



# FRINGE SALON

STATION RENTAL INFORMATION PACKET



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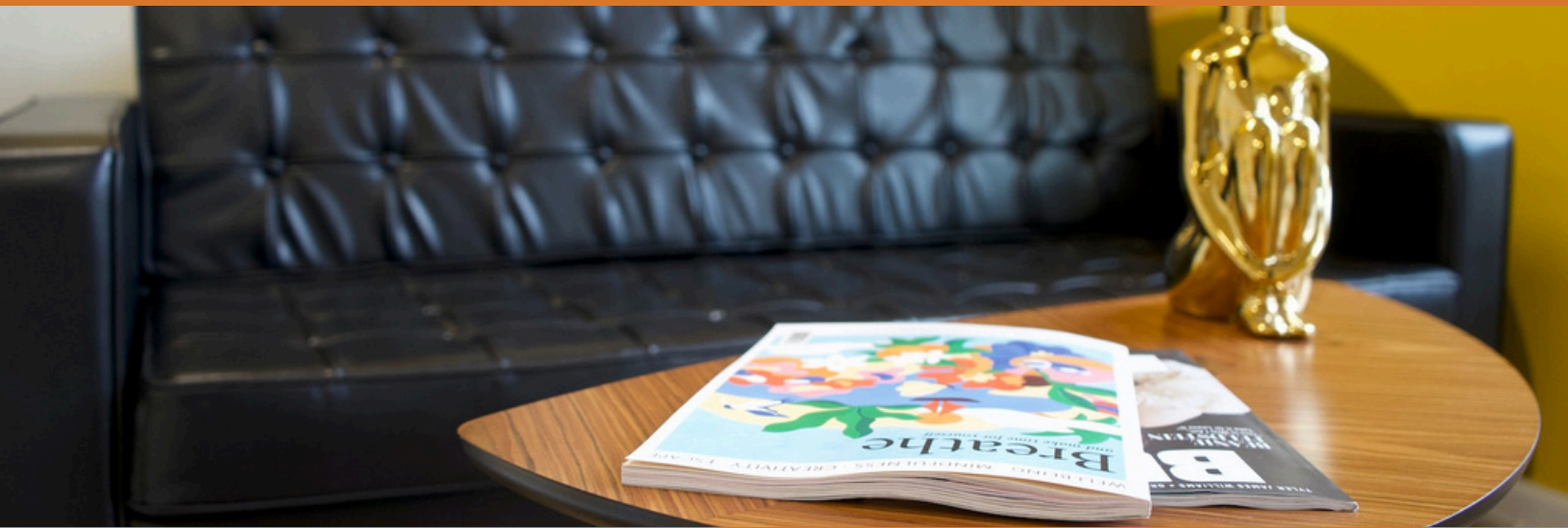
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# MISSION, VISION, & PURPOSE



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 have fun while working and to continually expand our skills beyond our specialties. Together, we aim to inspire each other and bring out the authentic, unique beauty in every client and ourselves.



I truly believe Fringe Salon is the most unique booth rental salon in Scotts Valley. From what we offer to you, the stylist, to the welcoming experience your guests feel when they step inside.

If you're new to the independent route, I want you to feel confident about this decision—it's a big shift from being an employee. You'll wear all the hats, with full control over your business. It's exciting, rewarding, and requires real dedication. Going independent isn't just about earning more; it's about working on your business as well as in it. Technical skills alone won't get you there.

If you're an experienced stylist, you already know this, and you probably agree!

At Fringe, we're all about living a balanced, "wealthy" life—a blend of time, money, health, and happiness. I want everyone who joins us to thrive and find fulfillment here. That means loving the work, the team, and our shared values. We're independent, yes, but I'm intentional about who joins the salon, because our community matters.

So, think about what you want from a salon environment. What are your goals over the next 3, 5, or 7 years? Who do you want to learn from? How much time and money will you put into personal and career growth? How often will you work on your business?

Do your research, dream big, and know that I'll be cheering you on every step of the way!

♡ 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 quarterly meet-ups and book clubs for stylists to collaborate and work on our businesses
- Dedicated leader committed to protecting our salon's experience & reputation
- In-salon classes

## LIFESTYLE

- 2 weeks 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 & TARGET MARKET

- 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	\$240 a Month
Two Days a Week	\$480 a Month
Three Days a Week	\$720 a Month

Full Time (Four Days a Week or More) Exclusive Use of Station	\$960 a Month
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Salon Hours

Monday-Sunday: Open

Got questions? Ask away ♡

# MEET THE STYLISTS



TARA ROE

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



*Thank you!*

HAVE QUESTIONS?

**GET IN TOUCH**

831-600-8508

[fringesalonsv@gmail.com](mailto:fringesalonsv@gmail.com)

Facebook & IG @fringesalonsv

**POP IN & SAY HELLO**

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Wednesday-Saturday 11-5

