



Nikas Nikas' vision for hair and hair color

Words I enjoy using to describe the type of color I provide: **Modern, unique, sexy, fresh, shiny, healthy, distinctive, alive, uplifting, chic, young, stylish, cool, exceptional, vibrant**, and of course always **fabulous**. I see my art of hairdressing and haircoloring as an opportunity for the women I work with, to express who they are or who they want to be. It's my job to take my knowledge, and articulate it into a personal style and color formulation specifically designed for her.

Hair color for me is so pleasurable because these days every woman can benefit from some type of coloring. Gone are the days when we simply just covered up the grays. I can take a woman's natural hair color and enhance it instantly, making it unique by adding depth or lightness with translucent sparkle. I can also take a woman with a conservative cut, and immediately spice it up with some exceptionally formulated color, allowing her to play with her look without changing her conservative style.

I've become best known for my "movie star" highlights—honestly, my highlights are better than any you can ever hope to get from the sun. I've perfected my one-of-a-kind technique for high- and low-light foil placement, and my color formulation is as good for blondes as it is for brunettes and redheads. My highlights can make bold edgy statements or simply add a subtle variation—a glint of color here and there that provides you with natural enlivened looking hair.

My hallmark however, is my exclusive *Constant Color Care* hair-color maintenance program, which maintains magazine quality haircolor in between my faithful clientele's color visits. My goal is to always create a shiny, healthy vibrant head of hair that not only gets noticed, but also gets compliment upon compliment.

Your hair is a crucial fashion accessory—the one accessory you cannot remove—and it should be explicitly designed to show who you are right now! If there is any doubt that your current colorist isn't giving you the quality you deserve, then it's time to move on and move up...



Constant Color Care—Exclusively from Nikas Nikas

Movie star hair color requires movie star maintenance. When you browse through a magazine, and you see that celebrity or model with the perfect hair color you want, you're looking at a moment frozen in time. Hair color is always changing: blondes get blonder or brassy; brunettes fade and lose their shine; rich and vibrant redheads inevitably turn orange. This is the reality of hair color: to maintain that dazzling look, you need to be in the salon as often as the celebrities are.

So that's EXACTLY what I offer, COMPLIMENTARY, to all my hair color clients! Every highlight or hair color comes with an open invitation to come in during the course of their color to get a complimentary toner, color refresher and deep penetrating conditioning treatment to maintain the health, beauty and the vibrancy of their color.

My **highlight** clients usually go about 6-8 weeks before retouches. For them, I suggest they come in and refresh the toner at 3-4 weeks. This breathes incredible life and shine into their blonde hair and gives them the ability to go a full 8 weeks looking great!

Brunettes with all over color (that isn't covering gray) usually come in every 6 weeks with their haircuts. Depending on the depth, they usually can benefit just from the shine of putting a richening glaze over the color at week 3.

Redheads are the most thankful for the option to refresh their color. They can always benefit at 2-3 weeks, coming in for a quick infusion of vibrancy for their red, making it much easier to go the duration between touch-ups looking like the fabulous redheads they are!

My clients are usually very busy women on the go. Many times they don't have time for a blow dry, so at the end of their business day they stop in quickly for a tone-and-go service and are in and out in 30 minutes. For those women who have more time, they usually get a blow dry at the standard price with a complimentary toner. These women usually pick dates on their social calendars when they know they want to look good.

Constant Color Care is the ONLY way to achieve and maintain the ultimate in vibrant haircolor, and its only available from Nikas Nikas.

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Nikas Nikas bio

I was licensed at age 18, and shortly thereafter I had the luck to apprentice under the great Scottish hairstylist Irvine Rusk, of Rusk salon products. In a matter of months I became his top educator, traveling nationally and internationally, teaching the groundbreaking Rusk Methods and Techniques of hair cutting. I finished my 5 year tenure with Rusk Inc. with the auspicious title of National Director of Education.

Road-weary from all the traveling, I decided to return to my passion of being an in-salon stylist and so I became a salon owner. Purely on the basis of weather, I decided to move back to my childhood home of Maui. I bought a salon right on the beach, and made my name as one of the top hairstylists in all of Hawaii.

While in Hawaii, I was asked by the top-selling hair color manufacturer Goldwell to become an educator and to teach color & hair cutting classes throughout the Hawaiian islands, Asia, and at the company's headquarters in Baltimore MD. In order for me to accept this position, however, I had to sell my salon, leave Hawaii and move somewhere within the contiguous 48 states. I chose San Francisco—my favorite city in America—to be my new home. After 3 years I was given Goldwell's highest education honor and was offered to join an elite group of the company's top 6 educators for a national tour that traveled to 26 cities throughout the United States annually.

After my second successful year with the tour, however, my SF clientele had grown so much that it became difficult to keep a heavy travel schedule, so I turned my focus and attentions to my blossoming career here in San Francisco.

In the process of moving to SF I had also taken on the daunting challenge of changing my career path by becoming a Master Colorist. My decision required me—after 12 successful years of being a stylist & salon owner—to apprentice under a Master Colorist for a period of six months and tackle the “lowly” jobs of hair washing, color bowls, sweeping, and all the other tasks of a salon slave, while making peanuts for pay. This was a humbling experience, but one that fit perfectly with my 5-year plan to become San Francisco's Top Master Colorist. In August 2004—exactly 5 years to the day of moving to town—I was named “SF's TOP COLORIST” by ALLURE Magazine.

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Nikas Nikas bio (pt 2)

Gratefully, I can say my road to success was facilitated by many mentions in local and national publications as SF's Hairstylist/Colorist, or "go-to" guy for current style tips and opinions on beauty, hair and fashion trends. I have also been featured on international websites as a "Hair Guru", and as an online contributing expert in the field of hair.

My good fortune in the city by the bay has also brought me a vibrant and eclectic clientele that includes supermodels, socialites and celebrities. But most importantly, my reputation has earned me the respect of many of SF's savviest women—women who know high-quality color when they see it.

My ultimate goal is to be the first San Francisco hairstylist to generate nationwide household name recognition—a post previously held only for NYC or LA stylists. The name Nikas Nikas will be synonymous with the names of mega-stylists such as Fredrick Fekkai, Sally Hershberger and Oribe.

What is next on my immediate career horizons? PLENTY. But for now I'm keeping a tight lip. You'll just have to wait and see...

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STYLE

Section M

HAIR WARS

Two men with very different approaches to styling compete for big names

By Sylvia Rubin
CHRONICLE FASHION EDITOR

The dishy world of upscale hair salons, where pampered clients demand appointments *now* and think nothing of asking a stylist's assistant to run out to do the holiday gift shopping, is populated by a few stars who play the game the best.

The top price for a haircut here hovers in the \$200 range. For most people, that's a ridiculous sum, but clients are still getting away with murder compared with New York, where "Laughing All the Way to the Bank" Sally Hershberger charges \$600 for a cut at her downtown salon.

In San Francisco, a small group of women who travel in the same high-society circles go to either Nikas Nikas, of Salon on the Square, or Alex Chases. The two stylists work in the same building and vie for the same clientele. The rivalry is fierce.

One man used to work for the other, and it takes only a minute to understand why that didn't work out. "We say hello in the elevator, that's it," says the flamboyant Nikas, who once worked for the very reserved Chases.

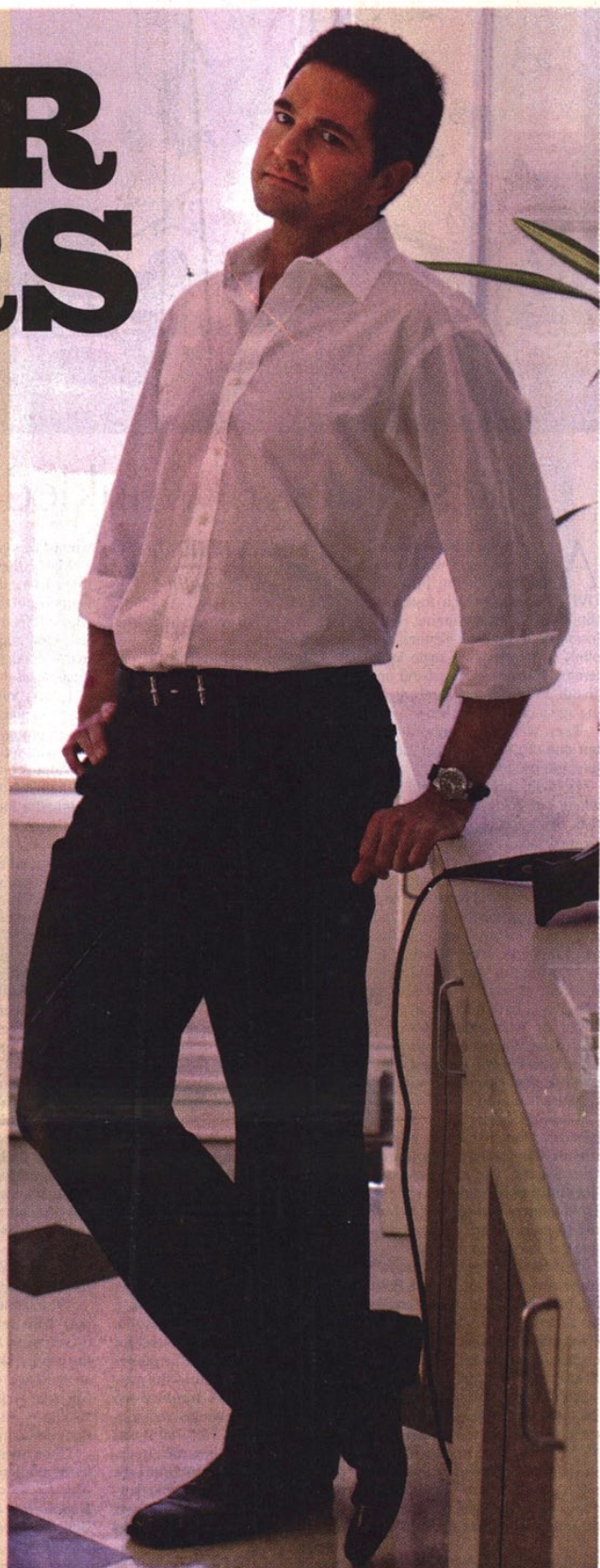
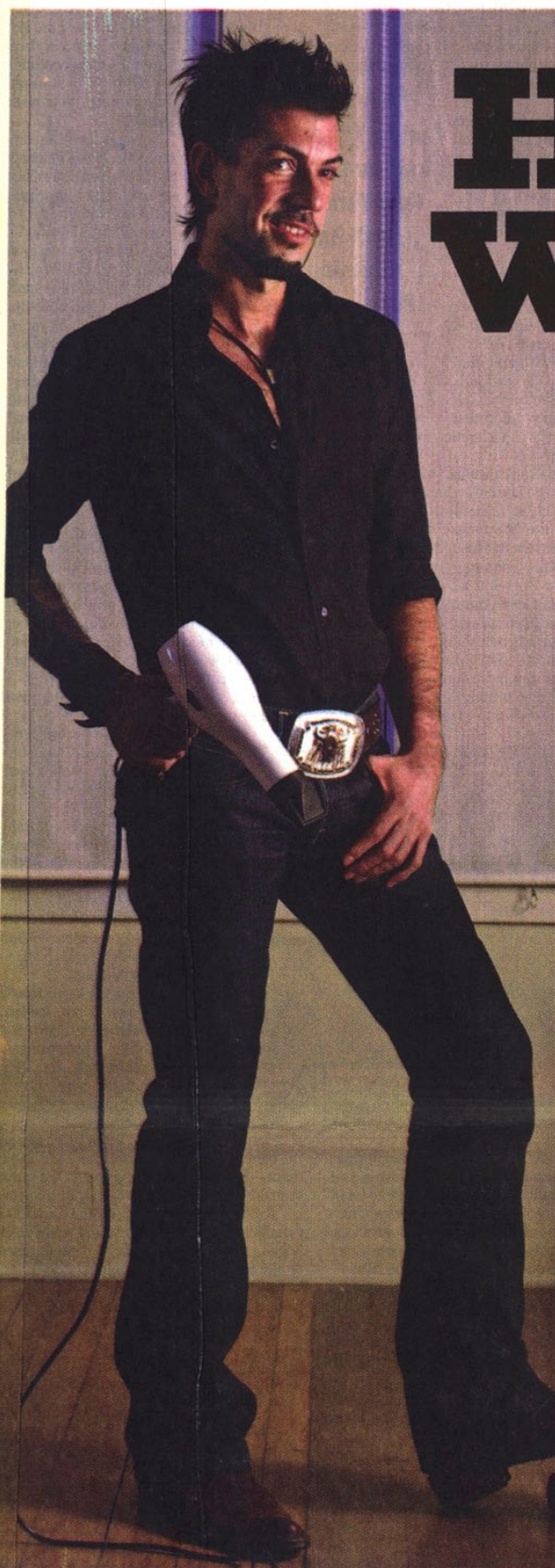
But both are known for precision cuts and special-effects highlighting; Nikas might paint in six shades of blond; Chases is a tad more conservative — he might brush on three colors.

They both worked their way up the ranks, are both about the same age (Nikas is 36; Chases is 39), and in an odd but telling turn of events, work only one floor apart at 166 Geary St.

In his sunny corner chair on the 13th floor, Nikas sees a client list that includes San Francisco Ballet supporter Lis Petkevich. One floor down, Chases' clients include jetsetter Denise Hale, whose photo has appeared in international society pages for decades.

Both have worked on Pacific Heights socialite and animal rights activist Vanes-

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Photos by ERIC LUSE / The Chronicle

Yin and yang: Nikas Nikas, left, the flamboyant one, and Alex Chases, the reserved one, two of San Francisco's top hairstylists, vie for the same clientele and work in the same downtown building, at 166 Geary.

