



FRINGE SALON

STATION RENTAL
INFORMATION PACKET



FRIENDLY, INSPIRED, GENUINE

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MISSION, VISION & PURPOSE



Fringe Salons vision it to serve the community of Scotts Valley and our collective of independent stylists by creating a welcoming, vibrant, collaborative space committed to fostering self-confidence that goes beyond external beauty—so that guests feel their best inside and out, and stylists thrive in their business with confidence.

Our purpose, as a collective of friendly beauty experts, is to truly enjoy the work we do and to continually sculpt our businesses to fit our life. Together, we aim to inspire each other and bring out the authentic, unique beauty in every client and ourselves.



Hizya!

I truly believe Fringe Salon is a space where you can build your dream business. From what we offer you as a stylist to the welcoming experience your guests feel the moment they walk in, everything is designed with intention.

If you're new to going independent, I want you to feel confident in that decision—it's a big shift from being an employee. And if you've rented before, you already know you'll be wearing all the hats, with full control over your business. It's exciting, rewarding, and it takes real dedication.

Going independent can absolutely lead to earning more, but it's also about building a business that supports your dream lifestyle and ideal clientele. At Fringe, we value balance, having the time you need for yourself while also making great money.

I want everyone who joins us to feel genuinely fulfilled here. That means loving your work, feeling connected to the salon team, and aligning with our shared values. We may be independent, but I'm intentional about who joins because our community matters.

Here, we collaborate to keep the salon welcoming and supportive for our guests, while each stylist maintains their own unique voice and experience behind the chair. So take a moment and think about what you want from a salon environment. Does this feel like what you've been searching for?

♡ *Carly*

VALUES

FRIENDLY

We believe in kindness as the foundation of our interactions with clients, coworkers, and ourselves. At Fringe, we understand that no one is perfect, mistakes happen, and we approach them with humility and accountability. We strive to learn and grow from every experience, keeping our salon a supportive and uplifting space for everyone.

RECOGNITION

We celebrate and honor each stylist's unique journey and vision. Fringe is a collective of diverse talents, and we recognize the individuality within every business. We are dedicated to supporting one another's goals, collaborating in a way that lifts each other up, and acknowledging everyone's contributions to our shared success.

INSPIRED

We see our work as more than a job—it's a path toward living our best lives. At Fringe, we are motivated by the desire to create a fulfilling, balanced life both inside and outside the salon. We're committed to working toward our ideal work-life balance, drawing inspiration from each other, and building careers that reflect our values and dreams.

NON-JUDGMENTAL

Fringe is a space where everyone is truly welcome. We are committed to inclusivity, embracing clients and team members of every race, gender, orientation, and background. Our goal is to foster an environment where everyone feels valued and respected. We seek out education on diverse hair types, gender-affirming services, and mindful communication so that no client feels othered.

GENUINE

Open communication and honesty are at the heart of Fringe. We address issues constructively, embrace feedback, and maintain a growth mindset. By communicating sincerely and with respect, we create a work environment where trust and authenticity flourish, building stronger bonds between stylists and clients alike.

EDUCATION

We are committed to excellence and continuous improvement in everything we do. At Fringe, learning never stops. We actively pursue new techniques, trends, and industry knowledge, driven by the desire to grow both as professionals and as people. Our dedication to education ensures that we're always offering the best to our clients and ourselves.

AMENITIES & PERKS

GROWTH

- Annual salon photoshoot with full download access for your social media and website
- Flat retail commission paid to you monthly via venmo
- Optional monthly meetings, inspiring books and an annual growth review for stylists to collaborate and work on our businesses
- Dedicated leader committed to protecting our salon's experience & reputation

LIFESTYLE

- One week FREE rent after one year working here
- Choose to work 1-2-3 days, anytime from 5am-11pm, & commit to your chosen days
- Choose to work 4 or more days and have exclusive use of your salon station
- Always updating the salon and website to keep guests engaged

BRANDING & MARKETING

- Beautifully designed & branded salon website
- High engagement and fun social media presence
- An average of 4.8★ on Yelp & Google reviews
- Old school marketing (ex. teacher appreciation gift bags, presence at school event fundraisers, local business outreach)

CULTURE

- A safe space for any race, religion, sexual & gender identity
- A respected reputation in our community
- Collaborative team spirit
- High stylist retention rate

ENVIRONMENT

- Open layout with a ton of natural light
- Comfortable shampoo bowls
- Clean and clutter free space
- Dedicated large station storage and color bar cabinet
- Comfy private break room
- ADA accessibility
- Ample parking right out front
- Super cute photo-op areas
- Security system

RENTAL RATES

1-2-3-4-5 DAY OPTIONS

Choose & commit to the days of the week that you prefer to work and that fits your lifestyle.

One Day A Week (shared station)	\$240 a Month
Two Days a Week (shared station)	\$480 a Month
Three Days a Week (shared station)	\$720 a Month
Full Time (Four Days a Week or More) Exclusive Use of Station	\$960 a Month

Salon Hours Monday-Sunday: Open
Got questions? Ask away ♡

MEET THE
STYLISTS



TARA BONG

Stylist at Fringe since 2011
Specializes in precision haircutting



LORI ALEXANDER

Stylist at Fringe since 2015
Specializes in long lasting cuts and color
formulation



JESSICA CHARD

Stylist at Fringe since 2022
Specializes in precision haircutting and
classic highlighting

MEET THE STYLISTS



KRISHNA PUTNAM

Stylist at Fringe since 2013
Specializes in detail oriented styles and
active listening



AMBER BRACK

Stylist at Fringe since 2023
Specializes in everything curly and thick
hair



CARLY VOLLERS

Owner since 2023
Specializes in low-maintenance cutting
and coloring. Focused on being an
exceptional leader!



Thank you!

HAVE QUESTIONS?

GET IN TOUCH

831-600-8508

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Facebook & IG @fringesalonsv

POP IN & SAY HELLO

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