looking, the tips of nails are painted white. For the summer, the style is to paint them in a V.

And the word from the West Coast is that the French manicure has become so popular that it's spreading down to the toes — yes, a French manicure for your toes.

Nail art can range from gluing a diamond or semi-precious stone to the nail, to drawing Christmas trees during the holidays, birds, sunsets, full landscape scenes and even stripes or feathers.

Mail-to-order business makes a comeback

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stance. The catalog from Great Journeys, whose motto is "Pudding and Fun," offers several unusual tours of a Great Britain far removed from the V&A and the Tower of London. Often, the tours are centered around a particular historical era and the tour leaders are experts in the field.

THE "AGE of Arthur" journey relives the legend of King Arthur and covers the legendary sites of the royal couple's life and death — from Arthur's birth at Tintagel Castle, where Merlin's magic aided in his conception, to Cadbury and Winchester castles, homes to the Court of Camelot and the Round Table, respectively, to Almesbury, where Guinevere repented at a priory.

The tour host, Aubrey Burl, is a historian and archaeologist and the author of several books and articles on the period.

Other British tours include Wars of the Roses, Scottish Highlands and Festivals and English Country Life. Call 1-800-225-7555 for fares and a catalog.

"All very well for the adventurous," you may be saying. "But I'm a caterpillar type, and I want something I can cocoon with." All right, just for you, how about a nice diamond clip to cover the yogurt stain on your bathrobe?

Tiffany's offers "Starfish," a stain-shaped bangle with five gold arms and a diamond and platinum center at \$17,500.

If you prefer something you can ogle while riffling the pages of catalogs, there's an opulent bracelet of diamonds and emeralds set in platinum, circa 1925, not at all understated at \$92,000.

For the yuppy puppy set, there's a sterling silver and enamel toy rocking horse, priced at \$1,075 and a

barbell sterling silver rattle at \$115. To order, just call 1-800-525-0649.

One of the most elegant catalogs around is that of Gump's, a San Francisco institution since 1861. Gump's forte is fine pieces of oriental arts and crafts.

THE SEVEN lucky gods of Japan are finely detailed miniatures, handcarved in ivory especially for Gump's. Honored as patrons of almost every profession and skill imaginable, each two-inch figure is on a carved wooden scroll stand. They are \$45 each or \$315 for the set of seven.

A handpainted four-panel screen, the Seven Grasses of Autumn, was commissioned in Kyoto from the artist Ransetsu. The scene theme is painted in opaque watercolor on a gilded paper ground. Signed by the artist, it's \$1,200.

Gump's is more than art, however. They also offer the gloriously rich Truffalinos — 16 assorted truffles, each different, including fresh fruits, roasted nuts, coffee, liqueurs and champagne — for \$18.50 and worth it. Call 1-800-334-0877 and talk to some of the nicest professional people around.

Country may come and Eurostyle may go, but classical architecture will always be with us. At least, that seems to be the philosophy of Ballard Designs, which offers classical fragments for almost every household use.

Need a coffee table? There's a Corinthian column, available in antique or white plaster. It's 18 inches high and 28 inches in diameter, and it's \$135.

There are griffin wall brackets at \$25, and if you favor an architectural style more modern than Greek or Roman, there's a textured Gothic column, the kind favored by architectural critic John Ruskin. Thirty-three inches high, it's priced at \$145. To request a catalog, call (404) 351-5029.

